

CHAPTER – III

RESEARCH METHODOLOGY



3.1 Introduction

This chapter frameworks the procedure used in this study to examine the impact of progressive “Digital marketing” on apparel buying behavior among women consumers in Udaipur City. “The methodology encompasses the research design, population and sample, data collection methods, data analysis techniques, and ethical considerations.” The aim is to ensure that the research is conducted in a systematic and reliable manner, providing valid and generalizable results.

Objectives of the Study

The primary objectives of this study are:

1. **“To study the perception of women towards online buying.”**
2. **“To analyse the influence of progressive “Digital marketing” on buying behaviour of women.”**

Hypothesis:

- **“Null Hypothesis” (H₀):** There is no significant positive perception of women towards online buying.
- **“Alternative Hypothesis” (H_a):** There is a significant positive perception of women towards online buying.

Demographic Profile	Dependent Variable	Null Hypothesis (H₀)	Alternative Hypothesis (H_a)
Age	Perception Score	H ₀ : Age has no significant impact on Perception Score	H _a : Age has a significant impact on Perception Score
Age	“Digital marketing” Influence	H ₀ : “Age has no significant impact on Digital marketing” Influence”	H _a : “Age has a significant impact on Digital marketing Influence”
Age	Buying Behaviour	H ₀ : “Age has no significant impact on Buying Behaviour”	H _a : “Age has a significant impact on Buying Behaviour”

Demographic Profile	Dependent Variable	Null Hypothesis	Alternative Hypothesis
Educational Qualification	Perception Score	H ₀ : Educational Qualification has no significant impact on Perception Score	H _a : Educational Qualification has a significant impact on Perception Score
Educational Qualification	“Digital marketing” Influence	H ₀ : Educational Qualification has no significant impact on “Digital marketing” Influence	H _a : Educational Qualification has a significant impact on “Digital marketing” Influence
Educational Qualification	Buying Behaviour	H ₀ : “Educational Qualification has no significant impact on Buying Behaviour”	H _a : “Educational Qualification has a significant impact on Buying Behaviour”

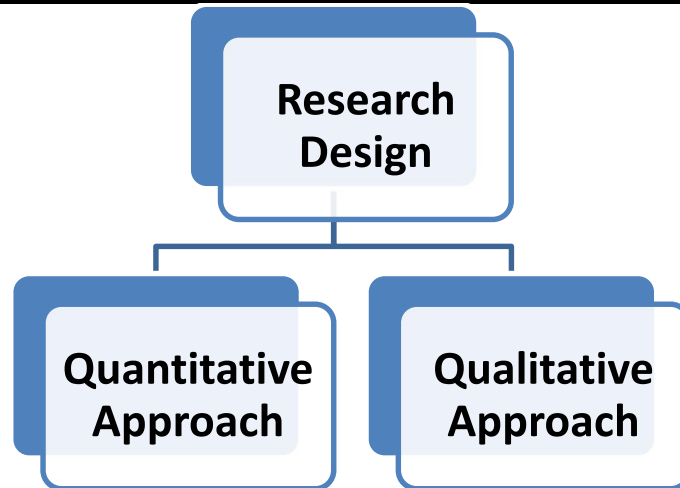
Demographic Profile	Dependent Variable	Null Hypothesis	Alternative Hypothesis
Occupation	Perception Score	H ₀ : Occupation has no significant impact on Perception Score	H _a : “Occupation has a significant impact on Perception Score”
Occupation	“Digital marketing” Influence	H ₀ : “Occupation has no significant impact on Digital marketing Influence”	H _a : “Occupation has a significant impact on Digital marketing Influence”
Occupation	Buying Behaviour	H ₀ : “Occupation has no significant impact on Buying Behaviour”	H _a : “Occupation has a significant impact on Buying Behaviour”

Demographic Profile	Dependent Variable	Null Hypothesis	Alternative Hypothesis
Income	Perception Score	H ₀ : “Income has no significant impact on Perception Score”	H _a : “Income has a significant impact on Perception Score”
Income	“Digital marketing” Influence	H ₀ : “Income has no significant impact on Digital marketing Influence”	H _a : “Income has a significant impact on Digital marketing Influence”
Income	Buying Behaviour	H ₀ : “Income has no significant impact on Buying Behaviour”	H _a : “Income has a significant impact on Buying Behaviour”

3.2 Research Design

“The research design is a blueprint for conducting the study and includes the methods and procedures used to collect and analyze data. This study employs a mixed-methods approach, integrating both quantitative and qualitative methods to provide a comprehensive understanding of the research problem.”

- **Quantitative Approach:** A survey questionnaire was designed to collect arithmetic data on the perception of “Digital marketing” influence and buying behavior. This method allows for the gathering of data from a large sample, enabling statistical analysis.
- **Qualitative Approach:** In-depth interviews were conducted to gain deeper insights into the personal experiences and opinions of women consumers regarding “Digital marketing” and buying behavior.



3.3 Population and Sample

The population for this study consists of women consumers in Udaipur City who have engaged in online apparel shopping.

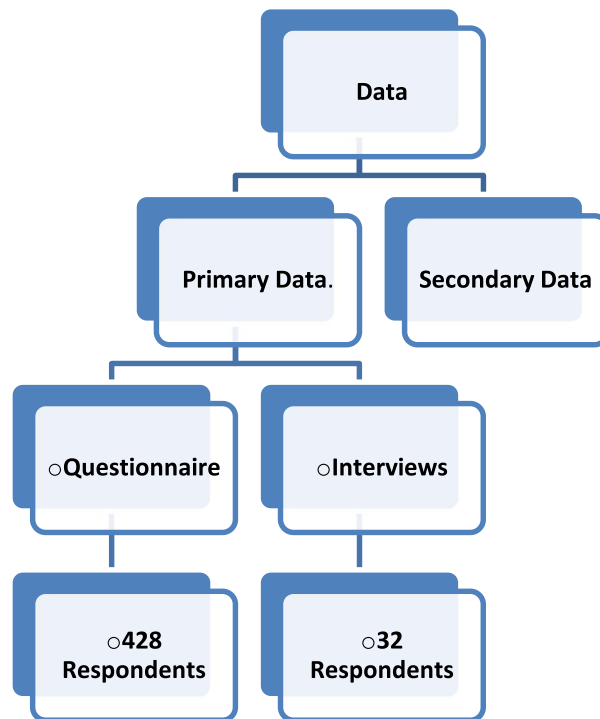
- **Population:** All women aged 18 and above residing in Udaipur City who have purchased apparel online in the past six months.
- **Sample Size:** A sample of 428 respondents was selected for the survey, and 32 respondents were chosen for in-depth interviews.
- **Sampling Technique:** A combination of purposive and random sampling techniques was used. Purposive sampling was employed to ensure that all respondents have experience with online apparel shopping, while random sampling was used to select participants within this group.

3.4 Data Collection Methods

Data collection involved both primary and secondary sources:

- **Primary Data:** Data was collected directly from respondents using structured questionnaires and in-depth interviews.
 - **Questionnaire:** A structured questionnaire with closed-ended questions was used to gather quantitative data on demographics, perception of “Digital marketing”, and buying behavior.

- **Interviews:** Semi-structured interviews were conducted to collect qualitative data, providing a “deeper understanding of consumer behavior” and attitudes towards “Digital marketing”.
- **Secondary Data:** Relevant secondary data was gathered from existing literature, including academic journals, industry reports, and online databases, to support and contextualize the primary data.



3.5 Instrumentation

The instruments used for data collection included:

- **Questionnaire:** Developed based on the objectives of the study, the questionnaire was divided into sections covering demographic information, perception towards online buying, and the influence of “Digital marketing” on buying behavior. It included Likert scale questions to measure respondents' perceptions and attitudes.
- **Interview Guide:** A “semi-structured” interview guide was created, focusing on open-ended questions to facilitate in-depth discussions about “Digital marketing” and buying behavior.

3.6 Data Analysis Techniques

The data analysis involved both quantitative and qualitative methods:

- **Quantitative Analysis:** “Data from the questionnaires were analyzed using statistical techniques. Descriptive statistics were used to summarize the data, and inferential statistics (ANOVA, correlation, regression analysis) were employed to test the hypotheses.”
- **Qualitative Analysis:** “Thematic analysis was used to analyze the interview transcripts. This involved coding the data, identifying themes and patterns, and interpreting the findings in the context of the research objectives.”

3.7 Validity and Reliability

“Ensuring the validity and reliability of the research instruments and procedures is crucial for the credibility of the study:”

- **Validity:** “The questionnaire and interview guide were reviewed by experts in the field to ensure content validity. A pilot study was conducted to test the instruments and make necessary adjustments.”
- **Reliability:** “The reliability of the questionnaire was tested using Cronbach's alpha to measure internal consistency. A reliability coefficient of 0.7 or higher was considered acceptable.”

3.8 Ethical Considerations

Ethical considerations were addressed throughout the research process:

- **Informed Consent:** “Participants were informed about the purpose of the study, the procedures involved, and their rights as participants. Written consent was obtained before data collection.”
- **Confidentiality:** “Participants' identities were kept confidential, and data was anonymized to protect their privacy.”
- **Voluntary Participation:** “Participation in the study was voluntary, and participants could withdraw at any time without any consequences.”

3.9 Limitations of the Study

The study acknowledges certain limitations that may affect the generalizability and interpretation of the findings:

- **Sample Size:** Although the sample size is adequate, it may not fully represent the diverse population of Udaipur City.

- **Self-Reported Data:** “The reliance on self-reported data may introduce biases, such as social desirability bias.”
- **Cross-Sectional Design:** “The cross-sectional nature of the study provides a snapshot of consumer behavior at a single point in time, limiting the ability to infer causal relationships.”

3.10 Summary

This chapter outlined the research methodology, including the “research design, population and sample, data collection methods, data analysis techniques, and ethical considerations. By employing a mixed-methods approach, the study aims to provide a comprehensive understanding of the impact of progressive Digital marketing on apparel buying behavior among women consumers in Udaipur City.” The subsequent chapters will present the findings and analysis based on the data collected through the methods described.