5. WORK PLAN AND METHODOLOGY

A) Introduction:-

Research Methodology refers to the adoption of research design, sampling methods, sources of data, questionnaire, data collection, data analysis which will be adopted in the research work.

B) Research Design:-

The research design will be partly exploratory research and partly descriptive research.

(i) Exploratory research will be conducted to find out the unknown facts and variables in the marketing of financial services such as banks strategies, segmentation, targeting, positioning strategies. Much information is not published on this aspect of marketing.

(ii) Descriptive research will be conducted to describe the present size of the market for financial services, major market share of different banks, major financial services offered. Such research will be done to describe the existing nature and type of market for financial products.

C) Sources of Data:-

The research will be based on both primary sources as well as secondary sources.

1. The primary data will be collected directly from selected banks and from two sources namely Institutions and customers through questionnaire which will be considered to a minimum of 11 experts to validate its authenticity and sampling methods.

2. The secondary data will be collected through available published data from various sources such as:

   a. Banks annual report

   b. Published Journals

   c. Research paper/publications

   d. Association reports

   e. RBI publications
f. Trade Journals

g. Government Publications

h. Reference books

i. Online Journals and Articles

j. Websites

**D. Sample Size:**

The sampling method will be non random sampling. It will be convenient sampling or judgment sampling. The sample size will be around 400. Thus, the total sample size will be 400 which will include customers and institutions. Institution refers to bank branches and executives of commercial banks and industrial banks from the city of Mumbai.

**E. Data Analysis:**

The data collected will be analysed with the help of SPSS software. Statistical testing will be done to find out the statistical validity of the data and testing of hypothesis. It will be done on the basis of Z test and Chi square analysis.