I. RESEARCH METHODOLOGY

To fulfill the research objectives following research methodology will be adopted.

1) **Research Design:**
   The survey of concerned literature will be done extensively for formulating precisely the research problem. Hypothesis stated by earlier researchers may be reviewed and their usefulness may be evaluated for further research.

2) **Sample Size:**
   The population for this research will be based on the composition of respondents from Syndicate bank. For data collection a sample of five hundred customers will be taken. Non probability sampling technique will be used to sample the population.

3) **Data Collection and Sample Design:**
   Study will be based on primary data collection. The survey will be carried out by the author, in Greater Noida (U.P.). The survey instrument will be a structured questionnaire. The questionnaire will include demographic specific questions and life style questions. The responded would be a customer of the selected bank and he/she will be subjected to answer the questionnaire.
The content validity of the questionnaire will be constructed by discussion with expert practitioners in banking. Mostly ranking of options and Likert – types scales will be used for purpose of measurement.

4) **Administration of Instrument:**

The questionnaire will be sent to the customers of Syndicate Bank. The rigorous follow-ups will be done to ensure good responses from all banks’ employees & customers. A second round of questionnaire mailing will also be carried out if responses from first mail do not compare favorably to others return rates.

5) **Data Analysis:**

To check the reliability of the questionnaire items reliability analysis will be conducted for the scales and the full questionnaire. Various descriptive statistical tools like tabulation stem & leaf diagram, pie & bar charts will be used for description of survey data. Tools for inferential statistics like Chi-Square, Z- Test, analysis of variance, multivariate data analysis tools etc. will then be used for inferring result depending on the nature of survey statement.