Research Design

The exploratory research design is adopted for this project.

Research Approach

Research worker will contact the respondents personally with well-prepared sequentially arranged questions. The questionnaire is prepared on the basis of objectives of the study.

Direct contact is used for survey, i.e., contacting employees directly in order to collect data.

Sample Size

The study sample constitutes 1000 respondents constituting in the research area.

500-Respondents Public sector
500-Respondents Private sector

Sampling Area

Mumbai

Public Sector


Private sector

1. ICICI 2. HDFC 3. Kotak Mahindra Bank

Sampling Design

Random Probability sampling is used.
Collection of Data

Most of the data collected is primary data through Questionnaire & Personal Interviews, where the researcher and the respondent operate face – to – face.

Research Instrument

The researcher has used a structured questionnaire as a research instrument tool which consists of open-ended questions, multiple choice and dichotomous questions in order to get data. All the questions in the questionnaire are organized in such a way that elicits all the relevant information that is needed for the study.

Statistical Tools

The statistical tools used for analyzing the data collected are Likert Scale, Co-relation, and Regression.

Limitation of the study

The information provided by the workers will not be definitely true. The workers hesitate disclosing the true facts in order to secure their job. There is no measure to check out whether the information provided by the Workers is correct or not.