RESEARCH METHODOLOGY

1. In this particular portion the discussion will offer the necessary evidence about the research procedure for understanding and evaluating the exploration and its outcomes. The data for the same would be collected through primary and secondary sources. The analysis of the same would be done with the help of quantitative and qualitative techniques of research so as to infer a rational conclusion. The research would be conducted in a scientific and objective way.

2. The Research conducted here is initially purely exploratory in character. It is an effort to ascertain new horizons of knowledge and practice.

3. The Researcher will use secondary data sources such as: books, journals, newspapers and websites etc. to collect relevant information.

4. Questionnaire designed will be implemented and would be analyzed to give answers to the Hypothesis proposed.

SAMPLING:

5. Population: Any individual who is the user of the Ten Brands or are exclusively aware of the Ten Brands constitute the population. However the population considered for the purpose of research are about
10000 friends and students of the researcher who be the respondents and shall help fill the questionnaire.

Since the re

6. Sample Size: 500(Five hundred) individuals who are presently and actively using social media sites such as Facebook and LinkedIn.

7. Sample Frame:
   - Facebook
   - LinkedIn

8. Sample Element: Individuals using or aware of the Ten Brands.

9. Extent: India

**TOOLS - DATA COLLECTION**

The data would be collected through primary and secondary research

**Primary Data:** The data for the primary research would be based on survey i.e. through questionnaire.

**Secondary Data:** The secondary research would be based on review of literature through research papers, journals, books and Internet.

**STATISTICAL TECHNIQUES FOR DATA ANALYSIS:**
The data would be analysed by using SPSS software, where
statistical analysis will be used to understand the relationship amongst the variable and test relevant hypothesis.

**WORK PLAN**

1. LITERATURE REVIEW
2. RESEARCH OBJECTIVES
3. FORMATION OF RESEARCH HYPOTHESIS
4. RESEARCH METHODOLOGY
5. SAMPLING
6. RESEARCH TOOLS IDENTIFICATION i.e. QUESTIONNAIRE
7. DATA COLLECTION
8. DATA ANALYSIS
9. REPORT WRITING
10. REFERENCES