RESEARCH METHODOLOGY
The course of action to achieve the goal of research is by various methods of collecting data:

SOURCES OF DATA
A. Primary data
The primary data for the study will be collected through a survey with a well structured questionnaire to know the responses of the respondents who are shoppers. ‘In-depth Interviews’ would also be conducted for store managers. The data sought would make an attempt to describe the attitudinal behaviour of the respondents for their respective purchasing pattern. The instrument would be administered methodically to the shoppers outside the store immediately after their experience and interaction with the visual merchandising elements on random days. Shoppers would be asked to cooperate by providing complete response to the questions, so that more accurate outcomes can be attained.

B. Secondary data
This shall be gathered from books and publications, magazines, journals and periodicals, internet websites, etc.

SAMPLING TYPE
The sampling will involve division of the customers into smaller strata with respect to variables like Age, Occupation, Income Status, Marital Status, etc. A random sample from each stratum will be taken in a number proportional to the stratum's size when compared to the population. These subsets of the strata will then be pooled to form a random sample. This Sampling type would be adopted to reduce the potential for human bias in the selection of units of analysis to be included in the sample. Stratified random sample will provide us with an unbiased and diversified sample. Thus the sampling used will be Stratified Random Sampling

Pilot-testing of the Instrument
The questionnaire would be pilot-tested on 25 respondents (approximately 5 per cent of the main survey sample size) belonging to different age groups, household income levels and socio-economic backgrounds. Based on their responses, the required modifications would be made in the instrument. The amended questionnaire would be used for the further study.

Data Analysis and Results
Data collected will be analyzed using SPSS software. Various statistical tools like mean, standard deviation, T-test, Factor analysis, Parametric Tests, Z-test, Non Parametric Tests and Chi-square test will be employed. Then data will be tabulated and graphically represented through, Pie-charts, Bar graph, etc. Based on the response obtained through questionnaire major research findings are presented and suitable recommendations are made in order to improve the customer shopping experience.
SAMPLE SIZE

A. Customers -500
B. Retail Store Managers-20

The Total Sample Size would be 520

SAMPLING FRAME
Age group of respondents-18 yrs to 45 yrs

RESEARCH AREA
Research will be conducted in Apparel Retail Stores in Mumbai city.