**Research Methodology**

**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? (10 Marks)**

**Ans 1.**

**Introduction**
India's jewellery market, a vital part of the country’s economy and culture, reflects a dichotomy between organized and unorganized sectors. The organized retail sector, dominated by brands like Tanishq and Kalyan Jewellers, emphasizes quality assurance, standardized pricing, and customer trust, appealing primarily to urban and middle- to high-income segments. In contrast, the unorganized sector, comprising small, family-run businesses and local goldsmiths, caters to customers seeking custom-made designs, traditional craftsmanship, and competitive pricing. Understanding consumer behaviour in this market involves exploring how cultural, economic, and personal preferences drive purchase decisions. This research

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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? (10 Marks)**

**Ans 2.**

**Introduction**
Studying consumer behaviour at Shoppers Stop, a prominent retail chain in India, requires a robust experimental design to understand purchasing patterns, preferences, and factors influencing decision-making. The dynamic retail environment involves complex interactions between customer demographics, product offerings, promotional strategies, and in-store experiences. Experimental research helps isolate variables, test hypotheses, and determine causal relationships that inform marketing and operational strategies. Concepts like internal and external validity ensure the reliability and applicability of findings, while ethical

**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? (5 Marks)**

**Ans 3a.**

**Introduction**
The digital age has transformed consumer behavior, particularly in the apparel industry in India, where e-commerce, social media, and mobile apps dominate customer engagement. Building brand loyalty in this environment requires an understanding of consumer preferences and the factors influencing loyalty in digital channels. To address this, adopting the most suitable research method and defining clear objectives is essential for generating actionable

**b. Develop a questionnaire for this study. (5 Marks)**

**Ans 3b.**

**Introduction**
A well-designed questionnaire is essential to gather meaningful data on consumer behavior and preferences in the digital apparel industry. This questionnaire aims to identify the key factors driving brand loyalty, focusing on digital engagement, personalization, and omni-