CHAPTER 3

Research Methodology
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3.1 - RESEARCH METHODOLOGY

Research methodology is procedures for necessary data obtaining needed which also helps in solving the research problem. It always a means of blueprint or framework for conducting the actual research. So that it is foundation of doing the research. Therefore it is also said that this is a path of finding solution of research questions. A good research methodology indicates the proper research work.

3.2 RESEARCH DESIGN

The researcher plans to present this study in the form of descriptive research work. The base will be quantitative because researcher will be adopting the survey method to collect the data. The researcher plans to collect data for his research through primary and secondary sources.

**Primary Sources:** Primary data is collected through questionnaire posed to consumers perception about advertisement. This will result into understanding the modes and prospects of advertisement in tribal area.

**Secondary Sources:** For any data to be complete the researcher has to heavily depend upon information from existing sources. The researcher will assimilate the essence from the information taken from various secondary sources.

- The researcher will also make use of data published by the various companies and other institutes.
- The research will depend upon information collected from the print media: i.e. newspapers, magazines and journals.
- Information gleamed from the internet.
- Existing work done on similar topics by others.
- Other published data like conference proceedings, reference books etc.

3.3 - SAMPLING TECHNIQUE & SAMPLE SIZE

Samples of the study consisted of consumer segment are from 18 to 60 years age group under the research study. The study is restricted to analysis responses of 400 consumers. Convenience samples are drawn from Nandurbar District. The convenience sampling means the sample which accessible easily in the market place or further it will
modify to the selection of individual respondents under random sampling. The respondents will be selected under the study which the observation on the life style pattern. The important consumer in this regard will be those going out for shopping after watching advertisement. With the help of structured questionnaire data will be collected. The data collection procedure will be undertaken during field work and when consumer or respondents are in free or relaxing mood.

3.4 - RESEARCH AREA

The geographical area to be covered in the research will be Nandurbar District in the State of Maharashtra, India. This area has been selected primarily due to drought conditions of the district and absence of major industrial growth.

3.5 - STATISTICAL METHODS

The collected data will be edited to avoid unwanted information & will be arranged in proper sequence. The edited data will be edited & classified for suitable tabulation, graphs, charts, diagrams wherever necessary. The study further used the statistical methods such as Pearson Correlation and Chi-Square Test for hypothesis testing.