

CHAPTER- 4

METHODOLOGY OF RESEARCH

4.1 Introduction

In the modern economic age, when most business transactions are conducted online or via electronic means, consumers must be especially diligent about practicing consumer awareness -- protecting their identities and their resources against criminals who would exploit them. Consumers should be vigilant and aware of potential problems so they don't get ripped off by con artists. Consumers can learn how to protect their privacy, analyze advertisements, recognize scams and become a smart car buyer and home buyer using online and offline resources. Spending the time to become an aware consumer is well worth the effort to avoid paying more than is necessary -- or worse, leaving your entire bank account and financial history open to attack. A sound methodology with effective procedures is vital for conducting the investigation for any research, leading the researcher to achieve his goal.

The chapter contains the research methods, tools and sample used by the investigator in the present study. Also the procedure of the study is given in detail.

4.2 Research Type

The researcher used survey method in the present study to collect views of students and teachers. Survey is an important type of research study. The aim of the survey is to obtain data from a selected size of the sample of the population under study. The Researcher has taken enough care to ensure that the sample population is truly representative of the universe. The questionnaire for students and interview schedules for teachers are the main common instruments for data collection in survey research. The success of survey research depends upon the willingness and the cooperativeness of the sample selected for the study. The data obtained through questionnaire, interview schedules and close ended questionnaire have to be reduced to a form suitable for analysis and interpretation.

Thus, in the present study the survey method is used. The researcher herself collected data with the permission of the principals of all Commerce Colleges of the Sardar Patel University. The views of students and perception of teachers were analyzed and interpreted. The researcher has undertaken survey on consumer awareness due to the following reasons:

1. A large proportion of population is illiterate. They need to be educated to make right choices.
2. Some manufacturers and traders may be dishonest. They may exploit the consumers in various ways. Consumer awareness is necessary for preventing such exploitation.
3. Consumers should be aware about health aspects of goods and services purchased by them. Adulterated goods are a major source of human illness and suffering.
4. To make them good citizens, consumers must know their rights and responsibilities.
5. To enable the consumers to greater choice and reasonable prices

4.3 Population of the Study

The population of the study is all commerce under-graduate students of the Sardar Patel University and the scope of the study is delimited to the Consumer Awareness of undergraduate Commerce students of the Sardar Patel University. The sample is drawn only from Sardar Patel University.

4.4 Sample of the Study

The researcher selected eight commerce colleges from Anand district and from all the colleges' sample of 30 students was taken.

Name of the college	Total Sample	Male	Female
Anand Commerce College	30	12	18

V.Z. College	30	19	10
A.M. Cost college	30	28	01
Jivekaran Institute	30	17	03
B.J.V.M College	30	11	11
Anand institute of business studies	30	15	15
C.P. College	30	12	18
Pinnor College	30	15	14

4.5 Sampling procedure

For sampling the researcher collected the names of all the commerce college of affiliated with Sardar Patel University she wrote the names of all the colleges on different strips of paper then all the papers were put in box than the papers were fold than put in box. The researcher asked her guide to take out 8 pieces of papers. After that the names written on those pieces of the paper were written down thus the college were selected by the researcher through rotary method. Again from every college the researcher selected 30 undergraduate commerce students as sample total 240 students were taken as sample from each college 1 teacher was selected for interview.

The selection of the colleges was done by the researcher through Random sampling. Total 240 students and 8 teachers were taken as sample. From each college of 30 students and 1 or 2 teachers were selected for data collection.

4.6 Tools for Data Collection

Since this research study depends mainly on the survey, it was necessary to use tools for data collection such as questionnaire, interview schedules and close ended questionnaire. Following tools are used for data collection.

- 1) Questionnaire for students.
- 2) Interview schedule for teachers.

Questionnaire for students

The questionnaire quite often considered the important instrument for the survey research. The questionnaire has two types. In this the researcher has used both open ended questionnaire and close ended questionnaire

- 1) **Controlled response or closed form/close ended:** The structured questionnaire direction should be clear, short and predetermined question. Close –ended questions limit respondents’ answers to the survey. The participants are allowed to choose from either a pre-existing set of dichotomous answers such as yes/no, true/false, or multiple choice with an option for “other” to be filled in, or ranking scale response options. Close-ended questions require participants to choose from a limited number of responses predetermined by the researcher. The researcher used close-ended questionnaire for commerce undergraduates. There were total 30 questions. The purpose of this questionnaire was to know their consumer awareness.
- 2) **Unstructured or open form type:** Unstructured questionnaire is that in which (unlike in a multiple choice question) possible answers are not suggested, and the respondent answers it in his or her own words. Such questions usually begin with a how, what, when, where, and why (such as "What factors you take into account when buying a vehicle?" or "In your opinion, what is the reasonable price for this item?") and provide qualitative instead of quantitative information. Open ended questions are asked generally during exploratory research and where statistical validity is not a prime objective. The open-ended questionnaire means the respondent has freedom to

answer the questions in his own word. There were in all 10 open ended questions used and the purpose was to know about consumer awareness.

Validation of the both close- ended and open-ended questionnaires.

Step-1:

The researchers discussed regarding questionnaire with the experts and guide. The investigators read numerous books, articles, journals and used internet for preparing Questionnaire.

Step-2:

The questionnaire was prepared by the researcher according to the researchers understanding.

Step-3:

The questionnaire was modified and redrafted many times according to the suggestions. The guide suggested delimiting the questions related to the study.

Step-4:

The questionnaire was modified according to the suggestions of the experts.

Step-5:

The questionnaire was thus modified by the guide and other experts and was ready for implementation.

Interview Schedule for Teachers

While interview requires a somewhat different structure, certain principles and techniques are applicable to all: each interviewing schedules should have these three major parts the opening, the body, and the closing. The opening should always make the respondents/interviewee feel welcomed and relaxed. In addition the opening should clearly indicate the objectives of the interview and make it clear what topic areas will be addressed. In this research, the researcher used interview schedule for taking interviews of teachers about consumer awareness of commerce students.

The designing of the interview schedule

The researcher has prepared interview schedule for teachers. The researcher prepared twelve questions. The researcher asked the respondents to give their opinion about the consumer awareness of their students. The questions were used to get the specific and accurate information of consumer awareness.

Developing Interview Schedule

Step-1

For planning and preparing the interview schedule the researcher first discussed with guide and according to her view and suggestions prepared interview schedule.

Step-2

The researcher first prepared interview schedule in a question form when it was shown to the guide and interview schedule was checked and modified by the Dr. Bharti Rathore guide.

Step-3

The interview schedule was modified and it was shown to the experts they suggested some changes and two or three ambiguous statements were removed.

Step-4

Their suggestions were added and redrafting of the interview schedule was done.

Step-5

After modified the interview schedule was ready for collecting the data from the respondents.

4.7 Data Collection

The present study used qualitative techniques, in data collection. The questionnaire was used as main data collection instrument of this study because the questionnaire enables researcher to examine and explain the teachers' perception about their students' consumer awareness. The questionnaire was applied on students and the interview of teachers of eight Commerce College in Anand was taken.

Day	College	Implementation of close-ended and open-ended questionnaires and interview schedule
Day 1	Anand Commerce College	The researcher went to the Anand Commerce College and gave instruction to the students about filling of the close-ended questionnaire and open-ended questionnaire. In close-ended questionnaire they were asked to select the right option and tick mark. In open-ended questionnaire they have to answer in their own words. In the interview schedule the researcher personally met the teacher and took their interview.
Day 2	V.Z. College	The researcher went to the Shree Vithalbhai Z. Patel Commerce College and gave instruction to the students about filling of the close-ended questionnaire and open-ended questionnaire. In close-ended questionnaire they were asked to select the right option and tick mark. In open-ended questionnaire they have to write about their opinion. In the interview schedule the researcher personally met the teacher and took their interview.
Day 3	A.M. Cost college	The researcher went to the Sardar Gunj Mercantile Co-operative Bank Ltd. (Anand) English Medium College of Commerce and Management and gave instruction to the students about filling of the close-ended questionnaire and open-ended questionnaire. In close-ended questionnaire they were asked to select the right option and tick mark. In

		open-ended questionnaire they have to write about their opinion. In the interview schedule the researcher personally met the teacher and took their interview.
Day 4	Jivekaran Institute	The researcher went to the Jivkaran Group of Institutes (BBA/BCA/B.Com) and gave instruction to the students about filling of the close-ended questionnaire and open-ended questionnaire. In close-ended questionnaire they were asked to select the right option and tick mark. In open-ended questionnaire they have to write about their opinion. In the interview schedule the researcher personally met the teacher and took their interview.
Day 5	B.J.V.M College	The researcher went to the B.J. Vanijya Mahavidyala (Commerce) and gave instruction to the students about filling of the close-ended questionnaire and open-ended questionnaire. In close-ended questionnaire they were asked to select the right option and tick mark. In open-ended questionnaire they have to write about their opinion. In the interview schedule the researcher personally met the teacher and took their interview.
Day 6	Anand institute of business studies	The researcher went to the Anand Institute of Business Studies (a.i.b.s) and gave instruction to the students about filling of the close-ended questionnaire and open-ended questionnaire. In close-ended questionnaire they were asked

		to select the right option and tick mark. In open-ended questionnaire they have to write about their opinion. In the interview schedule the researcher personally met the teacher and took their interview.
Day 7	C.P. College	The researcher went to the C.P. Patel and F.H. Shah Commerce College and gave instruction to the students about filling of the close-ended questionnaire and open-ended questionnaire. In close-ended questionnaire they were asked to select the right option and tick mark. In open-ended questionnaire they have to write about their opinion. In the interview schedule the researcher personally met the teacher and took their interview.
Day 8	Pinnor College	The researcher went to the Anand Commerce College and gave instruction to the students about filling of the close-ended questionnaire and open-ended questionnaire and the researcher help the respondent if they have any difficulty. In close-ended questionnaire they were asked to select the right option and tick mark. In open-ended questionnaire they have to write about their opinion. In the interview schedule the researcher personally met the teacher and took their interview.

4.8 Data Analysis

The analysis of the data was based on the reply of the respondents. Tables were made according to the respondents' opinion and responses. The data analysis was done through percentage as the researcher collected the data from the teachers and students of all commerce college of the Sardar Patel University in Anand district. The data is analyzed through counting and converting them into percentage. This is presented in the next chapter.