RESEARCH METHODOLOGY

Sources of data

The study is mainly based on two types of data-

Primary data -

The study is mainly based on the primary data i.e. structured questionnaires (the question will be closed ended with multiple).

The questionnaire will be prepared by the researcher himself. The preparation of questionnaire will be done by keeping the objective of the study in mind. The researcher took some help from experts during the framing of questionnaires.

Secondary data - The study also contain secondary data i.e. data from authenticated websites and journals for the latest updates just to gain an insight for the views of various experts.

Methodology and presentation of data

The data collected is then coded in the tables to make the things presentable and more effective. The results are shown by tables which will help me out in easy and effective presentation and hence results are being obtained.

Sample size and design

A sample of 500 peoples will be taken on the basis of convenience. The actual customers will be contacted on the basis of random sampling.

Research designs

The research for this study is exploratory and random sampling.

Random sampling - A sampling method in which all members of a group (population or universe) have an equal and independent change of being selected.
**Exploratory** - The research is meant to provide details where a small amount of information exists. It may use a variety of methods such as trial studies, interviews, group discussion, experiments, or other tactics for the purpose of gaining information.