RESEARCH METHODOLOGY

Research Method - Survey and Descriptive method

5. Data Collection

(a) Primary data collection- Primary data will be collected through Structured 500 questionnaires with closed and open ended questions using online (As per the convenience sampling of college & university students, other class of respondents).

(b) Secondary data collection- Secondary data will be collected through Books, journal, articles, other sources.

Sampling Method – Convenience sampling.

Sample Size - 500

Statistical tool- through SPSS 20 software. Annova, Mean, median, mode, standard deviation, central tendency.

Independent Variable- Online Shopping

Dependent Variable- Consumer behavior.

6. Sample for survey

- 500 respondents of age group of 20 to 50 years belonging to male & female students of college & university & other class of Jhunjhunu will be interacted for collecting the primary data.

7. Test of hypothesis and statistical tool-

Data analysis and interpretation-

Collected data will be tabulated and analyzed on SPSS 20 through ANOVA.
Work Plan

Introduction

Literature Review

Research objectives , Research hypothesis &Research methodology.

Data Analysis & Interpretation

Results and discussion

Summary, Conclusion

Bibliography