RESEARCH DESIGN

A research design lays the foundation for conducting the project. The cross-sectional descriptive research design is used for conducting this research work because this design enables the researcher to study the problem at given point of time of the population of interest. To identify the problem, to develop and approach to the problem & to formulate an appropriate research design, primary & secondary data has been used.

RESEARCH METHODOLOGY

Sampling Element

The study is carried out in Rajkot city which is an growing city in the Saurashtra region. The study is conducted in different areas of Rajkot city especially 150 feet Ring road, Yagnik Road, Kalavad Road, Nana Mova Road. In this study two malls were being covered namely Crystal Mall and Iscon Mall. The consumers coming to these malls were targeted.

Sampling Technique

Non-Probability convenient Random sampling technique has been used in this research. The purpose of using convenient sampling technique is as per the convenient of a researcher. The elements have been selected on the basis of researcher own judgment, the sample have been selected taking into consideration following factors.

Sample Size

The sample size of 550 respondents was selected from different location in different areas of Rajkot city. All the respondents were administered the questionnaire the visit about the malls.
Sampling Unit

The urban consumers shopping at different mall are the primary unit of analysis. The behavior of these consumers is observed and data is collected through questionnaire method. The individual & family regularly visiting the Malls for purchase were considered as a sampling unit for the research work. In many cases house wife is the key decision maker and hence she has been selected one of the target respondents for the collection of data.

Data Source

The primary data for this research were being collected from structured questionnaire. Structured questionnaire was used as instrument for collecting the primary data looking into the nature of study the questionnaire mainly contented questions which were closed ended. The response were recorded and measured by using nominal scale and likert scale. To collect qualitative information certain observation were made and data collected were noted. The data collected thus was both qualitative and quantitative in nature. The questionnaire was pre-tested before final use.

Secondary data has been collected from library of Saurashtra University, Shodhgangainflibnet, various Journals, Magazines, proceedings of seminars and conferences, Internet etc. Some senior professionals associated with retailing also evaluated the questionnaire.
Data Preparation

Data preparation begins with preliminary check of the entire questionnaire for its completeness.

The collected data was edited, coded, tabulated, grouped and organized according to the requirement of the study and then analysis was being done.

Analysis and Interpretation of Data

For analyzing the hypothesis, parametric as well as non-parametric test have been used in this research. Chi-square test is used to test the statistical significance of observed association in a cross tabulation and to analyze the data because Pearson Chi-Square is the most common test for significance of relationship between categorical variable. Along with Chi-square Phi Correlation Coefficients used wherever required for measuring the strength of association between the two variables.