RESEARCH DESIGN AND METHODOLOGY
FOR PROPOSED STUDY

PROBLEM TO BE INVESTIGATED
In the post liberalization era Indian consumers experienced a lot of changes in the quality of their life in various product segments. The sudden mushrooming of brands in the various product segments competing with each other in terms of quality, price, availability, after sales services, value for money etc. has left the consumer with a large no. of alternatives to choose from. The consumer in this segment now has a wide range of alternatives to choose from. Presence of a large number of alternatives in this segment is a crucial factor in determination of the consumer behavior.

The domain of the problem includes the scrutiny of

- The extent to which the major players in the segment have been able to satisfy their customers need.
- Accuracy in determination of the motivating & influencing factors leading to specific brand preference.
- How does Indian consumer react to a new player?
RESEARCH DESIGN AND METHODOLOGY

For every meaningful research the collection of reliable and useful information is very necessary or in simple you can say data collection is a backbone of any meaningful research.

Research is the systematic gathering, recording and analysis of data relating to any situation/problem. Designing a research plan calls for decisions on sources of data, research approaches, and research instruments, sampling plan.

Research Design is the conceptual framework within which the research is conducted. It constitutes the blue print for collection, measurement and analysis of data. The design includes an outline of what the researcher will do in order to achieve the research objectives and how it is to be done.

Components of Research Design

- Clear Statement of research problems
- The Population to be studied
- Sample Unit
- Sample Size
- Sampling Procedure
- Research Instruments
- Research Approaches
- Contact Methods

Sources of data: After preparing the details of information required in investigation, the researcher will find sources from where the information can be extracted. The sources available for gathering data are:
• **Primary data**: Primary data is the data which is collected afresh and for the first time and is original in character.

• **Secondary data**: Secondary data refers to the information that already exists somewhere having been collected for another purpose.

The researcher in this research will mainly use Primary data for gathering information related to the topic but if required will collect information from secondary data.

**SAMPLING PLAN:**

**SAMPLE UNIT:**

Who is to be surveyed? Here the researcher defines the target population as sample.

**The Qualifying criteria for target sample:**

- People who have purchased and are using small cars for not more than last three years. (Researcher feels that during last three years Consumer behavior has tremendously changed due to globalization)
- Experts – dealers, marketing professionals

**SAMPLE SIZE:**

To draw meaningful conclusions, the researcher wishes to use twenty important locations on the basis of sales figure in India. For each location the sample size will be:

- Small Car : 100

Therefore total No. of respondent will be

- Small Car : 100 X 20 = 2000

**SAMPLING PROCEDURE:**

It includes how should the respondents be chosen? The researcher will use stratified & random sampling.
RESEARCH INSTRUMENTS

(Tools to be used in collection of data and used for analysis of data)

Research instruments include the various tools, which a researcher uses to collect data and analyze the data to draw certain conclusions. The researcher will use the following instruments to collect data.

A. Questionnaires: This is the easiest and most popular method of collecting data. It consists of a set of question printed/typed in a definite order on a form and presented to respondents for their answers. A questionnaire includes both open ended as well as closed-ended questions.

B. Mechanical/Electronic Instruments:

- Audio System: With the help of same, the researcher will record personal interviews of target samples for finding & further analysis and framing out matter.

- Television with VCR: These will help to know about the opinion & interviews of experts recorded in videocassettes by other management research group. There are many management-related videocassettes are in the market, which can help in investigation.

- Computer System: For data analysis and report writing, the researcher will use computer system with advance software of data analysis. Multi-Media facility of computer provides help in viewing of CD provided with management books and other agencies those are working in field of management research. Researcher will use computer for interview on Internet with email and web page.
RESEARCH APPROACHES

The researcher will use the below mentioned approaches for collecting Primary data.

- **Observation**: Observation method is the most commonly used tool. It becomes a scientific tool and method of data collection for researcher when it serves a formulated research purposes, is systematically planned, recorded and is subjected to checks and controls the validity and reliability.

- **Focus group approach**: A focus group approach is a gathering of six to ten people who are invited to spend a few hours with a skilled moderator to discuss a product, service, organization or other marketing entity.

- **Survey**: Surveys are most commonly used these days. A complex operation, which requires some technical knowledge. It is a systematic gathering of data from respondents through questionnaires. Surveys are conducted in case of descriptive research studies whereas experiments are a part of experimental research studies.

- **Experts Opinion**

Secondary data will be collected in the following ways:

- Magazines, Journals related to Automobiles and trade/commerce.

- Books and Journals on research and marketing which will gives conceptual clarity.

- Newspapers which contains meaningful data.

- Library.
CONTACT METHODS

The researcher will contact the respondents by means of:

- **Personal Interviews in shape of arranged interview:** Here the researcher will take an appointment from the respondent and asks questions. The answer will be recorded for further analysis.

- **Personal Interviews in shape of intercept interview:** Here the researcher will involve on road, shopping stalls, busy street corner and requesting target respondent for interview. The answer will be recorded for further analysis.

- **Online Interview:** The researcher will include its questionnaire on its web page. Interviews on telephone will be conducted.

- **Mail Survey:** The researcher will mail the questionnaire to people who are not within the reach.

LIMITATIONS OF THE STUDY

- The research is confined to the small car of the passenger car segment, the small car has been defined on the basis of its seating capacity, luggage space, parking space and the price of the car. These cars cover around 75% of the market share so the researcher feels that they are enough for the study of market scenario in this segment.

- Twenty major cities of India have been taken for survey, which the researcher feels would be able to give the overall clear picture in this segment.

- Buyer and consumer are taken to be the same for the study.
**SCHEDULE OF ACTIVITY**

The programme chart of major activities to be undertaken during the research is as follows:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Design / Basic Work</td>
<td>03 Months Approx.</td>
</tr>
<tr>
<td>Primary Data Collection</td>
<td>12 Months Approx.</td>
</tr>
<tr>
<td>Secondary Data Collection</td>
<td>06 Months Approx.</td>
</tr>
<tr>
<td>Data Analysis &amp; Findings</td>
<td>06 Months Approx.</td>
</tr>
<tr>
<td>Preparation for Thesis writing</td>
<td>06 Months Approx.</td>
</tr>
</tbody>
</table>

CHAPTER PLAN

CHAPTER ONE:
AUTOMOBILE INDUSTRY IN INDIA - AN OVERVIEW

- Historical Perspective
- Current Scenario

CHAPTER TWO:
PHASES OF GROWTH IN THE CAR SEGMENT

CHAPTER THREE:
ENVIRONMENTAL SCANNING OF SMALL CAR SEGMENT

- Strengths and Weaknesses of the Small Car

CHAPTER FOUR:
A MODEL OF BUYER/CONSUMER BEHAVIOUR FOR RESEARCH STUDY

CHAPTER FIVE:
RESEARCH DESIGN, DATA ANALYSIS & LIMITATIONS

- Research Technique
- Proposed Research Tools
CHAPTER SIX:

FINDINGS, CONCLUSIONS & SUGGESTIONS

BIBLIOGRAPHY

APPENDIX
### A MODEL OF BUYER BEHAVIOUR FOR RESEARCH STUDY

<table>
<thead>
<tr>
<th>MARKETING STIMULI</th>
<th>OTHER STIMULI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product</td>
<td>Economic</td>
</tr>
<tr>
<td>Price</td>
<td>Technological</td>
</tr>
<tr>
<td>Place</td>
<td>Political</td>
</tr>
<tr>
<td>Promotion</td>
<td>Cultural</td>
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</table>

### BUYER’S CHARACTERISTICS

- Cultural
- Social
- Personal
- Psychological

### BUYER’S DECISION PROCESS

- Problem Recognition
- Information Search
- Evaluation of Alternatives
- Purchase Decision
- Post purchase Behavior

### BUYER’S DECISION

- Product Choice
- Brand Choice
- Dealer Choice
- Purchase Timing
- Purchase Amount
The Major factors influencing Buyer’s behavior taken as variable for study

- Social Class/ Economic Status
- Family Role
- Life Style
- Age
- Reference group
- Technology
- Motivation
- Attitude
- Perception