RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It can be understood as a science of studying how research is done scientifically. It takes many dimensions and research methods to constitute a part of the research methodology. Thus when we talk of research methodology, we not only talk of the research methods but also consider the logic behind the methods used in context of the research study in such a way that results are capable of being evaluated either by the researcher himself or by others.

Research Design:

The researcher plans to present his study in the form of Descriptive research. It is a fact finding investigation which is aimed at describing the characteristics of individual, situation or a group (or) describing the state of affairs as it exists at present. The base will be Quantitative as the researcher will be adopting the Survey method to collect the data. The researcher plans to collect data for his research through primary and secondary sources.

Primary Sources:

Primary data is collected through questionnaire posed to customers about application & importance of CRM in banking sector. This will result into understanding the efficiency of CRM where it is being used. On the other hand the researcher will find out what banks are doing to have a long lasting relationship with the customer.
Secondary Sources:
For any data to be complete the researcher has to heavily depend upon information from existing sources. The researcher will assimilate the essence from the information taken from various secondary sources.

- The researcher will also make use of data published by the various commercial banks and financial establishments.
- The research will depend upon information collected from the print media: i.e. newspapers, magazines and journals.
- Existing work done on similar topics by others.
- Information gleamed from the internet.
- Other published data like conference proceedings, reference books etc.

Sampling & Sample size:
The researcher will collect data through the Simple Random Sampling method, with the help of questionnaires from 1000 customers from selected four banks. Care will be taken to see that the sample is a true representation of the population. These respondents will be limited to the Geographical region of Dhule District of Maharashtra state.

Research Area:
The geographical area to be covered in the research will be Dhule District in the State of Maharashtra, India. This area has been selected primarily Due to drought conditions of the district and absence of major industrial growth. Because in the Urban Area of the District 50 to 75% population is Agriculturalists and Agricultural labours, where as in the rural area more than 95% population is Agriculturalists
and Agricultural labours. The researcher opinion that the Customer Relationship Management in Banking Sector is necessary for growth of Dhule district.

**Analysis:**
The collected data will be edited to avoid unwanted information & will be arranged in proper sequence. The edited data will be edited & classified for suitable tabulation, graphs, charts, diagrams wherever necessary.