METHODOLOGY:

**Sample** In the present Research work sample will be the voters of Mumbai North West constituency.

**Sampling technique** Cluster sampling and multistage sampling will used

**Questionnaire:** The question will have the most important place in the collection of primary data for the present research work.

**Discussion:** The personal discussion will be held with voters

**Secondary data:** Secondary data will be collected from various sources like Election commission website, journals and government sources

Various quantitative Methods and Techniques will be used for interpretation of collected data like mean standard deviation will be used. The collected data will be processed and tabulated by the way of ‘Tables’. The ‘Tables’ are formed so as to bring out the information on different factors of selection of candidate in election

At the time of analyzing the data, statistical techniques such as percentage, average, standard deviation, t-test and chi square test will be used. The data will be presented with the help of charts and graphs.

The present research is mainly based upon both primary and secondary data. All the required data will be collected through the questionnaires and by taking interview of voters