RESEARCH METHODOLOGY
Research methodology is a highly intellectual human activity used in the investigation of nature and matter in the investigation of nature and matter deals specifically with the manner in which data will colleted, analyzed and interpreted. There are practical steps through which you must pass in your research journey in order to find answers to your research questions. The path to finding answers to your research questions constitutes research methodology. At each operational step in the research process researcher required to choose from a multiplicity of methods, procedures and models of research methodology which will help to best achieve objectives.

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 consumer experience about retail marketing. This will result into understanding the utility and prospect of retail marketing where it is being used.
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 companies and other institutes.
- The research will depend upon information collected from the print media: i.e. newspapers, magazines and journals.
- Information gleamed from the internet.
- Existing work done on similar topics by others.
- Other published data like conference proceedings, reference books etc.

Sampling Technique & Sample size:
Samples of the study consisted of consumer segment in the age group of 18 to 60 years. The study is restricted to analysis responses of 1000 consumer from different concerns. Convenience samples are drawn from Dhule District. Definition of convenience samples includes only dimension that is easy access to the sample units otherwise it was random selection of individuals from large number of consumer at the retail outlets. This segment of population was selected due to their adoption of modern lifestyle patterns inclined towards going out for shopping and trying new things. The data were collected using a structured questionnaire. Data was collected from targeted customer while they were relaxing or shopping. Questionnaires were handed over to them with the request of filling it on the spot. Due care has been taken to reduce possible biases while collecting the data. In addition to that
thorough analysis was done for each filled-in questionnaire to see the consistency of data provided by respondent.

**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, whereas in the rural area more than 95% population is Agriculturalists and Agricultural labours. The researcher opinion that the development of retail marketing and new modern format is required 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.