. RESEARCH METHODOLOGY

This section includes the methodology which includes the research design, source of data, sampling and data collection instrument development.

Research Design

The researcher shall depend on collected data and information from secondary sources like books, census, printed reports, magazines, websites and previous research and studies in order to build the theoretical fundamental for this research, which is related to practical study.

The researcher shall also collect data from 500 respondents in the form of a questionnaire. Questionnaire is being designed to interview the consumers, marketing companies, women, professionals, salaried class, self-employed, students etc in the Metro Cities Region. All the participants for the study will be Indian citizens.

Sources of Data

A - Primary Source:-

Personally approaching the selected subjects of Mumbai limits and obtaining relevant details by questionnaires.

B - Secondary Source:-

The secondary data has been collected from statistical bulletin published by various organizations, i.e. journals, periodicals, newspapers, annual reports of the respective departments, Government of India, State Government, Other authorities (bulletin, annual report) and publications and published reports, in the vicinity of the research area.

Sampling

A - Sample Size:-

Sample size is 500 in the Mumbai Limits.

B - Sampling Technique:-
Random sampling technique will be used in the survey.

C - Tools of Analysis:-

Data has been presented with the help of bar graph, pie charts, line graphs etc. The analysis shall be carried out using SPSS; it shall carry out descriptive as well as inferential statistics. The tests to be used shall be $X^2$, correlation and factor analysis.

D - Plan of Analysis:-

Tables will be used for analysis of the collected data. The data is also neatly presented with the help of statistical tools such as graphs and pie charts. Percentages and averages will also be used to represent data clearly and effectively.

E - Research Area:-

Mumbai

Data Collection Instrument Development

The mode of collection of data will be based on Survey Method and Field Activity. Primary data collection will be based upon personal interview. I will prepare the questionnaire accordingly to the necessity of the data to be collected.
7. WORK PLAN

The work plan is as follows:

1. Introduces the theme of research project & presents the research approach.
2. Literature review
3. Statement of Problem
4. Research Methodology
5. Data Analysis & Interpretation
6. Summary & Conclusions
7. Suggestion & Limitations of Study