METHODOLOGY

The following present the methodology of the study:

THE SOURCE OF DATA

PRIMARY DATA
The primary data will be collected from the Specialty shops situated in select cities of Telangana state (Primary data formed the core of the research study). For the purpose of the study

1. The data will be collected from Specialty shops consumers through structure Questionnaire

SECONDARY DATA
The secondary data were collected from the different sources available like,

1. Publications and Journals
2. Various research theses.
3. Websites and marketing research study conducted by research institutes, etc.

SAMPLE SIZE
For the selection of the sample size convenience sampling method will be used. The sample size for the study includes 800 Respondents.

DATA ANALYSIS
The following statistical tools are used to analyzed the data

1. Chi-Square
2. ANOVA
3. Factor analysis
4. Correlation
5. Regression analysis
6. Other required tools for the analysis
WORK PLAN

1. Introduction
2. Review of literature
3. Research design
4. Methology
5. Research tools & techniques
6. Data Collection & Analysis
7. Result & Findings
8. Summary & Report Writing