Research Methodology

Research area

Jurisdiction has been restricted to western region of Mumbai. That is from Chuchgate to Dahisar.

Sources of data

1. Secondary data:
   It includes the review of literature available in journals, magazines and books. It also includes the information available in newspapers and on different web sites.

Primary data.

A primary survey will be conducted by administering questionnaire to the manufacturers and consumers. Also the marketing and production officials of the companies would be interviewed.

To collect the data about the sales of three leading brands often fast moving consumer goods.

Sampling Techniques

A convenience sample of 50 retail shops and 10 consumer products oriented companies will be collected. Also the questionnaire would be administered to 25 wholesalers. In addition to this responses of 150 consumers also would be considered.

Data Analysis

The data will be edited and entered into Excel spreadsheet:

Appropriate statistical tools such as correlation, regression analysis, and ANOVA
will be used to analyse the data.

Conclusions will be drawn on the basis of analysis of the data.

Effective suggestions and recommendations will be made for further statistical studies.