RESEARCH METHODOLOGY

Research Design

Both exploratory and descriptive research design will be used in the study. The exploratory work will be done with the help of literature survey, which will help the researcher in validation and extraction of the important variables and factors. For descriptive phase, A Cross-sectional survey of respondents will be done using a structured questionnaire.

Sources of Data

Researcher will collect both primary and secondary data for the verification of objectives. The Questionnaire will be used to collect data from the respondents for the verification of objectives and testing of hypothesis. Questionnaire will consists of multiple choice close ended question and. Five point Likert scales ranging from Strongly Agree to strongly disagree will be used. where as secondary data will be collected from various published sources i.e. journals, newspapers, national and international publication, internet, personal books and libraries.

Research Method

Survey will be conducted in order to collect primary data and to reach the objective of the Dissertation. Since our research is of descriptive character our primary intention will be to collect primary data and analyze it.

Population

All individual above 18 years of age, living in Delhi and using internet will constitute the population for the study.

Sample Design

Non probability Convenience sampling will be used to obtain information from the respondents.
Sample Size

Since there are time and resource restraints, a specific Population had to be identified in order to generalize and create relevant segments. We decided a sample size of 1000 respondents would be collected from the population.

Data Analysis: Collected data will be analyzed with the help of SPSS

Hypothesis Testing: The following test will be used:

Analysis Tools: Average, Correlation, Chi square and F test will be used for analysis.