RESEARCH METHODOLOGY

Sources of Data

➢ Primary data
  The Primary data will be collected through personal interviews with consumers across 10 shopping malls in Mumbai as a part of data collection.

➢ Secondary Data
  • Literature from Text Books
  • Literature from articles published in Newspapers & Magazines
  • Literature from the articles published in journals pertaining to consumer behavior and shopping malls
  • Literature from Websites

Finalizing research approaches

Some relevant data will be collected by conducting a survey. The purpose behind choosing the survey method was to know more about consumer behavior i.e., attitude, personal traits, perception, personality etc., towards shopping mall

Finalizing research instruments

Questionnaire will be used as research instrument in collecting primary data. The questions will have close ended questions. The idea behind including close ended questions to provide answers that are easier to interpret and tabulate.
Making the sampling Plan

After deciding on the research approach and instruments, the sampling plan will decide sampling unit and sampling size.

Sampling unit

The main purpose of the sampling unit is to know whom to be surveyed. Cluster sampling methods will be used in this survey, the sampling units were consumers from all the strata i.e, office goers, housewives, children, college goers etc. by the researcher.

Sampling size

The total sample size will be 1000 from 10 shopping malls from western and central part of Mumbai.

Research Area

The primary data will be collected from Western and Central part of Mumbai.

Test of Hypothesis

The hypothesis will be tested by using the following statistical tools:
The Researcher will be using Chi-square distribution analysis method and factor analysis Technique to find out the different variable on buying behavior of the consumers. The secondary analysis will be done using Graphs and diagram

The above test will be tested using SPSS package.