

THE SWOT ANALYSIS

RESEARCH METHODOLOGY

CHAPTER – V

RESEARCH METHODOLOGY

INTRODUCTION

This chapter highlights the basic manner and methodology in which the research was conducted.

STATEMENT OF PROBLEM

The study is an attempt to undertake a comparative study of Strength, Weakness, Opportunities and Threats of Cadbury India Ltd. and Nestle India Ltd. in order to suggest the companies suitable marketing strategies to sustain and/or improve their market share

OBJECTIVES OF THE STUDY

1. To study the strength of the companies under study.
2. To study the weaknesses of the companies under study.
3. To study the opportunities available to the companies under study.
4. To study the threats faced by the companies under study.
5. To study the impact of SWOT on marketing mix.
6. To study the impact of SWOT on capturing the market share.
7. To make a comparison of various marketing strategies adopted by the companies under study.

8. To make suggestion to improve the market share of the companies under study.

SAMPLING PLAN

The sampling details are as under:

- A) Sampling Frame: Gujarat
- B) Sample Unit: Dealers and Consumers
- C) Sample Size: Dealers - 50
Consumers - 250

SAMPLE FRAME

The sample frame comprises respondents from various major cities of Gujarat State.

SAMPLE SIZE AND SELECTION OF RESPONDENTS

For the purpose of the analysis, 250 responses were collected from respondents for consumer and 50 responses were collected from respondents of dealer.

The sampling units of the study population consisted of both males and females for Cadbury & Nestle product. The study population was confined to major cities of Gujarat State only. The time for drawing the samples and collecting responses was between January to April 2008.

DATA COLLECTION

The primary data have been collected as per the need of the comparative analysis using personal interview.

RESEARCH INSTRUMENT

Two separate sets of Questionnaires were developed for the purpose of using them as research instrument to collect primary data. The same can be seen in the Appendix – I.

ANALYSIS OF DATA

As per the design of the research, the collection of data is followed by the analysis of primary data, which includes the frequency distribution, testing of association and mean comparisons of various factors and parameters.

PARAMETERS IN THE RESEARCH

The following parameters are considered for the purpose of analysis:

- Age group
- Sex
- Occupation
- Family size
- Monthly family income
- SWOT parameters

STATISTICAL TOOLS/TECHNIQUES USED

- **T-test for Mean and Standard Deviation comparisons**

- **Test of association – Chi-square test and other related techniques**