RESEARCH METHODOLOGY

SOURCES OF DATA

A. Primary data
   This will be done using a survey with the help of different sets of structured questionnaires for small and marginal farmers as well.

B. Secondary data
   This shall be gathered from books and publications, magazines, internet, journals and periodicals, etc.

RESEARCH DESIGN

Descriptive Quantitative Cross-sectional Research
The research intends to quantify the effectiveness of loyalty programs and discounting schemes in terms of increase/decrease in production on account of holdings of small and marginal farmers. The research would also make an attempt to describe the attitudinal behaviour of the respondents for their respective income and expenditure pattern. It would be temporal in nature and would be conducted on a sub-section of the respondent population. Hence the research is Descriptive Quantitative Cross-sectional Research.

SAMPLING TYPE

Stratified Random Sampling
The sampling will involve division of the small and marginal farmers into smaller strata with respect to variables like their land holdings, production, income and expenditure. A random sample from each stratum will be taken in a number proportional to the stratum's size when compared to the population. These subsets of the strata will then be pooled to form a random sample. This Sampling type will be adopted to reduce the potential for human bias in the selection of units of analysis to be included in the sample. Stratified random sample will provide us with an unbiased and diversified sample. Thus the sampling used will be Stratified Random Sampling.

SAMPLE SIZE

The Total Sample Size would be 180

A. Farmers
   1. Small Farmers – 60
   2. Marginal farmers – 60
3. Medium farmers – 60

**SAMPLING FRAME**

Respondents in the Age Group of 20 – 50 years

The sampling frame shall comprise of individuals in the age group of 20 – 50 years and must have land holdings at least one acre to ten acres

**RESEARCH AREA**

Research will be Haryana based.

The area chosen for research is Haryana as this region having maximum peasantry population of small and marginal farmers. Respondents are well diversified in terms of their land holdings, production, income and expenditure. Hence the responses would be expected to be diversified and unbiased.

**TOOL WILL BE USED**

A questionnaire will be prepared by the researcher with the help of experts. The reliability of the questionnaire will be determined by using test and retest method.

**Procedure of data collection:**

In the study, data have been collected by using descriptive or normative survey method.

To obtained data from a sample of 180 respondents, they will be divided into 60 Farmers from Rohtak Distt. (20 Marginal Farmers, 20 Small Farmers and 20 Medium Farmers), 60 farmers from Rewari Distt. (20 Marginal Farmers, 20 Small Farmers and 20 Medium Farmers) and 60 Farmers from Karnal Distt. (20 Marginal Farmers, 20 Small Farmers and 20 Medium Farmers). For selection of sample respondents will be selected randomly. Before giving them the test, instructions will be given relevant to questionnaire.

**DELIMITATION OF THE STUDY**

1. Keeping in view the time and resources. The study will be delimitated to three Districts only.

2. Only those department and agencies, which are promoting and developing agriculture in Haryana will be discussed.