CHAPTER 4
RESEARCH METHODOLOGY

4.1. Research Methodology

Research is an art of scientific investigation that means “A careful investigation or inquiry especially through search for new facts in any branch of knowledge” (Redman and Mory). Redman and Mory define research as a “Systematized efforts to gain new knowledge.” It has helped in knowing the significant impact of market segmentation on the FMCG and what changes are going to be there in the future related to the marketing segmentation for the FMCG companies. The study has helped to identify what needs to be done while segmenting the market by FMCG companies. To study that the following research design was chosen.

Universe: The universe is all the customers of the FMCG companies mainly Hindustan Unilever Limited, Procter & Gamble, ITC Limited, Dabur India Limited, and Godrej.

Locale: The research has been carried out in Punjab and Chandigarh. The first reason was that the researcher is born and lived in this region, and was having knowledge about the major aspects of this region. Secondly, this region was best suited for the studying the existing segmentation i.e. Demographic, Physiographic, Geographic, Behavioural etc. that can help in knowing what FMCG companies need to do. This has helped in minimizing the biasness.

Sample: To meet the objective of the study the researcher has selected 500 customers using random sampling technique, which were taken from the Punjab
and Chandigarh region considering FMCG companies mainly Hindustan Unilever Limited, Procter & Gamble, ITC Limited, Dabur India Limited and Godrej.

**Data Collection:** Data has been collected from both primary sources and secondary sources. Secondary data has been collected from company reports, company surveys, journals, trade bulletins, internet and other published sources.

The primary data has been collected from the respondents by a structured questionnaire. A few customers whom the researcher has felt were very important in the process; an unstructured interview was carried out.

**Data Analysis:** The data collected from primary and secondary sources was coded and then tabulated with various tabulation methods, as per the researcher’s requirements. Then traditional statistical tools and modern tolls like IBM PASW 18 and IBM SPSS 19 were used to analyze the various forms of data.

4.2 **Hypothesis**

To achieve the research objectives following hypothesis were being set:

**Hypothesis I:** \((H_0)\) There is no association between the buying routine and the demographical profile of the respondents.

**Hypothesis II:** \((H_0)\) There is a strong association between low price and the buying behaviour of the respondents

**Hypothesis III:** \((H_0)\) People are ready to change their product if another brand offers some attractive scheme or if the desired brand is not there at the shop

**Hypothesis IV:** \((H_0)\) Respondents are not significantly aware about the products in the market
4.3 References:
