METHODOLOGY

This section will provide the readers information about the research process in order to enable them to understand and evaluate the investigation and the results. The data will be collected with the help of primary and the secondary sources. It will be thoroughly analyzed with the help of available quantitative and qualitative research techniques to arrive at logical conclusion. The research process will be managed in an objective and scientific manner.

The research process of this study is illustrated below (see figure below)

**Stages in the Research Process**
RESEARCH DESIGN:

The research design shall provide guidelines for the research process. A causal, descriptive and exploratory research design will be adopted. The research design will determine the direction of the study throughout and the procedures to be followed it will determine the data collection method, sampling method, the field work and so on.

NATURE OF DATA:

Primary Data:

Primary data will be collected directly from the target respondents; it could be collected through Questionnaire, Surveys, Interviews, Focus

Secondary Data:

Secondary data will be collected from external sources like books, periodicals, articles, journals, newspapers and the website material.

DATA ANALYSIS AND INTERPRETATION:

The collected data will be edited to avoid unwanted information and will be arranged in proper sequence.

The SPSS technique shall be used to feed in the data and the edited data shall be coded and classified for suitable tabulation graphs, charts, diagrams etc, wherever necessary.

A suitable technique shall be used for analysis such as chi-square, “t” test, ANNOVA, Regression analysis, F-test, Factor analysis etc.

SAMPLING

Sampling will be done based on demographics like age, gender, income, education and on psychographics like class and lifestyle.

Convenience sampling will be used to select the respondents.

Sample size will be of 500 respondents.