

: CHAPTER - I :
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RESEARCH DESIGN

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: RESEARCH DESIGN :

A research design is a master plan for conducting the formal investigation. Once the formal investigation is decided, it becomes easier to formulate plan to carry out the formal investigation.

A research design is the specification of methods and procedures for acquiring the information needed for solving the problem. The formal investigation plan will concentrate on the selection of source of information and the selection of method and procedure for gathering data various methods for data collection are :

1. Qualitative method.
2. Quantitative method.
3. Field survey method.
4. Experimental and survey method .
5. Evolutionary method.
6. Comparative method.
7. Interview method.

The methods enumerated above are not perfect and complete in themselves. In certain cases, more than one method has been used to find the solution to a particular problem.

OBJECTIVES OF STUDY :

The present study is aimed at understanding behavioural pattern of buyers with specific arrangement and set up of bazars, especially the departmental stores in upcountry area. The various objectives are listed as under.

- 1) To study the flow of customers in the specific i.e. Ist week of a month in the departmental or bazar stores.
- 2) To study the specific behaviour with reference to soap, tikiya and detergents when the customer moves inside the bazar and also with reference to different brands of soaps, tikiya and detergents.

- 3) To observe the effect of display of products and buyer's motivation and subsequent reaction with reference to taking the product, handling it and taking smell of the product.
- 4) To study the ultimate result of display in departmental stores in case of various brands.
- 5) To study the time quantum and frequency of different behaviour pattern, during the day.

METHODOLOGY ADOPTED :

A suitable research design has to be adopted. Design means adopting that type of technique of social research which is most suited for the research and study of the problem.

"A research design is the arrangement of conditions for collection of analysis of data in a manner that aims to combine relevance to the

research purpose with economy in procedure."

There are various types of research designs catagorised as under :

- 1) exploratory or formulative study of design.
- 2) Descriptive and diagnostic study of design.
- 3) Experimental study of design.

In this research project, the exploratory research design is adopted.

EXPLORATORY RESEARCH :

Every research starts with the selection of problem. Exploratory studies have the purpose of formulating a problem for more precise investigation or of developing hypothesis. Mere personal ability and characteristics of the investigators are not sufficient for framing of exploratory designs or help him to proceed in that field. He has to depend on certain other factors as well.

These factors are nothing but the essentials for exploratory design. They are -

1. Review of pertinent literature.
2. Experience survey.
3. Analysis of insight stimulating cases.

In the research being conducted, the information about the total sales of the soap, tikiya and detergents have been obtained from the office of the Janata Bazar. This can save the trouble of trial and error.

The whole material of a problem is not concentrated at one place. The investigator established liaison with individuals and groups of individuals. This public relation is very helpful for the completion of the study.

The analysis of insight stimulating cases includes all those events, incidents and phenomenon that stimulates the investigator. They also provide important thoughts regarding the formulation of the hypothesis.

The study has been conducted for a period of 10 days i.e. from 5/10/93 to 16/10/93. The survey has been conducted inside as well as outside the Janata Bazar. Each day is being divided into six class intervals of half hour each.

<u>Interval</u>	<u>Time</u>		
I	11.45 to 12.15)	
II	12.20 to 12.50)	Morning
III	12.55 to 1.25)	
IV	5.15 to 5.45)	
V	5.50 to 6.20)	Evening
VI	6.25 to 6.55)	

The sample size is restricted to the number of soaps, detergents, tikiya that are available in the Janata bazar of various brands.

SOAPS :

- I) Godrej soaps -
- | | |
|-------------|-------------|
| a) Shikakai | e) Ganga |
| b) Evita | f) Glory |
| c) Cinthol | g) Limelite |
| d) Marval | h) Fresca |

II) Hindustan Lever Ltd;

- | | |
|------------------|-----------------------|
| a) Rexona | e) Lux beauty bar |
| b) Liril Lime | f) International Lux. |
| c) Liril Cologue | g) Breeze. |
| d) Lifebuoy. | h) Pears. |

III) Tata Oil Mills :

- | | |
|---------|----------|
| a) Ria | c) Jai |
| b) O.K. | d) Hamam |

IV) Wipro :

- | | |
|-------------|-------------|
| a) Shikakai | b) Santoor. |
|-------------|-------------|

V) Nirma :

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|----------------|
| a) Nirma-bath. |
|----------------|

POWDER :

I) Hindustan Lever :

- | | |
|----------|----------------|
| a) Wheel | c) Surf Ultra. |
| b) Rin | |

II) Tata :

- | | |
|---------|-----------|
| a) O.K. | c) Shudha |
| b) TES | |

SOURCES OF DATA COLLECTION :

Once the problem is selected, necessary data about that problem needs to be collected. The sources of data collection can be classified into two categories.

- a) Primary data.
- b) Secondary data.

The primary data are those which are collected for the time and are thus original in character; Whereas secondary data are those which have been collected by some other persons and then passed thro statistical men atleast once.

The sources for primary data :-

- 1) Case survey.
- 2) Indirect verbal survey.
- 3) Questionnaire and Schedule.
- 4) Local reports.

Sources for secondary data can be as under :-

- 1) Documents -
 - a) Published
 - b) Personal.

2) Field Sources.

Here in the case of this research report, the primary data is collected by observation method by standing outside as well as inside the Janata Bazar in the morning as well as in the evening.

The number of people going in as well as coming out are noted down. Also the people who either handle the soaps, detergents, tikiya or smell them or buy them are measured. This is done by observation method and is one of the easiest way for collecting primary data.

The Secondary data is obtained from the records of the departmental store. This Secondary data comprises of the yearly accounts and other minor details.

The study is restricted to the departmental stores i.e. the Janata Bazar only, and in this departmental store, it is again restricted only to the soaps, powders and detergents category.

From this study, it can be studied about, how much is the flow of customers in the departmental store for continuous ten days. The rate of flow of customers may depend upon the days i.e. the holidays, or sundays etc, or some festivals etc.

The various brands of soaps, tikiya and detergents make quite a difference and the display of the products acts as a motivation factor for the buyers to purchase a particular soap, detergent or tikiya.

LIMITATIONS OF THE STUDY :

While studying the topic under taken by the researcher, the following limitations were encountered.

- 1) Study is limited to the area of Janata Bazar Rajarampuri only.
- 2) Consumer cannot give the right response while he is being questioned or while study is being undertaken.

- 3) Observation period is limited.
- 4) Study is restricted to various brands of five companies only.

OUTLINE OF THE STUDY :

The study has been divided into Six chapters.

CHAPTER-I : RESEARCH DESIGN.

In this chapter the detail research design has been highlighted. This highlights mainly on objectives, methodology sources & scope of the research.

CHAPTER-II : CONCEPTUAL FRAMEWORK.

In this Chapter are find conceptual framework of the research. It highlights on the theoretical background of buying behaviour it's types & process etc.

It also focusses on the details of different buying models.

CHAPTER-III :

This chapter given information about the Kolhapur City it's historical profile as well as buying potential of Kolhapur.

This also highlights on the history of Janata Bazar & it's profile.

CHAPTER-IV :

This chapter give detail information about Soap & Detergent industry.

CHAPTER-V :

Data presentation & analysis chapter is the tabulated presentation of data collected by exploratory method, it explains quantitative details of the work done.

CHAPTER-VI :

Conclusion highlights the implicit importance of work as well as comprehensive audflne of what could be done & what should be done. The scheme of the Chapters has been to enable the reader to throughly go through the first of it's kind exploratory research proposal.