05 Research Methodologies

1. Sources of data. The study shall be based on both primary as well as secondary sources of data.

2. Primary sources. Primary data shall be collected using questionnaire and interview approach. Fifty small retail store owners would be administered a questionnaire. Ten leading retail operators in various formats would also be administered a questionnaire to understand existing store operation models in their respective store formats.

The following methodology have been used for the study in hand

Research Design: Exploratory research

Sample Size: A Sample size of 120 Retailers and 350 consumers.

Sampling technique: The sampling technique has been probabilistic sampling more specifically the

Simple random sampling

Sources of Data: Data collection is based on primary and secondary data

Instruments used for collection of data: Questionnaire, interviews, journals

Techniques used for analysis: Two way ANOVA and chi-square test for goodness of fit

3. Secondary sources. Documents (blank and filled), published literature in the form of books, articles from journals, business magazines, newspapers, world wide web etc., shall be used to collect secondary data.

Work Plan and Methodology:

1. Studying related topic literatures to understand the findings of the previous researchers as a secondary research.

2. Interacting the leading retailers to understand their SWOT.

3. Making a Primary Research by a well-designed, structured Questionnaires to get sample survey done from the retailers and the customers.
4. Visiting at least two hundred retail stores and 350 customers to interview to complete the primary research for authentic information.

5. Using the three plus decade retail store operation experience to design the entire Research.