**Research Methodology**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for April 2025 Examination**

**Q1. India's jewellery market is predominantly split into two sectors: organized and unorganized retail. The organized sector is led by major players like Titan (Tanishq), Kalyan Jewellers, Malabar Gold & Diamonds, and PC Jeweller. These brands offer standardized products, assured quality, branded offerings, and a reliable shopping experience. The unorganized sector, on the other hand, includes small, family-owned jewellers, local goldsmiths, and regional jewellery shops that often offer custom-made or traditional jewellery at competitive prices.**

**Explain the research process to study consumer behaviour for organized versus unorganized jewellery retail in India. What is the key determining factors influencing consumer behaviour, and how would you conduct a comparative analysis between the two market segments?**

**Answer:**

**Introduction:**

To study consumer behavior in India's organized versus unorganized jewellery retail market, the research process should be systematic, encompassing both qualitative and quantitative methods. By conducting this comparative study, the research would provide valuable insights into how consumer behavior differs between organized and unorganized jewellery retail sectors, guiding businesses in crafting more effective marketing strategies and improving their offerings.

Here’s a framework of the research process, along with key factors influencing consumer behavior and a method for comparative analysis:

**This is partially solved sample answer**

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**Q2. Explain the experimental design used in studying consumer behaviour at Shoppers Stop. Discuss the concepts of internal and external validity, hypothesis formation, and the application of different experimental designs. How can simulations and ethical considerations be applied in experimental research for a retail company like Shoppers Stop?**

**Answer:**

**Introduction:**

Studying consumer behavior at Shoppers Stop involves a thoughtful experimental design that balances internal and external validity. By carefully forming hypotheses and selecting the appropriate experimental designs (between-subjects, within-subjects, field experiments, or simulations), Shoppers Stop can gain valuable insights into how consumers react to various factors like promotions, store layout, or product displays. Ensuring ethical standards and using simulations for cost-effective experimentation further enhance the research process, making it more reliable, generalizable, and consumer-friendly.

**Experimental Design in Studying Consumer Behavior at Shoppers Stop**

**Key Concepts in Experimental Design**

**Simulations in Experimental Research**

**Ethical Considerations in Experimental Research**

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**Q3. In the digital age, apparel companies in India face intense competition and changing consumer preferences. With the growing influence of e-commerce platforms, mobile apps, and social media, building and maintaining brand loyalty has become more challenging. As customers increasingly engage with brands through digital channels, apparel companies must adapt by offering personalized experiences, seamless omni-channel strategies, and consistent value. The problem lies in identifying the most effective strategies that apparel companies can use to foster brand loyalty in a digital-first environment.**

**a. Which research method can be applicable for this research. What are the objectives of the study?**

**Answer:**

**Introduction:**

For this research on brand loyalty in the digital age for apparel companies in India, a **mixed-method approach** would be most applicable. This approach combines both **qualitative** and **quantitative** research methods, allowing for a comprehensive understanding of consumer behavior in the digital context.

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**b. Develop a questionnaire for this study.**

**Answer:**

**Introduction:**

Here’s a questionnaire that can help gather insights from customers regarding their brand loyalty towards apparel companies in the digital age, specifically focusing on the influence of digital channels, personalized experiences, and omni-channel strategies:

**Brand Loyalty and Digital Experience – Questionnaire**

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