Research Methodology:

Sources of Data

Primary Data:

Primary data will be collected directly from the target respondents; it would be collected through Questionnaire, Surveys etc.

Secondary Data:

Secondary data is already available and published. It could be internal and external source of data.

Internal source: which originates from the specific field in area where research is carried out. Eg- publish broachers, official reports etc.

External Source: This originates outside the field of study like books, periodicals, articles, journals, newspapers and the website material.

Research Design:

The present research design to be adopted will be descriptive in nature.

Descriptive Cross-sectional design

The research aims to quantify the attitudes and perceptions of the two wheeler owners towards after sales service availability. It would be descriptive in nature because it measures the impact of CRM, after sales service availability, product, Price, place and its influence on the purchase decision. The data will be collected from the two wheeler owners and their responses will be analysed by using appropriate statistical tools. Thus the research design adopted for the study will be Quantitative Descriptive Cross-sectional design to cover the various facets of the study.
Target population for this study is defined as follows:

**Elements:** Two wheeler Owners, Authorised Dealers.

**Extent:** Mumbai City

**Sample Size:** 300 Respondents.

**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.

**Tests of Hypothesis**

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

**Non Parametric tests**

- Chi – Square test
- Kolmogorov Smirnov D test

In addition to the above hypothetical tests, the statistical tools like Simple Percentage Method, Factor Analysis and Cluster Analysis will be used for analyzing the data.