RESEARCH METHODOLOGY

Method:

The study will be descriptive and analytical, so a Survey method which will first involve Pilot survey on a group of sample leading to a well structured Questionnaire will be used to collect the data. The sample to which questionnaire will be distributed is based on random sampling techniques.

During the survey, Technology Acceptance model will be used to understand the subject (Technological Acceptance model is used to analyze the impact of technology in the usage and adoption of payment instruments) and test out the hypothesis outlined during the research. Principal component analysis is done to find the most contributing factor.

Primary Data:

Primary data will be collected from customers of different age groups randomly through the structured questionnaire, in urban areas of Mumbai.

Secondary Data:

The secondary information or data is to be collected from newspapers, previous research articles, journals and relevant websites e-books and books.

Sample Size:

The study will be limited to 400 respondents (Respondents in this research includes the urban consumers).

Sample Design:

The researcher will aim upon simple random sampling technique, considering the research methodology and research type as per guidelines.

Tools & Model

Statistical Analysis and Technology Acceptance Model
Statistics
1. Descriptive statistics
2. Correlation
3. Chi-Square Test

WORK PLAN

Work Plan involves the summary of work to be done in span of 3 years for the purpose of research.
1st Year-Review of Literature, Discussion on Topic, Collection of Journals
2nd Year-Synopsis Presentation, Preparation of Questionnaire, Collection of Data, Tabulation and analysis of Data
3rd Year-Preparation Of Thesis and Presentation Of report.

The diagram below shows the methodology that will be used during the survey to collect information from different sources and through questionnaire which is analyzed using ANOVA, Principal Component Analysis and Technology acceptance model (TAM). Valuable ideas which will be derived and identified during the research will be used to define actions, policies and suggestions.
Identification of the research Problem through Literature survey

35 Existing literatures have been studied

Setting the objectives and scope

Scope: E-Wallet
Objectives:
1. To study E-wallet adoption among various urban consumers.
2. To study reasons and barriers for E-wallet adoption among various urban consumers.
3. To study influencing factors for E-wallet adoption among various urban consumers.
4. To analyze future scope of E-Wallet among various urban consumers.

Developing Hypotheses

✓ Demographic Profile of the Customers May or may not influence the adoption of E-wallet
✓ Perception or Preference may or may not influence opting for E-wallet Services
✓ Factors may or may not impact the growth of E-Wallets

Designing Methodology

Mumbai City
Sample Size:
Survey: Sample 400 (out of which 25 for pilot study will be considered) for E-Wallet survey
Sampling: Simple random sampling and Judgmental sampling
Extended Literature Survey for strengthening concepts designing questionnaire

100 plus existing literatures have been studied

Standardizing Questionnaires for main study

Conducting Pilot Survey

Conducting Main Study

Tabulating, Editing and Analyzing data

Conducting Statistical Analysis applying model

Presenting Research Findings - THESIS

Statistical Analysis

Principal Component analysis

Technology Acceptance Model

Findings and suggestions

Conclusions & Reports