RESEARCH METHODOLOGY :-

SOURCES OF DATA

Primary data

. Survey and schedule using structured questionnaire or Personal interview.

Secondary data

. Literature from articles published in newspaper and journals.
. Literature from text books and magazines
. Literature from website

RESEARCH DESIGN

The Research & Methodology adopted in the Research Work will be designed keeping in mind focused objectives and the aim of acquiring accurate and authentic Data. The Research design chosen for this study will be exploratory research design.

The main objective of this study will be to identify different market segments and to evolve suitable marketing strategies for effectively understanding and tapping the rural market.

SAMPLING METHOD

The sampling will involve division of the participants into smaller strata like the usage of consumer durables and the usage of non-durables formed on the basis of common attributes within a stratum. A random sample from each stratum is taken in a number proportional to the stratum’s size when compared to the population. These subsets of the strata are then pooled to form a random sample.

SAMPLE SIZE

Approximately 300 sample sizes will be administrated to different areas undertaken for the study.

RESEARCH AREA

The Study will be restricted to Delhi & NCR region –Ghaziabad, Noida and Delhi.
TEST OF HYPOTHESIS

The hypothesis will be tested by using the following statistical tools:

1) Likert scale
2) Kendall’s coefficient of concordance
3) Friedman test
4) Kruskal–Wallis test