

3 Research Methodology

3.1 Introduction

The research methodology chapter provides a comprehensive outline of the procedures and techniques used in the study titled "Socio-Economic Impact of Ganesh Utsav in Mumbai." This chapter includes the research design, data collection methods, sampling techniques, tools and instruments used, data analysis methods, and ethical considerations. The aim is to provide a clear and detailed explanation of how the study was conducted to ensure reliability, validity, and accuracy of the findings.

This chapter outlines the research methodology adopted for the study, which is characterized as an exploratory cum descriptive study. The exploratory aspect aims to investigate the various dimensions of Ganesh Utsav's socio-economic impact on Mumbai, identifying key variables and relationships that influence the festival's outcomes. The descriptive component seeks to provide a detailed account of these impacts by systematically collecting and analyzing quantitative and qualitative data from three primary stakeholder groups: pandals, vendors, and devotees. Through well-structured questionnaires, in-depth interviews, and observational methods, the study captures a comprehensive picture of the economic benefits, social interactions, cultural preservation, and environmental practices associated with the festival. This dual approach allows for a thorough understanding of both the underlying factors and the explicit manifestations of Ganesh Utsav's influence, providing a robust foundation for informed conclusions and actionable recommendations.

3.1.1 Research Aim and Objectives

Aim

The aim of this study is to explore Ganesh Utsav festival and Socio-economic impact of Ganesh Utsav in Mumbai.

Objectives

The major objectives of the study are:

a) To analyse the impact of Ganesh Utsav to the economy of Mumbai.

To study the employment and income generation in both organized and unorganized sector. The boost happening in various sectors like food industry, music industry, real estate sector, idol making and decoration sector and various other sub- sectors during

the Utsav is phenomenal therefore the amount of money that flows into different activities needs to be systematically studied. The study will also help evaluate the financial impressions of Ganesh Utsav on the local economy of Mumbai that involves the generation of revenue from the street vendors, tourism and small businesses.

Further this impact was analysed through the different stakeholders like:

- I. Pandals
- II. Vendors
- III. Devotees

b) To study the socio-cultural contribution of Ganesh Utsav in Mumbai

To understand the cultural pride and traditional values, community participation and communication, awareness of the culture, improved quality of community life, strengthening of community bonds as a part of cultural and social contribution to Mumbai during Ganesh Utsav festivity. Understanding the social responsibilities fulfilled by various stakeholders involved in the Ganesh Utsav activities for betterment of the city and the people. Further this impact will be analysed through the different stakeholders like:

- I. Pandals
- II. Vendors
- III. Devotees

c) To construct a suggestive model

3.1.2 Research Questions

- What is the festival of Ganesh Chaturthi Utsav and its related significance in managing socio economic effect in Mumbai?
- What are different factors based on Ganesh Chaturthi Utsav and its impact on handling economic and social contributions in Mumbai?
- What are challenges in handling social and economic effects regarding the festival of Ganesh Chaturthi and its related challenges in managing contribution to socio-economy?

- What are recommended strategies in managing cultural, economic and social effect for Ganesh Chaturthi Utsav in Mumbai?

3.1.3 Research Design

The research design is a detailed framework or plan for the study, aimed at answering the research questions and achieving the study objectives. This study employs a mixed-methods approach, combining both quantitative and qualitative research methodologies to provide a comprehensive understanding of the socio-economic impact of Ganesh Utsav.

a. Mixed-Methods Approach:

- **Quantitative Research:** This involves the collection and analysis of numerical data to quantify the economic impact of the festival. Surveys and structured questionnaires are used to gather data from a large sample of participants, including pandals, vendors, and devotees.
- **Qualitative Research:** This involves the collection and analysis of non-numerical data to explore the social and cultural impact of the festival. Interviews, focus groups, and participant observations are used to gather in-depth insights from stakeholders.

3.2 Data Collection Methods

3.2.1 Surveys and Questionnaires:

- **Pandals:** Structured questionnaires were designed to collect data from pandals regarding their expenditures, revenue, footfall, and overall experience during Ganesh Utsav.
- **Vendors:** Surveys were administered to vendors to understand their sales, income generation, and challenges faced during the festival.
- **Devotees:** Questionnaires were distributed to devotees to gather information on their spending patterns, participation, and perceptions of the festival's impact.

3.2.2 Interviews:

- **In-Depth Interviews:** Conducted with key stakeholders such as pandal organizers, community leaders, and government officials to gain qualitative insights into the socio-economic and cultural significance of Ganesh Utsav.
- **Focus Groups:** Held with groups of vendors and devotees to discuss their experiences, challenges, and suggestions for improving the festival.

3.2.3 Participant Observation:

- **Field Visits:** Researchers attended various events, processions, and activities related to Ganesh Utsav to observe and document the interactions, behaviors, and engagement of participants.
- **Immersion:** Researchers participated in the festival activities to gain a deeper understanding of the cultural practices and community dynamics.

3.2.4 Secondary Data Analysis:

- **Document Review:** Analysis of existing literature, reports, and archival materials related to Ganesh Utsav to provide historical context and support the primary data.
- **Economic Reports:** Review of economic reports and data from local government and tourism authorities to supplement the quantitative analysis.

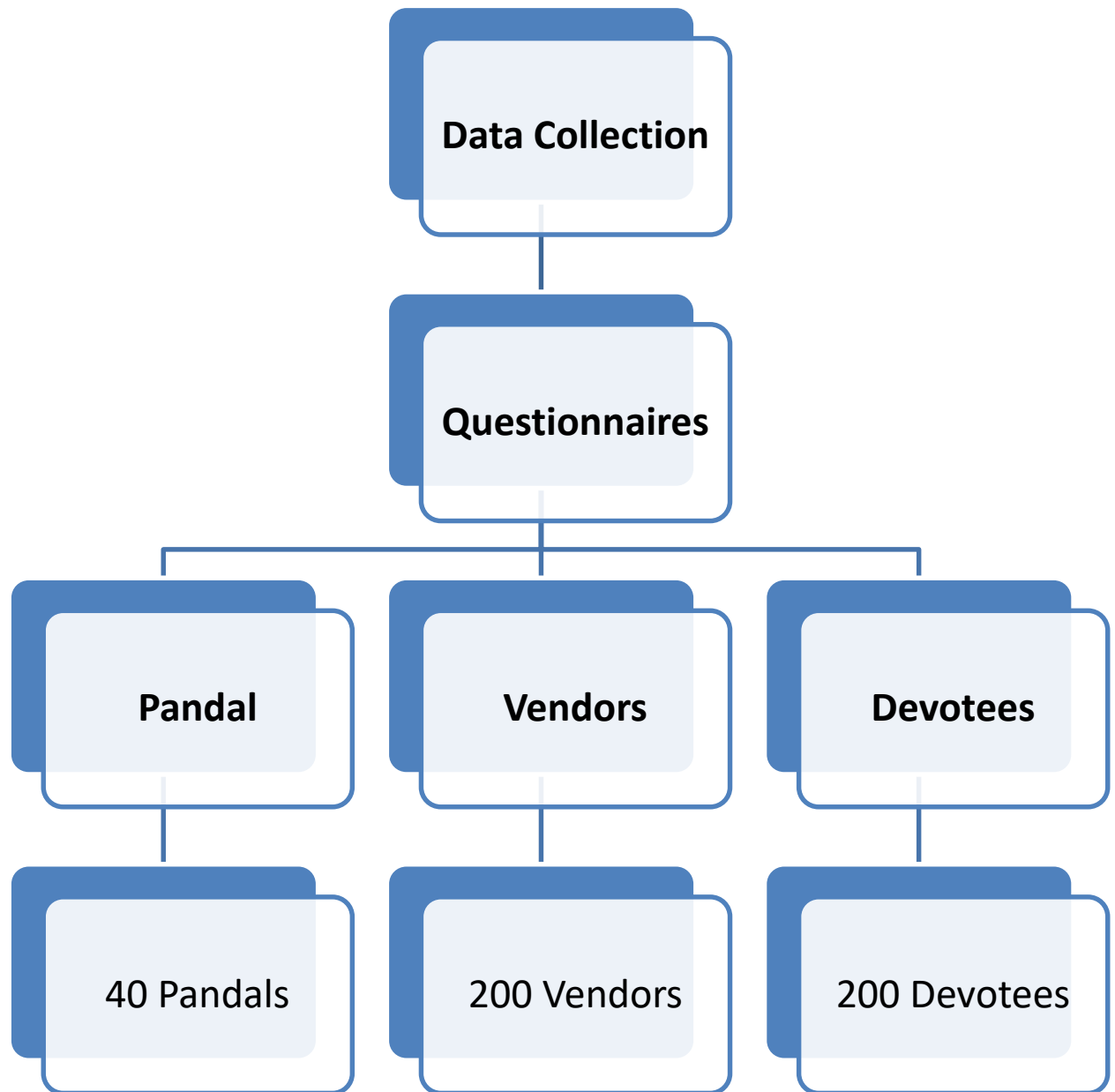


Fig 3.1: Sample Size

3.3 Sampling Techniques

3.3.1 Sampling Design:

- **Population:** The study population includes all stakeholders involved in Ganesh Utsav in Mumbai, including pandal organizers, vendors, and devotees.
- **Sampling Frame:** A list of all registered pandals, vendors operating during the festival, and registered devotees was used to create the sampling frame.

3.3.2 Sample Size:

- **Pandals:** A total of 40 pandals were selected for the survey to represent a diverse range of sizes and locations.
- **Vendors:** 200 vendors were sampled to provide a comprehensive view of the economic impact on different types of vendors.
- **Devotees:** 200 devotees were surveyed to understand their spending patterns and perceptions.

Sampling Techniques:

- **Stratified Random Sampling:** Used to ensure representation from different categories of pandals, vendors, and devotees. The population was divided into strata based on specific characteristics, and random samples were drawn from each stratum.
- **Purposive Sampling:** Used for selecting key informants for in-depth interviews and focus groups based on their knowledge and involvement in the festival.

3.4 Tools and Instruments

Questionnaire Design:

- **Structured Questionnaires:** Developed for pandals, vendors, and devotees, including both closed-ended and open-ended questions. The questionnaires were pre-tested and revised based on feedback to ensure clarity and relevance.
- **Interview Guides:** Semi-structured interview guides were prepared for in-depth interviews and focus groups to ensure consistency while allowing flexibility for exploring emerging themes.

Data Collection Instruments:

- **Digital Surveys:** Online survey tools were used to collect data from respondents who preferred digital responses.
- **Paper-Based Surveys:** Printed questionnaires were distributed to respondents who preferred or had limited access to digital tools.

Observation Checklists:

- **Field Notes:** Researchers used observation checklists and field notes to systematically document their observations during the festival.

3.5 Data Analysis Methods**Quantitative Data Analysis:**

- **Descriptive Statistics:** Used to summarize and describe the main features of the quantitative data, including frequencies, percentages, means, and standard deviations.
- **Inferential Statistics:** Employed to draw conclusions and make inferences about the population based on sample data.
- **Economic Impact Analysis:** Calculated the total economic impact by aggregating the expenditures and revenues reported by pandals, vendors, and devotees.

Ethical Considerations**a. Informed Consent:**

- **Voluntary Participation:** All participants were informed about the purpose of the study, the nature of their involvement, and their right to withdraw at any time without any consequences.
- **Consent Forms:** Written consent forms were provided to all participants, ensuring they understood the study and agreed to participate voluntarily.

b. Confidentiality and Anonymity:

- **Data Protection:** Personal information and responses were kept confidential, and data was anonymized to protect the identity of participants.
- **Secure Storage:** All data was stored securely, with access limited to the research team. Digital data was encrypted, and physical documents were kept in locked storage.

3.6 Limitations

Sampling Bias:

- **Representation:** While efforts were made to ensure a representative sample, there may be limitations due to the non-random selection of some participants, especially for qualitative interviews.

Response Bias:

- **Honesty and Accuracy:** Respondents may have provided socially desirable answers or may not have accurately recalled their expenditures and experiences.

Time Constraints:

- **Data Collection Period:** The data collection period was limited to the duration of the festival, which may not capture the full extent of its socio-economic impact over a longer period.

Limited Scope:

- **Geographical Focus:** The study focused on Mumbai, and the findings may not be generalizable to other regions where Ganesh Utsav is celebrated.

The research methodology employed in this study was designed to comprehensively analyze the socio-economic impact of Ganesh Utsav in Mumbai. By using a mixed-methods approach, the study was able to capture both quantitative data on economic activities and qualitative insights into the social and cultural significance of the festival. The use of diverse data collection methods, robust sampling techniques, and rigorous data analysis ensured the reliability and validity of the findings. Ethical considerations were paramount throughout the study, ensuring the rights and well-being of all participants were protected. Despite some limitations, the methodology provided a solid foundation for understanding the multifaceted impact of Ganesh Utsav and informing recommendations for enhancing its positive effects while addressing its challenges.