Research Methodology

Research is basically a term used for a systematic search for getting relevant answers on any taken up topic. Methodology may be understood as all those methods and techniques that are used for conducting a particular research. It may include the methods of data collection, statistical tools for analyzing the data etc. In my research both the primary and secondary data has been used in order to reach to a conclusion.

Research design: The research in this study is descriptive and analytical in nature.

Primary data: The primary data is collected through a survey through a structured questionnaire and direct interview method.

Secondary data: The secondary data is being collected from different sources. The main source of secondary data was the annual reports of the selected banks. This study is based on last 10 years bank data i.e. 2005 to 2015.

Other sources of secondary data are websites, journals, and magazines etc. Previous research papers have also provided a good collection of data.

Sample size: For my study I have taken a sample size of 500 customers of different banks using plastic money.

Tools and techniques
Tools and techniques in research are the statistical methods of collection, analysis, interpretation, presentation, and organization of data. Statistics provides numerous tools and techniques to analyze the data and interpret the results of the analysis.

In my study I have used the following statistical tools for the analysis of collected data:

- Average
- Percentage
- Correlation
- Variance –NOVA,ANOVA
- SPSS

Chapter plan

The research is carried out in a systematic manner and the following chapter plan is being followed for the final report:
Work plan

A work plan is a detailed accounting of how an individual proposes going about accomplishing a specific task, approaching a project. Sometimes referred to as a “statement of work,” a work plan generally includes an overview of a project, a breakdown of how individual project-related tasks will be accomplished, and a timeline for completion of the given project.

My research will be carried on for a period of 24 months as per the university requirements. I have divided my research work into four intervals which will be carried on in the following manner:
### Limitations of the study

The study is basically limited to certain factors such as:

1. It is only confined to Jhunjhunu area.

2. Only 5 banks have been chosen for the research namely ICICI bank, Axis bank, Punjab National Bank, SBI, and Gramin bank.

3. The comparison of data is only up to 10 years i.e. 2005 to 2015.

4. The study mainly focuses on four variables namely
• Income
• Awareness
• Occupation
• Standard of living.