Research Methodology

Sources of Data

➢ Primary data
  • A structured questionnaire was built in correlation with objective of research and hypotheses. Thus data using structured questionnaire will be collected from consumers of mobile phone handset.

➢ Secondary Data
  • Literature from Text Books
  • Literature from articles published in Newspapers & Magazines
  • Literature from the articles published in journals pertaining to brand choice and Brand switching of mobile phone hand set
  • Literature from Websites

Research Design

Descriptive Cross-sectional design

The research aims to quantify the attitudes and perceptions of the customers of mobile phone hand set users. It would be descriptive in nature because it measures the impact of product, Price, place and promotion and its influence on the purchase decision. The data will be collected from the mobile phone users and their responses will be analyzed by using appropriate statistical tools. Thus the research design adopted for the study will be Quantitative Descriptive Cross-sectional design to cover the various facets of the study.

Sampling method: It refers how sampling units are selected.

• Types of sampling - Non Probability Sampling.
**Method of Non Probability Sampling**

- **Convenience Sampling** – This method will attempt to obtain a sample of convenient elements who were ready to give information. The sampling elements or consumers of mobile phone hand set were identified as follows:
  
The convenient sample was divided into four clusters namely housewife, students, service class, business class, professional and others.

**Sample Size**

The total sample size is decided on the basis of the population of Mumbai.

The Sample Size is 796 consumers across all clusters namely housewife, students, service class, business class, professional and others will be considered.

**Research Area**

In the city of Mumbai data will be collected which encompasses central and western part. This scope of study was taken due to logistical problem and also as Mumbai is miniature of Maharashtra (India). All attempts will be made to collect the data from different parts of Mumbai. Thus results of Mumbai can be used for further studies with respect to Maharashtra (India).

**Tests of Hypothesis**

The hypothesis will be tested by using the following statistical tools:

**Non Parametric tests**

- Chi – Square test
- Logistic regression

In addition to the above hypothetical tests, the statistical tools like Simple Percentage Method, Pearson Correlation, Factor Analysis and Cluster Analysis will be used for analyzing the data.