Research Methodology

Research Design:
The study is Exploratory in nature, followed by Descriptive Study.

Data Collection:
Primary Data
Primary data is collected through Questionnaire and through personal interview with the respondents. The questions are multiple choices, rating and ranking scale questions.

Secondary Data
The secondary data will be collected from various libraries, annual report of organized retailers, various journals, magazines and other websites

Sampling & Sample Size
The respondents are selected randomly but with the help of convenient sampling. The participation is voluntary. When surveying people the approach is to interview those who are knowledgeable and who might be able to provide insight concerning the relationship among variables. The data of 600 sample will be collected from organized retail stores of major cities of Gujarat.

Analysis & Interpretation of Data:
Analysis of Data: Primary data will be analyzed through the following Statistical Methods with the help of Excel, SPSS or Minitab statistical software
Parametric Tests: t-test / z-test
Nonparametric tests: Chi square test and Kolmogorov-Smirnov test
Others Methods: Simple percentage Method