Methodology:

RESEARCH DESIGN:
The research design used for the study includes explorative, descriptive and analytical studies. The study is undertaken on the selected distributors & consumers on Mumbai & Pune city.

DEVOLPING QUESTIONNARIRE:
The data will be collected by structured self administered questionnaire. This will developed in the following stages:
1. Identifying variables and developing draft.
2. Pilot survey
3. Finalizing the questionnaire

SAMPLE SIZE:
For the selection of the sample size convenience sampling method will be used. The overall sample size for the study includes 600 Respondents.

DATA ANALYSIS AND INTERPRETATION: The data collected will be tabulated, analyses and interpreted for drawing conclusion. The statistical tools and techniques will be used to analyses the data. The hypothesis will be tested with the help of suitable statistical methods. (Significant Mean Difference, Co-relation, SD)

Work Plan:
The whole research study will be conducted in a span of in structured phases, so as to maintain a continuous flow of the research study.
1. Collection and analysis of literature review of study.
2. Collection of data.
3. Operating the data using statistical tools.
4. Interpretation of data.
5. Findings and conclusion.