CHAPTER THREE
RESEARCH METHODOLOGY

3. Introduction to the Chapter

This chapter discusses in detail the methodology used to achieve the objectives of the research. It starts with the discussion of research questions, planned objectives and the proposed hypotheses. It also highlights the roadmap for data collection and analysis. The purpose of this study was to analyze impact of rural marketing dynamics in consumer’s point of view. A better perception of this phenomenon will let the rural marketers to continue from a well-informed viewpoint in terms of design and facilitation of FMCGs. In order to understand this phenomenon, the current study addressed the following research questions:

a) Was there any impact of rural marketing practices on the satisfaction level of rural consumers?

b) Was there any impact of rural marketing practices on the switching cost of rural consumers?

c) Was there any impact of rural marketing practices on the Loyalty of rural consumers?

d) Was there any impact of switching cost, customer satisfaction and trust on the Loyalty of rural consumers?

e) What rural consumer preferred in terms of brands, promotional schemes and Medias adopted by FMCG companies?

f) Was there any variation in the rural marketing practices and behavioral aspects of rural consumers across their demographic information?
3.1 Objectives of the Study

The research objectives had been derived by critically examining the relevant literature in order to solve the above research questions. The objectives of the present study were:

1. To examine the impact of rural marketing practices on the behavioral aspects of rural consumers in Punjab and Haryana.

2. To examine the rural consumer's preferences towards various brands, promotional schemes and media.

3. To study variations in the constructs under study across different demographic variables.

3.2 Proposed Hypotheses

A hypothesis is an unproven statement or supposition about a factor or phenomenon that is of interest to the researcher. Often, a hypothesis is a possible answer to the research question. Based on the above stated objectives, following research hypothesis were framed:

**H1:** Marketing practices are the positive predictor of overall customer satisfaction.

H1a: Product practice is a positive predictor of overall customer satisfaction.

H1b: Price practice is a positive predictor of overall customer satisfaction.

H1c: Retailing/Selling practice is a positive predictor of overall customer satisfaction.

H1d: Advertising practice is a positive predictor of overall customer satisfaction.

**H2:** Marketing practices are the positive predictor of switching cost.

H2a: Product practice is a positive predictor of Switching Cost.
H2b: Price practice is a positive predictor of Switching Cost.

H2c: Retailing/Selling practice is a positive predictor of Switching Cost.

H2d: Advertising practice is a positive predictor of Switching Cost.

H3: Marketing practices are the positive predictor of customer loyalty.

H3a: Product practice is a positive predictor of Customer loyalty.

H3b: Price practice is a positive predictor of Customer loyalty.

H3c: Retailing/Selling practice is a positive predictor of Customer loyalty.

H3d: Advertising practice is a positive predictor of Customer loyalty.

H4: Customer satisfaction, switching cost and trust are the positive predictor of customer loyalty.

H4a: Customer satisfaction is a positive predictor of Customer loyalty.

H4b: Switching cost is a positive predictor of Customer loyalty.

H4c: Trust is a positive predictor of Customer loyalty.

H5: Marketing practices differ across demographic profile of consumers.

H5a: Males and females differ in their opinions towards marketing practices.

H5b: Respondents belonging to Punjab and Haryana differ in their opinions towards marketing practices.

H5c: Married and unmarried respondents differ in their opinions towards marketing practices.

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H₅d: Respondents belonging to different age groups differ in their opinions towards marketing practices.

H₅e: Respondents having different family size differ in their opinions towards marketing practices.

H₅f: Respondents with different occupations differ in their opinions towards marketing practices.

H₅g: Respondents with different education background differ in their opinions towards marketing practices.

H₅h: Respondents with different levels of income differ in their opinions towards marketing practices.

H₆: Behavioral aspects differ across demographic profile of consumers.

H₆a: Males and females differ in their opinions towards behavioral aspects.

H₆b: Respondents belonging to Punjab and Haryana differ in their opinions towards behavioral aspects.

H₆c: Married and unmarried respondents differ in their opinions towards behavioral aspects.

H₆d: Respondents belonging to different age groups differ in their opinions towards behavioral aspects.

H₆e: Respondents having different family size differ in their opinions towards behavioral aspects.

H₆f: Respondents with different occupations differ in their opinions towards behavioral aspects.

H₆g: Respondents with different education background differ in their opinions towards behavioral aspects.

[50]
H6h: Respondents with different levels of income differ in their opinions towards behavioral aspects.

The hypothetical model is shown in the figure 3.1.

Figure 3.1: Hypothetical Model of the Study

Source: Self generated study
This chapter describes the roadmap for the research methodology used in this study and consists of discussions around the following aspects:

a) Research design, b) Research approach, c) Research Techniques, d) Information needed, e) Sampling process and sample size, f) Measurement and scaling procedures, g) Construct and pretest of questionnaire, h) Defining variables, i) Sources of data collection, j) Treatment/Analysis of data, k) Reliability and validity, l) Delimitations and limitations, m) Chapter summary.

3.3 Research Design

Research design is a framework or blueprint for conducting the marketing research project. It details the procedures necessary for obtaining the information needed to structure or solve marketing research problems. It is used to determine the possible solutions to a research problem and information needed for decision-making. A good research design will give surety about the effectiveness and efficiency of research project. The research design can be classified into exploratory, descriptive and casual design. (Malhotra and Dash, 2009).

As there was a need to describe, clarify and explain the relationship among the constructs marked by the prior formulation of specific hypotheses under study with the help of survey so the “Descriptive” kind of research design was appropriate for the current study. Further, in case of single cross-sectional designs, only one sample of respondents is drawn from the target population and information is obtained from this sample only once (Malhotra & Dash, 2009). The impact of rural marketing dynamics in consumers’ point of view was studied at a particular time just like a snapshot so the time perspective of this research was “Cross-sectional”.

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3.4 Research Approach

Singh (2006) described research approach as an inductive-deductive mode of thinking or reasoning in which one seeks to explain the uniformities of nature by appealing to experiences.

- Induction moves forward from particular to the general.
- Deduction is backward movement from general to particular.

As the present study involved the development and testing of hypotheses with the help of research strategies that resulted in movement from general to particular so the research approach was “Deductive” in nature. The study revolved around quantifying the perceptions of consumers, generalizing the results from the sample to the population of interest using large number of representative cases which were structured and statistical in nature so “Quantitative” study was chosen (Malhotra & Dash, 2009:144).

3.5 Research Techniques

Yin (1994) opined that survey kind of research technique was most appropriate when the research question involved “Who, What, Where, How much, How many” aspects, behavioral events did not require any control and there would be focus on the contemporary events. As descriptive research design was adopted to deal with Who, What, Where, How much, How many aspects of the contemporary research problem and which required no control over the behavioral events so “Survey” strategy was used for this study. Survey method was used to find out the relations between impact of rural consumers towards rural marketing practices adopted by selected FMCG companies and satisfaction and loyalty status of rural consumers. A multi-item questionnaire was designed in order to find out those relationships with the help of quantitive approach.
3.6 Information Needed

The current study focused upon 600 rural consumers from four villages located in the different districts of Punjab and Haryana each. In order to understand the impact of rural marketing practices on the behavioral aspects of rural consumers, six research questions were used to collect the information needed. The conceptual framework was used to gather the information needed to answer the research questions and could be classified into three major groups:

a) Demographic b) Perceptual c) Theoretical

The demographic information regarding the respondent’s gender, age, family size, occupation, education, marital status and income was included in the study. Rural consumer’s perception of product, price, retailing, selling, switching cost, trust, satisfaction and loyalty and preferences towards various brands, promotional schemes and media adopted by FMCG companies was included in the current study. The theoretical information was illustrated from the review of literature carried out in the previous chapter.

3.7 Sampling Process and Sample Size

The aim of marketing research is to obtain the relevant information about the parameters of a population which is aggregate of all the elements that share some common set of features and that comprise the universe. On the other hand, a sample represents the subgroup of the population selected for participation in the study. A sample is preferred because budget and time available are small. A sample is realistic if population is large as it is for the most fast moving consumer goods. Small variance in the characteristics, low cost of sampling error and focus attention on individual cases favor a sample (Malhotra, 2007).
1. Target Population

The sum total of all the respondents who can provide desired information and about which inference are to be made comprises the target population. It is defined in terms of element, sampling unit, extent and time. Since the objective of this study was to examine the impact of rural marketing practices on the behavioral aspects of rural consumers for select FMCGs, so elements of the study included entire end users of select FMCGs. The sampling units were the rural households containing the above elements that were available for selection. The study was extended to the geographical boundaries of Punjab and Haryana for the time from the year 2010 to 2012.

2. Sampling Frame

The database in possession of retailers in the form of credit bill books was used as the sampling frame.

3. Sampling Technique

In this study, probability sampling was used because the nature of research was conclusive, variability in population was high and statistical considerations were favorable. To ensure that the survey sample represented the population adequately, the systematic sampling technique was used to select every third house as it increased representativeness and was easier to implement.

4. Sample Size

A conservative formula used to determine the appropriate sample size N was based on the amount of error the researcher was willing to tolerate stated as a proportion or percent.
In the present research, an error of five percent (±5 percent) was acceptable and therefore, the sample size was found to be 400.

\[ N = \frac{1}{0.05^2} = \frac{1}{0.0025} = 400 \]

Field (2005:173) provided some guidelines for minimum acceptable sample size with two rules of thumb. The first was based upon whether to test the overall fitness of regression model (i.e. test the R^2) and second was based on whether to test the individual independent variables within the model (i.e. test b-values of the model).

1. For testing the overall fitness of model, the minimum acceptable sample size should be equal to 50 + 8k, where k represents the number of independent variables. For example, for four independent variables, the minimum sample required must be of 50 + 8*4 = 82.

2. In order to test the individual independent variable within the model, the minimum acceptable sample size should be equal to 104 + k, where k represents the number of independent variables. For example, for four independent variables, the minimum sample required must be of 104 + 4 = 108.

The present study examined the implication of both overall fitness of model and the individual independent variables within the model so the minimum acceptable sample size required must be \( N \geq 104 + 9 = 113 \). In this study, the sample size was selected as 600 respondents which were significantly greater than the appropriate sample of 113 to represent population adequately.

According to census of India the term rural means not being urban. Based on this concept, the current study was taken up in twenty four villages from Hoshiarpur, Gurdaspur, Sangrur (representing Doaba, Malja & Malwa regions respectively), Panchkula, Ambala and Kurukshetra districts. Out of these, the first three districts were
from Punjab and rests three were from Haryana states respectively. Four villages were selected from each district on convenience basis. Care was taken to ensure that the selected villages were not close to the towns. Table 3.1 represented the list of villages selected for current study.

Table 3.1: Representative Sample of Villages for the Study

<table>
<thead>
<tr>
<th>Name of State</th>
<th>Name of Districts</th>
<th>Name of Block/Villages</th>
<th>Number of Respondents from each village</th>
</tr>
</thead>
<tbody>
<tr>
<td>Punjab</td>
<td>Hoshiarpur</td>
<td>Bhunga-Jallowal</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dasuya-Alampur</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hoshiarpur-I-Bagpur</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Hoshiarpur-II-Bohan</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>Gurdaspur</td>
<td>Bamial-Samrala</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Batala-Bahadurpur</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dera Baba Nanak-Basant Kot</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Qadian-Bham</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>Sangur</td>
<td>Dhuri-Daulatpur</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MalerKotla-Amargarh</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MalerKotla-II-Bishangar</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sunam-Akalgarh</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>Panchkula</td>
<td>Khokhra</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Karanpur</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dhanala</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Kherawali</td>
<td>25</td>
</tr>
<tr>
<td>Haryana</td>
<td>Ambala</td>
<td>Sondha</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Boh</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dhanana</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sadhopur</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>Kurukshetra</td>
<td>Goli Pura</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Thol</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jakhawala</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Shahapur</td>
<td>25</td>
</tr>
<tr>
<td>Total</td>
<td>6</td>
<td>24</td>
<td>600</td>
</tr>
</tbody>
</table>

It can be observed from Table 3.1 that from each village, a sample of twenty-five consumers was drawn. Hence, the sample of consumers from each district came out to be 100 and the total number of consumers for the study was 600.

[57]
3.8 Measurement and Scaling Procedure

Measurement means assigning numbers or other symbols to characteristics of objects according to certain pre-specified rules. In this study three primary levels of measurement: nominal, ordinal and interval were used. Nominal level was used to measure the variables like name of state, gender, occupation and marital status. The ordinal level was used to measure the variables like income, education, family size and age. The rest all other variable like product, price, retail, advertising, switching cost, trust, customer satisfaction, loyalty and consumer preferences were measured with the help of interval level. On the other hand, Scaling involved creating a continuum upon which measured objects are located. The present study collected data on a 1-5 Likert scale ranging from strongly disagree to strongly agree.

3.9 Construct and Pretest of Questionnaire

Questionnaire is formalized set of questions for obtaining information from respondents. It is also known as schedule, interview form or a measuring instrument. In this study, the questionnaire consisted of seven parts. The first part asked the respondents to answer four constructs (20 items) in terms of product (5 items, with $\alpha=0.781$), price (5 items, with $\alpha=0.776$), advertising (5 items, with $\alpha=0.760$) and selling/retailing (5 items, with $\alpha=0.819$) on the basis of the scale developed by Gaski and Etzel (1986). The second part measured the switching cost (7 items, with $\alpha=0.674$) developed by Burnham et al. (2003). Trust scale developed by Morgan and Hunt (1994) containing 5 items, with $\alpha=0.856$ was supposed to be measured by the third part. The Fourth part measured the satisfaction level of customers (3 items, with $\alpha=0.771$). The fifth part contained five items to measures the loyalty of customers. The sixth part consisted of sixteen items to measure the consumers’ preferences towards various brands, promotion schemes, and media. The last part gathered general information about respondent’s age, gender, education, family size, occupation and income. All Questions were assessed using a five point Likert scale (except the demographic information in the last part) with end points of ‘strongly disagree’ and ‘strongly agree’. The instrument used for the study is enclosed in the Appendix B.
Table 3.2 represented the details about what construct was measured and how it was measured.

**Table 3.2: Constructs and Measures**

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Measures (No. of Questions)</th>
<th>Source</th>
<th>Cronbach’s Reliability(α)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer sentiment towards marketing 4Ps</td>
<td>Product scale (5)</td>
<td>Gaski and Etzel (1986)</td>
<td>0.781</td>
</tr>
<tr>
<td></td>
<td>Advertising scale (5)</td>
<td>Gaski and Etzel (1986)</td>
<td>0.760</td>
</tr>
<tr>
<td></td>
<td>Price scale (5)</td>
<td>Gaski and Etzel (1986)</td>
<td>0.776</td>
</tr>
<tr>
<td></td>
<td>Retailing scale (5)</td>
<td>Gaski and Etzel (1986)</td>
<td>0.819</td>
</tr>
<tr>
<td>Switching cost</td>
<td>Switch to other products (7)</td>
<td>Burnham et al. (2003)</td>
<td>0.674</td>
</tr>
<tr>
<td>Trust</td>
<td>Trust on Product (5)</td>
<td>Morgan and Hunt (1994)</td>
<td>0.856</td>
</tr>
<tr>
<td>Customer satisfaction</td>
<td>Satisfaction with product (3)</td>
<td>American Customer Satisfaction Index study (NQRC, 1995) and Feick et al. (2001)</td>
<td>0.771</td>
</tr>
<tr>
<td>Customer loyalty</td>
<td>Loyalty towards product (5)</td>
<td>Narayandas (1996)</td>
<td>0.88</td>
</tr>
<tr>
<td>Buying Intentions</td>
<td>Preferences towards various brands, promotion schemes, Medias (16)</td>
<td>Vyas (2005)</td>
<td>NA</td>
</tr>
</tbody>
</table>
Pretesting of questionnaire means testing of questionnaire on small sample of respondents to identify and eliminate potential problems. All aspects of the questionnaire were tested, including question content, wording, sequence, form and layout, question difficulty and instructions. The respondents in the pretest were similar to those included in the actual survey. The pretest sample size in this study was small and included only 70 respondents for the preliminary testing.

3.10 Defining Variables

The variables studied in the study could be classified as independent and dependent variables. Table 3.3 represented the predictor and criterion variables in this study.

<table>
<thead>
<tr>
<th>Independent/Predictor</th>
<th>Dependent/Criterion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural Marketing practices including product, price, retail, advertising, Switching cost, customer satisfaction, trust and demographic variables.</td>
<td>Customer satisfaction, Switching cost and Customer loyalty</td>
</tr>
</tbody>
</table>

Operational definition of the all the variables studied are presented in the Table 3.4 labelled “Operational Definition of Construct”. The independent variables are also known as predictor variables and dependent variables are also known as criterion variables.
Table 3.4: Operational Definition of Construct

<table>
<thead>
<tr>
<th>Construct</th>
<th>Operational Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product</td>
<td>“A product is anything that can be offered to market to satisfy a want or need, including physical goods, services, experiences, events, persons, places, properties, organisations, information and ideas.” (Kotler &amp; Keller, 2011:191)</td>
</tr>
<tr>
<td>Price</td>
<td>“Price can be defined narrowly as the amount of money charged for a product or service. Or it can be defined more broadly as the sum of the values that consumers exchange for the benefits of having and using the product or services.” (Kotler &amp; Armstrong, 2008:282)</td>
</tr>
<tr>
<td>Retailing</td>
<td>“Retailing means all activities involved in selling goods or services directly to final consumers for personal, nonbusiness use, including store retailing, nonstore retailing and retail organizations.” (Kotler &amp; Keller, 2011:284)</td>
</tr>
<tr>
<td>Advertising</td>
<td>“Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor” (Kotler &amp; Armstrong, 2007:423)</td>
</tr>
<tr>
<td>Switching Cost</td>
<td>“A switching cost refers to a one-time cost that is incurred by a buyer as a result of switching from one supplier’s product to another’s” (Biswas Supriya, 2011:219)</td>
</tr>
<tr>
<td>Trust</td>
<td>“Trust is defined as the belief in the integrity, honesty and reliability of a supplier” (Dwyer &amp; Tanner, 2008:107)</td>
</tr>
<tr>
<td>Customer Satisfaction</td>
<td>“The extent to which a product’s perceived performance matches a buyer’s expectations” (Kotler and Armstrong, 2008:13)</td>
</tr>
<tr>
<td>Customer Loyalty</td>
<td>“The desire on the part of the customer to continue to do business with a given supplier over time” (Chaffey et al., 2009:261)</td>
</tr>
</tbody>
</table>
3.11 Sources of Data Collection

The study was based on both primary as well as secondary data in order to have precise and objective conclusions. The primary data are those which are collected afresh and for the first time, and thus turn out to be new in nature. The primary data is originated from the questionnaire for the specific purpose of addressing the research problem under study. In this study, the primary data was collected with the help of multi-item questionnaires given to the rural consumers. There were very few published materials available on the problem under study, so collection of primary data was given the highest priority as it helped to depict information directly from the field. Out of the total questionnaire administered, 578 questionnaires were valid in all respects. The number of questionnaire that qualified for analysis from each state were 290 from Punjab (10 were excluded), 288 from Haryana (12 were excluded) making a response rate of 96.3 percent. The high response rate might be due to high involvement and control over filling the simplified questionnaire by the researcher.

On the other side, the data, which had already been collected by someone else and passed through statistical process, is the secondary data. Malhotra and Dash (2009) defined secondary data as data collected for some purpose other than the problem at hand. In this study, the secondary sources of data included journals like SCMS Journal of Indian Management, Journal of Consumer Marketing, Indian Journal of Marketing, Magazines like Facts For You, 4Ps, Business Today and Advertising Express, Online Databases like Ebscohost, Emerald, Jstor, Datamonitor and Worldcat, Annual reports like ACNielsen, Mckinsey and Accenture. Use of secondary data is relatively rapid and easy than primary data. It saves a lot of time and cost and helps to provide some extra information related to research problem.

3.12 Treatment/Analysis of Data

After the collection of data, it is to be presented in such a way that provide information and helps to depict conclusions. The collected data are processed, interpreted and presented with the help of data presentation and data analysis techniques. The data can be
presented with the help of tables, pie charts, bar graphs and figures etc. In this study, the
data was presented with the help of tables and figures only. Tables help to present large
amount of data in structured rows and columns that are easy to refer and interpret. On the
other hand, figures help to present the comparable data, which are easy to understand.

The data collected was analyzed with the help of descriptive statistics to find out the
mean and standard deviation, for assessing normality of the data and for checking for
outliers. Inferential statistics were used to find out the relationship among the defined
variables under study with the help of correlation and regression. Multiple regression
analysis was used to test the first four hypotheses and their corresponding results
provided solution to the first four research questions. The hypothesis $H_1$ was examined to
solve the first research question about the impact of rural marketing practices on the
satisfaction level of rural consumers. In order to find out any significant relationship
($p<0.05$) between them, multiple regression method was applied. Marketing practices of
product ($H_{1a}$), price ($H_{1b}$), retailing ($H_{1c}$), and advertising ($H_{1d}$) were the predictor
variables. Customer satisfaction was the criterion variable.

The hypothesis $H_2$ was examined to solve the second research question about the impact
of rural marketing practices on the switching cost of rural consumers. In order to find out
any significant relationship ($p<0.05$) between them, multiple regression method was
applied. Marketing practices of product ($H_{2a}$), price ($H_{2b}$), retailing ($H_{2c}$), and advertising
($H_{2d}$) were the predictor variables. Switching cost was used as the criterion variable. The
hypothesis $H_3$ was examined to solve the third research question about the impact of rural
marketing practices on the loyalty of rural consumers. In order to find out any significant
relationship ($p<0.05$) between them, multiple regression method was applied. Marketing
practices of product ($H_{3a}$), price ($H_{3b}$), retailing ($H_{3c}$), and advertising ($H_{3d}$) acted as the
predictor variables. Loyalty of rural consumers was the criterion variable.

The hypothesis $H_4$ was examined to solve the fourth research question about the impact
of switching cost, customer satisfaction and trust on the loyalty of rural consumers. In
order to find out any significant relationship ($p<0.05$) between them, multiple regression
method was applied. Customer satisfaction ($H_{4a}$), switching cost ($H_{4b}$) and trust ($H_{4c}$)
acted as the predictor variables. Loyalty of rural consumers was used as the criterion

[63]
variable. Conjoint analysis was used to study the rural consumer preferences towards various brands, promotional schemes and media. Multivariate analysis of variance was used for the comparative analysis of variables under study across different demographic variables.

The collected data was treated with the help of Predictive Analytics Software 18 (PASW) and Visual PLS1.04b1.

3.13 Reliability and Validity

The reliability of a measuring instrument is defined as “its ability to consistently measure the phenomenon it is designed to measure” (Ho, 2006). Reliability also refers to the degree to which the items that make up the scale ‘hang together’ (Pallant, 2007). A commonly used coefficient of internal consistency “Cronbach’s alpha” is based on the consistency of responses from one item to another. The minimum acceptable value for Cronbach’s alpha of a scale is 0.70 (Pallant, 2007). In this study, the reliability of scale was tested by calculating the value of Cronbach’s alpha and was found to be more than 0.79, which showed that the scales were internally consistent.

“The validity of a scale refers to the degree to which it measures what it is supposed to measure”. There is no clear-cut statistical indicator of scale’s validity. It is based upon the compilation of empirical indication relating to its use (Pallant, 2007). The validity of scale is determined with the help of factor loadings and AVE value, which were more than the cut-off indicated the validity of scales.

3.14 Delimitations and Limitations

Delimitations simplify the boundaries of study. It indicates how to narrow the scope of study. Typical delimitations are selected aspects of problem, time and location of study; sample selected whereas limitations are the conditions that may weaken the study.
Despite the best efforts made in the research to solve the problem, there were certain factors affected the study and were beyond the researcher's control. Some of these factors are as mentioned below:

1. The response of the consumers' may be biased, prejudiced and luke-warm.

2. The results of the study are applicable to Punjab and Haryana only and cannot be generalized to other parts of India as the people living in others parts may have different perception.

3. However, children (below the age of 18 years) constitute a larger chunk of rural population and are compulsive buyers but were not the part of the study.

4. The present study is product specific so its results cannot be generalized to service sector.

3.15 Chapter Summary

The purpose of this chapter was to describe the research methodology used in this study, explaining how the research was planned and conducted, and how the data was collected and analyzed. The descriptive research based on deductive approach was used to answer the research questions. The systematic sampling was preferred with sample size being 600. A multi-item questionnaire was used to collect the data, which was analyzed with different statistical techniques to achieve the planned objectives.