Research Methodology

To analyse a specific subject, the use of Research methodology is a must and is the right way to systematically solve the research problem. This is a science of studying, which can be analysed and comprehended to how scientifically to conduct a research. This requires numerous dimensions and research methods to constitute a part of the research method. Therefore, the technique and procedure of research methodology is of prime importance as we not only talk of the research methods but also consider the logic behind the methods used in context of the research study. This allows the researcher or others to implement and verify the evaluated results.

Research Design: Multiple Cross Sectional Descriptive Research.

Descriptive research is also known as a fact finding investigation which is aimed at describing the characteristics of individual, situation or a group (or) describing the state of affairs as it exists at present. In this research, the researcher will try to describe the factors or situations that persuade a consumer to respond in a particular manner while making purchase of packaged fruit juices as well as fresh fruit juices. As researcher will collect data only once, it comes under cross sectional study and in order to go in depth of the research problem, the researcher will try to study retailers along with consumer which makes the research a ‘Multiple Cross Sectional Descriptive Research’.

Sampling Technique:

For the consumers convenience sampling with a judgmental basis will be used because the customers who are having the awareness of packaged fruit juices can be identified easily. This will also be compared with a generalised sampling for consumers who consume non-packaged fruit juices (Fresh fruit juices) in Mumbai.

Sample Area: Mumbai region

Sampling Unit and Sampling Technique:
• Samples of the study consisted of customer segment (indicated as consumer in the study) in the age group of 18 to 60 years. Convenience samples are drawn from Tier -1 city Mumbai.

• Definition of convenience samples includes those who consume ‘packaged’ fruit juices, as the random selection of individuals from large number of customers more on a macro level would hamper the results of analysis and statistics.

• The main demographics targeted were the younger age group as they are more health conscious and aware of such health drinks. The respondents will include more of college going crowd and young professionals as they would be more interested in trying out new products and were more conscious.

• The segment of population that has been selected is due to their adaption of modern lifestyle patterns inclined towards going out for shopping and trying new things. The data were collected using a structured questionnaire. Data was collected from targeted customer while they were relaxing, shopping as well as on seasonal basis. Questionnaires were handed over to them with the request of filling it on the spot. An online questionnaire was also designed and sent.

• Utmost care has been taken to reduce possible biases while collecting the data. In addition to that thorough analysis was done for each filled-in questionnaire to see the consistency of data provided by respondent.

• In this stratum, the statistics will be formed on the basis of geography of Mumbai region and the sample will be taken from each stratum.

Sample Size: 300 customers