Research Methodology

Sources of Data

➢ Primary data
  • Survey & Schedule using structured questionnaire to farmers using fertilizers
  • Survey using structured questionnaire to executives belonging to both Public & Private Limited Fertilizer companies

➢ Secondary Data
  • Literature from Text Books
  • Literature from articles published in Newspapers & Magazines
  • Literature from the articles published in journals pertaining to Green Marketing
  • Literature from Websites

Research Design

Descriptive Cross-sectional design

The research aims to quantify the attitudes and perceptions of the farmers towards green fertilizers. It would be descriptive in nature because it measures the impact of product, Price, place and promotion and its influence on the purchase decision. The data will be collected from the farmers and their responses will be analysed by using appropriate statistical tools. Thus the research design adopted for the study will be Quantitative Descriptive Cross-sectional design to cover the various facets of the study.

Sampling method: It refers how sampling units are selected.

  • Types of sampling – Probability Sampling and Non Probability Sampling.

Method of Probability Sampling -

  • Simple Random Sampling – This method will be highly suitable for selecting the executives from Fertilizer industry as the elements were clearly identified without any difficulty.

Method of Non Probability Sampling
• **Convenience Sampling** – This method will attempt to obtain a sample of convenient elements who were ready to give information. The sampling elements or farmers were identified as follows:

a. Firstly, through the known sources, the blocks or villages possessing the irrigated land and who were cultivating through Chemical fertilisers and Green fertilisers or Organic fertilisers were identified.

b. Secondly, based on the convenience and accessibility, the information has been collected from the farmers.

This method provided an opportunity to identify and interact with the farmers having the right knowledge of both chemical fertilizers and green fertilizers.

**Sample Size:**
The Sample Size is 300 farmers.
The samples were also drawn from the executives belonging to both Private & Public limited fertilizers

**Research Area**
In the state of Maharashtra across Thane(dt) – Kulgaon, Diwa, Shelu, Badlapur, Ambernath
Public & Private Fertilizer companies across states of Maharashtra & Andhra Pradesh - Rashtriya Chemical Fertilisers Limited, Krishak Bharath, IFFCO and Nagarjuna Fertilizers.

**Tests of Hypothesis**
The hypothesis will be tested by using the following statistical tools:

- **Non Parametric tests**
  - Chi – Square test
  - Kolmogorov Smirnov D test

In addition to the above hypothetical tests, the statistical tools like Simple Percentage Method, Pearson Correlation, Factor Analysis and Cluster Analysis will be used for analyzing the data.