

CHAPTER 4

RESEARCH METHODOLOGY

Research Methodology is a way to systematically solve research problem. In it we study the various steps that are generally adopted by researcher in studying his research problem along with the logic behind them. It is necessary for a researcher to know not only the research techniques but also the methodology. It may be noted, in the context of planning and development, that the significance of research lies in its quality and not in quantity. Researchers should know how to apply particular research techniques, but they also need to know which of these methods or techniques, are relevant and which are not, and what would they mean and indicate and why.¹

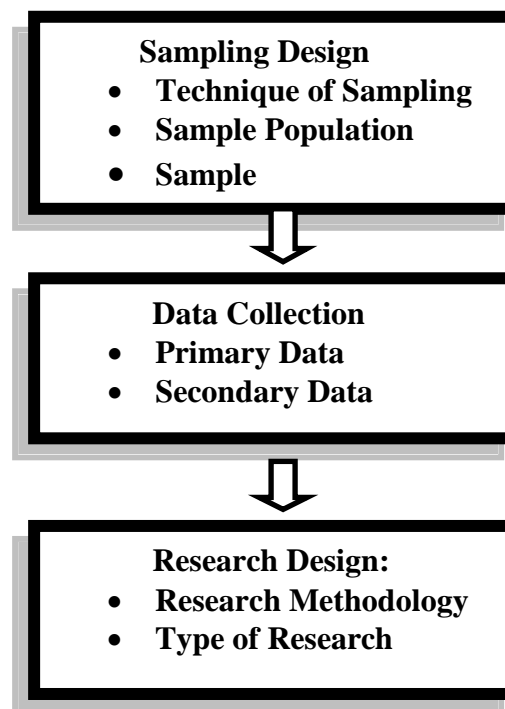
To understand the main objective of research problem **“An Exploratory Study of Selected Aspects of Consumer Behaviour on Retailing in Gujarat”**, responses of 800 respondents have been collected from 4 cities of Gujarat- Vadodara , Ahmedabad, Surat and Rajkot each cities having 200 respondents.

This research study based on respondents who buy their product at organized and unorganized retail outlets. Through this study we have tried to find out consumer behavior of respondents when they shop through organized and unorganized retail outlets. We have also tried to find out how to know about organized and unorganized retail outlets, which mode of transport and mode of payment most frequently used to consumers to go to organized and unorganized retail outlets. As a part of consumer behavior, their perceptions, motivation levels, attitude, demographic and socio-cultural aspects were studied. We have also tried to study the reasons for preference of retail outlets and the attributes that consumers look for when they visit retail outlets. We have also tried to understand which retail outlets consumers most frequently buy their food and grocery and how much spend money and time in both outlets. To understand A Comparative analysis between selected 4 cities (4*4) of Gujarat. This is a study of understanding consumer behavior in organized retail outlets as well as in unorganized retail outlets more popularly known as mom-&-pop shops.

¹ Satishgoyal(2009), “Project report on retail sector in India”, Page no 12 to 14

Research Methodology is a way to systematically solve research problem. In it we study the various steps that are generally adopted by researcher in studying his research problem along with the logic behind them. It is necessary for a researcher to know not only the research techniques but also the methodology. It may be noted, in the context of planning and development, that the significance of research lies in its quality and not in quantity. Researchers should know how to apply particular research techniques, but they also need to know which of these methods or techniques, are relevant and which are not, and what would they mean and indicate and why.²

There are various stages of solve research problem as shown in following diagram:



4.1 Sample Selection Procedure:

This study is related to the consumers of who have preferred to purchase food and grocery in organized and unorganized retail outlets selected cities of Gujarat the method of sample survey is based on probability method (Stratified Random Sampling).

Stratified Random Sampling was used in order to analyses selected consumer to shopping organized and unorganized retail outlets.

² Satishgoyal(2009), "Project report on retail sector in India", Page no 12 to 14

The sample size of this study is 800 household of selected cities of Gujarat. The households are divided equally on the basis of occupation in to three categories namely:

The sample size divided into four cluster each cluster has 200 respondents. 200 respondents have divided into three categories Business (60), Professional (60) and service (80) class. Professional class category have divided into C/A, Advocate, Doctor, Architect, Tax Consultant, Marketing Consultant and C/S. Service class have divided into Private and Government.

Sample Size:

The sample size of 800 respondents was selected from different location in selected cities of Gujarat who buys their food and grocery from organized and unorganized retail outlets.

Sample Unit:

The Consumers who have been selected cities from Gujarat-Vadodara, Ahmedabad, Surat and Rajkot who shop from food and grocery in organized and unorganized retail outlets.

4.2 Data Collection:

Primary Data:

The method of data collection will be done by the way of survey; this is process by which the first hand information will be collected. The primary data will be collected in the form Structured questionnaire. The response were recorded and measured by using nominal scale, rank, likert scale and open ended. The data collected thus was both qualitative and quantitative in nature. The questionnaire was pre-tested before final use. In questionnaire, I will collect consumer feed back, their behaviour and the data regarding to comparative analysis.

Secondary Data:

Any data which have been gathered earlier for some other purpose are secondary data in the hands of the marketing researchers.³ The secondary data has been collected from company profile, journals, books, website, library selected cities, etc.

³ G.C.Beri,(2008), "Marketing Research" Page No 87.

4.3 Research Tools: (Questionnaire Tools):

The questionnaire will be given to consumers to measure the following variables: consumers purchase motivations, attitudes and their influence on intention and purchase behavior of food and grocery. Items to measure these variables were adapted from existing items used in literature. The questionnaire contains two sections:

Part one contains demographic information of consumers, i.e., gender, age, marital status, family types, family size, education, occupation, income groups, per capita income groups, for further communication their address and contact information.

Part two of the questionnaire was mode of transport, methods of payments, source of information, monthly expense spend for foods and grocery items, monthly expense increased, decreased and remained same started shopping from another retail outlets, shopping through planning or without planning, time for purchase food and grocery in organized and unorganized retail outlets, different products category and reasons of shopping from organized and unorganized retail outlets, various features for organized and unorganized retail outlets.

Part 1:

The questionnaire deals with major areas as follows:

Region

Data are presented for four cities of Gujarat, namely Vadodara, Ahmedabad Rajkot and Surat. From each city a sample of 200 respondents were selected. As stratified random sampling will be used, samples will belong to service class, businessmen and professionals.

Age Group

Age group indicates the age of the respondent in the four selected cities. In this research, age of respondents will be asked to provide their exact age. Overall, ages of the respondents were divided into five different age groups using percentile method. Following age groups would be used to segregate respondents.

- Age less than or equal to 33 years
- Age from 33 to 35 years
- Age from 36 to 40 years

- Age from 41 to 45 years
- Age more than 45 years

Marital Status

Marital status indicates the marriage condition of the respondents in the four selected cities. A person's **marital status** indicates whether the person is married. Unmarried category would cover all who are neither joined by marriage nor a civil union.

Family Type

This category is further divided in two parts. i) Nuclear Family ii) Joint Family.

Nuclear Family consist a mother, father and their children.

Joint Family consist all members of nuclear family co-reside with other members of one parent's family.

Family Size

Number of total family members living in one residence.

Less than 5 members

Above 5 to 6 members

More than 6 members

Education:

Education group indicates the education of the respondent in the four selected cities. In this research, age of respondents will be asked to provide their exact education. Overall, educations of the respondents were divided into five different education groups. Following age groups would be used to segregate respondents.

- SSC
- HSC
- Graduation
- Post Graduation
- Post Graduation & above

Occupation

Service Class - Salary earners, which includes government, semi government and private organizations' employees

Business Class - All the people involved in trading and manufacturing activities and having exposure and access to television and internet.

Professional Class – Technically qualified persons like doctors, chartered accountants, company secretaries, consultants, architects who are self-employed.

Income Groups:

Respondent's income includes monthly income of all the members of his family and from all sources. The exact income will be asked to consumers through questionnaire. Monthly income of respondents is a total family income of the respondents.

- Income less or equal to Rs. 40000
- Income above Rs.40001 to Rs. 60000
- Income above Rs. 60001-80000
- Income above Rs. 80001-135000
- Income above Rs. 135000

Per Capita Income Groups:

Per capita income was divided into five different groups.

- Per Capita Income less than or equal to Rs. 9167
- Per Capita Income above Rs.9168 to Rs. 13000
- Per Capita Income above Rs. 13001-17800
- Per Capita Income above Rs. 178001-30000
- Per Capita Income above Rs. 30000

Four Wheeler:

Respondents used four-wheeler as a mode of transport for shopping food and grocery items from organized and unorganized retail outlets.

Two Wheeler:

Respondents used two-wheeler as a mode of transport for shopping food and grocery items from organized and unorganized retail outlets.

Bicycle:

Respondents used bicycle as a mode of transport for shopping food and grocery items from organized and unorganized retail outlets.

Part 2:

Mode of Transport:

Respondents used mode of transport to shopping food and grocery items from organized and unorganized retail outlets.

Methods of Payments:

Respondents used methods of payments to shopping food and grocery items from organized and unorganized retail outlets, i.e cash, credit and debit cards and cheque.

Source of Information:

Respondent came to know about organized retail outlets through advertisement, friends/ relatives; others source of information and internet.

Monthly Shopping Time:

Respondents monthly shopping time spent to purchase food and grocery items from organized retail outlets to organized and unorganized retail outlets for food and grocery items.

Planned or Unplanned:

Respondents planned or unplanned visits to organized and unorganized retail outlets.

Different Products Categories:

Respondents buy different products i.e staples, other food grains, cooking oil, other packaged foods, cosmetics, house hold cleaning products , fruits and vegetables items from organized, unorganized and both retail outlets.

Products Related Items:

Respondents preferred organized retail outlets because of different product related reasons i.e wider products range, choice of more brands, choice of more pack sizes, choice of more variants, better products quality and fresh/ new stock.

Respondents preferred unorganized retail outlets because of different product related reasons i.e choice preferred brands, choice of preferred pack sizes, choice of preferred variants, better products quality, fresh/ new stock, freedom of choice, choice of taking loose items and specific products is available.

Price Related Items:

Respondents preferred organized retail outlets because of different price related reasons i.e promotional scheme and discounts/lesser price.

Respondents preferred unorganized retail outlets because of different price related reasons i.e bargaining is possible, discounts/lesser price and credit availability.

Outlets Related Items:

Respondents preferred organized retail outlets because of different outlets related reasons i.e freedom of choosing products/ brands, better parking facility, attractive display, better ambience, one- stop shopping, better service and variety of modes payments.

Respondents preferred unorganized retail outlets because of different outlets related reasons i.e better service and convenience time.

Location Related Items:

Respondents preferred organized and unorganized retail outlets because of different location related reasons i.e closer to my house, proximity to my place of work and easy to access.

Others:

Respondents preferred organized retail outlets because of other reasons i.e family shopping, entertainments, save time, air conditioned outlets and home delivery.

Respondents preferred unorganized retail outlets because of other reasons i.e save time, home delivery and avoid unnecessary purchase.

Primary data was collected from the respondents in Vadodara, Ahmedabad, Surat and Rajkot to know the reasons for visiting Organized and Unorganized Retail Outlets. For this purpose, respondents were provided certain statements highlighting reasons for visiting Organized and Unorganized Retail Outlets. They were asked to provide their agreement or disagreement for each statement on a 5 point scale with 1 as “Strongly Disagree” and 5 as “Strongly Agree”. Later, these responses were converted into three parts as “Disagree”, Neutral” and “Agree”. Respondents were provided with 5 options for the purpose of enabling to rate the factors properly.

Various Features:

Respondents buy different products from organized and unorganized retail outlets to various features i.e price, convenience, assortments, transparency in billing, sales person service, advertisements, ambience, parking facility, good opportunity for buying and motivation to visit.

4.4 Statistic Method:

For analysis purpose, following methods have been applied

- Mean Analysis
- Frequency distribution
- T-test
- ANOVA (Analysis of Variables)
- Chi Square and F Test
- Pearson Coefficient Correlation

4.5 Hypotheses:

1. Traveling distance towards both (organized & unorganized) retail outlets from the place of consumer residence in selected cities of Gujarat is equal.
2. Mean comparison of average monthly amount spent by respondents for food & grocery items with respect to demographic characteristics of respondents are alike.
3. Mean comparison of average monthly amount spent by respondents for food & grocery items to shop both (organized & unorganized) retail outlets and with respect to demographic characteristics of respondents are alike.
4. There is no association between purchasing power of food and grocery from both (organized & unorganized) retail outlets and selected cities of Gujarat.
5. There is no association between purchasing power of food and grocery from both (organized & unorganized) retail outlets and demographic characteristics.
6. Overall perception regarding preference for both (organized & unorganized) retail outlets and selected cities of Gujarat are independent.

7. Opinion about monthly visit for purchasing food & grocery items from both (organized & unorganized) retail outlets and selected cities of Gujarat are independent.
8. Opinion about monthly visit by respondents for purchasing food & grocery items from both (organized & unorganized) retail outlets and demographic characteristics of respondents are independent.
9. Average mean comparison of monthly purchasing time spent by respondents to purchase food and grocery items from both (organized & unorganized) retail outlets and their demographic characteristics of respondents are alike.
10. Planned or unplanned visit of both (organized & unorganized) retail outlets and selected cities of Gujarat are independent.
11. There is no association between planned or unplanned visit of both (organized & unorganized) retail outlets and demographic characteristics of respondents.
12. There is no relationship between respondents bought different products from different categories of retail outlets and selected cities of Gujarat.
13. There is no relationship between respondents bought different products from different categories of retail outlets and demographic characteristics of respondents.
14. There is no relationship between respondents given opinion for products related items bought from both (organized & unorganized) retail outlets and selected cities of Gujarat.
15. There is no association between respondents given opinion for product related items buying from both (organized & unorganized) retail outlets and demographic characteristics of respondents.
16. There is no relationship between respondents given opinion for price related items bought from both (organized & unorganized) retail outlets and selected cities of Gujarat.
17. There is no association between respondents given opinion for price related items buying from both (organized & unorganized) retail outlets and demographic characteristics of respondents.
18. There is no relationship between respondents given opinion for outlet related items bought from both (organized & unorganized) retail outlets and selected cities of Gujarat.

19. There is no association between respondents given opinion for outlet related items buying from both (organized & unorganized) retail outlets and demographic characteristics of respondents.
20. There is no relationship between respondents given opinion for location related items bought from both (organized & unorganized) retail outlets and selected cities of Gujarat.
21. There is no association between respondents given opinion for location related items buying from both (organized & unorganized) retail outlets and demographic characteristics of respondents.
22. There is no relationship between respondents given opinion for other related items bought from both (organized & unorganized) retail outlets and selected cities of Gujarat.
23. There is no association between respondents given opinion for other related items buying from both (organized & unorganized) retail outlets and demographic characteristics of respondents.
24. There is no relationship between respondents given opinion about favour for opening of more large organized retail outlets and selected cities of Gujarat.
25. There is no relationship between respondents given opinion about favour for opening of more large organized retail outlets and demographics characteristics.
26. Average satisfaction score assigned by respondents regarding various features of both (organized & unorganized) retail outlets across selected cities of Gujarat are alike.
27. Average satisfaction score assigned by respondents regarding various features of both (organized & unorganized) retail outlets across demographic characteristics of respondents are alike.
28. Mean comparisons of average monthly amounts spent by respondent for purchase of different product categories from different retail outlets are alike in selected cities of Gujarat:
29. Mean comparisons of observed and expected respondent for purchase of different product categories from different retail outlets are alike in selected cities of Gujarat.
30. Average satisfaction score assigned by respondents regarding various features of organized and unorganized retail outlets across selected cities of Gujarat.