CHAPTER II

RESEARCH METHODOLOGY

2.1 Introduction
2.2 Objectives of the Study
2.3 Hypotheses of the Study
2.4 Introduction to Research Methodology
  2.4.1 Data Collection Methods
  2.4.2 Primary Data
  2.4.3 Secondary Data
2.5 Data Processing
2.6 Scope of the Study
2.7 Limitations of the Study
CHAPTER II
RESEARCH METHODOLOGY

2.1 Introduction
This chapter deals with the research objectives, hypotheses, scope, limitations and research methodology applied in this research in order to collect and analyze data. The success and validity of the research largely depends on data collection and data analysis, therefore methodology in a research needs to be carefully planned.

The present study is an exploratory in nature. The research study is designed on the survey method. This research study explores the changes in consumer shopping behavior and changes in organized retail sector in Nashik City.

2.2 Objectives of the Study:
Following are the objectives of the study:

a) To identify the consumer shopping behavior with respect to organized retail sector and to know the changes in consumer shopping behavior.

b) To know the different motivating factors affecting the buying decision in organized retail sector.

c) To study the changes in organized retail sector.

d) To find out the limitations of organized retail sector.

e) To suggest remedial measures to overcome the limitations of organized retail sector.

2.3. Hypotheses of the Study:
Hypothesis is the relationship between two variables, which is to be tested. Thus a hypothesis may be defined as a proposition or a set of propositions set forth as an explanation for the occurrence of the some specified group of phenomena either asserted merely as a provision conjunction to guide some investigation or accepted as highly probable in the light of the established facts\(^1\).

Following hypotheses are constructed for the study:
a) Purchasing pattern of consumer and Impulse buying behavior are interrelated to each other in organized retail sector.

b) Motivating factors for actual buying and Various discount schemes are interdependent in organized retail sector.

c) Emergence of organized retail sector and Changes in consumer shopping behavior are interdependent on each other.

d) Different schemes offered by the organized retail outlets influence consumer shopping behavior.

2.4 Introduction to Research Methodology:

Research is conscientious and structured analysis or investigation on the topic in order to find out or change fact, application, and theories. Methodology is the system of methods followed by particular order thus research methodology is “the way how we conduct our research”.

“Research methodology is a way to systematically solve the research problem.”

It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them.

The use of proper methodology is very necessary as it is an important part of a research investigation. A well-defined methodology is a vital step in activities that require concrete results as the process of achieving the result can both be studied and verified. Proper selection of research methodology is very important for any researcher to be at minimum risk position. Research methodology provide a structure for decision-making like implicit question are posed, explicit answer proposed, collection analysis and interpretation of information.

Methodology of present study adapted Quantitative Approach which involves the generation of data in quantitative form. It is rigorous analysis in a formal and rigid fashion survey research. The data has generated with the use of questionnaire methods.
It collects information about consumer shopping behavior and organized retail sector in Nashik City.

### 2.4.1 Data Collection Methods

Data has obtained from primary and secondary sources. Primary data refers to the information obtained firsthand by the researcher on the variables of interest for the specific purpose of the research. Secondary data refers to information gathered from sources already existing. Some examples of sources of primary data are individuals, focus groups, panels of respondents specifically set up by the researcher and their opinions may be sought on specific issues from time to time, or some unobtrusive sources such as a trash can.

### 2.4.2 Primary Data

The Primary data means collection of first hand information, which is not published earlier. The researcher has collected primary data through questionnaires, interviews and field visits. The systematic questionnaires are designed separately for consumers who are buying from organized retailing format in Nashik city and employee working at organized retail format.

The primary data has been collected with the application of simple random sampling method. In addition to the above techniques of data collection, field visits were done to know the actual changes in consumer shopping behavior and changes in organized retail sector and their problems.

To collect the required primary data following tools/ techniques of data collection have been used

- Sampling
- Questionnaires
- Pre-Testing of Questionnaire
- Interviews and Field visits

**Sampling**

For the study samples are selected from Nashik city. Following are the samples for the study:
Consumers who are buying from organized retail format (Shopping Mall, Hypermarket, Departmental Stores, Specialty Stores, Franchisee, Company showroom, Multibrand showroom, Supermarket, Mom and Pop Store) in Nashik city.

Employees working at organized Retailing format

**Sampling Technique:** The samples were selected with the Random sampling method.

**Sample Size:**
Research first carried out pilot survey and observed; average footfall of organized retail shop at weekend and considered 1% of that average footfall as consumer sample size. For the employee same method has been carried out considered 1% organized retail sector employee as employee sample sized. (Pilot survey enclosed to annexure).

**Total Consumer Sample Size = 856**

**Total employee sample size = 150**

<table>
<thead>
<tr>
<th>Retail Format</th>
<th>Total No. of Store</th>
<th>Avg. Footfall per Day per store</th>
<th>Total Footfall per day of Retail Format</th>
<th>1% of Total footfall Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping Mall</td>
<td>01</td>
<td>20000</td>
<td>20000</td>
<td>200</td>
</tr>
<tr>
<td>Hypermarket</td>
<td>03</td>
<td>6000</td>
<td>18000</td>
<td>180</td>
</tr>
<tr>
<td>Departmental Store</td>
<td>35</td>
<td>30</td>
<td>1050</td>
<td>11</td>
</tr>
<tr>
<td>Value Format (Reliance Fresh)</td>
<td>08</td>
<td>100</td>
<td>800</td>
<td>08</td>
</tr>
<tr>
<td>Speciality Store</td>
<td>20</td>
<td>50</td>
<td>1000</td>
<td>10</td>
</tr>
<tr>
<td>Franchisee (Restaurant)</td>
<td>05</td>
<td>500</td>
<td>2500</td>
<td>25</td>
</tr>
<tr>
<td>Mom Pop Store</td>
<td>364</td>
<td>100</td>
<td>36400</td>
<td>364</td>
</tr>
<tr>
<td>Supermarket</td>
<td>28</td>
<td>110</td>
<td>3080</td>
<td>31</td>
</tr>
<tr>
<td>Company Showroom</td>
<td>15</td>
<td>40</td>
<td>600</td>
<td>6</td>
</tr>
<tr>
<td>Jewelry Shop</td>
<td>35</td>
<td>60</td>
<td>2100</td>
<td>21</td>
</tr>
</tbody>
</table>

**Employee from Emerging format of Organized Retailing = 150**

Total Sample Size = 434 + 422 + 90 + 60 = 1006.

**Sample Size = 1006**
• **Questionnaires:**

Primary data has been collected by using two different structured questionnaires. The first questionnaire consists the data from consumer who were buying from organized retail format that emphasized exploring consumer hopping behavior. Changes in consumer shopping behavior, individual factors affecting on consumer shopping behavior like Cognitive thinking processes which include perception, attitudes, motives and consumer personal characteristics like demographics, lifestyles, personality traits are also considered in first questionnaire.

The second questionnaire has been applied to collect data from employee working at organized retail format to find changes in organized retail sector.

• **Pre-testing of the Questionnaire**

Questionnaires were put to test by administering to twenty respondents (10 - consumers and 10 - employees). During the testing of questionnaires, the questions were checked to find their suitability in terms of language, constructions of the questionnaires and the logical flow of the questionnaire. During this process the researcher found the need for modifying certain questions. Several ideas were put forth at pre testing stage, which was the essential requirement for the study.

The necessary questions were then added or modified accordingly. This pre-testing exercise helped in getting ideas for formulating the plan for the field work operation for the study.

• **Interviews and Field visits**

**Field Visits:**

Field visits were also made to know the actual changes in consumer shopping behavior, changes in organize retail sector, lacunae in organized retail sector in selected sample area.

**Interviews:**

In order to know the actual changes in consumer shopping behavior researcher personally interviewed with consumer who were buying from organized retail sector. Researcher also interviewed employees who were working at organized retail sector in Nashik city.
The researcher personally discussed with the expert in organized retail sector to explore changes in consumer shopping behavior, and the changes taking place in organized retail sector.

2.4.3 Secondary Data
Secondary data are essential for most organizational research. The secondary data refers to the information gathered by someone other than the researcher. Such data can be internal or external and accessed through the internet, books, and annual reports.

Secondary Source:

- News papers
- Magazines
- Research Books
- Company Literatures
- Reports and Publications of National and International Institutes.
- Reports of Government.
- Various Research Journals, Periodicals.
- Internet Browsing.

The secondary data has been collected from:

1. Publications of the Govt. periodicals, publications of federal bodies/associations, institutions. Reports of various committees, Bureau of statistics etc.

2. Published data are also collected from Govt. Offices, Research Institutions and Financial institutions.

3. Research papers published and unpublished on the subject were studied.
4. The Journals, Magazine and News papers were used.

5. The required literature was reviewed from various libraries and the researcher had visited the following places for secondary data collection.
   i. Jaykar Library, University of Pune
   ii. Vaikunthbhai Mehata Institute of Co-operative Management, Pune
   iii. M.G.V. IMR Research Centre, Panchavai Nashik
   iv. PIRENS-IBMA Loni(Bk).

2.5 Data Processing
The data thus collected is systematically coded, processed, tabulated, classified and analyzed by using electronic processing methods. The data collected was initially coded. After data collection, tabulation was made; thereafter analysis and interpretation were attempted.
For the purpose of analysis and interpretation the methods and techniques like Percentage, chi-square test, graphical presentation and charts were used5.

2.6 Scope of the Study
The scope of this research is restricted to the organized retail sector in Nashik City. The Study was made by the researcher for the period of the 2001-2010. Therefore scope of the study is restricted to this period and organized retail sector in the Nashik city only.
This research is restricted only to Nashik city. Thus results and conclusions are related and suitable for Nashik City only. They may or may not be applicable to other areas of the India or any part of the world.
2.7. Limitations of the Study
The research has been done for the period from 2001-2010; therefore whatever data was available in this period was utilized for the study. If there is some variation in the data, then the result and conclusions may not be the same.

All the conclusions are drawn on the basis of the data and information given by the respondents of the organized retail sectors in Nashik city. But because of the secrecy 100% correct data was not given by them therefore data is inadequate and incomplete. There is a possibility of deficiencies in the conclusions\(^6\). However researcher has tried at his level best to conduct correct and reliable data from the respondents.
References:


