TOOLS & TECHNIQUES FOR ANALYSIS

The researcher will be used following tools & techniques for analyzing the data -

- Mean, Median, Mode
- Correlation & regression
- Factor Analysis
- Analysis of Variance (ANOVA) &
- Others

Sampling Technique:

Population: The study shall be focused on Uttar Pradesh. No other state will be considered for study.

Sampling: The convenience sampling will be used for data collection.

Sample Size: The sample size would be 500 customers, those who purchase/buy the product from shopping malls.

Scope of the Study

- The study only covers Uttar Pradesh, no any other state involved for the same and only those respondent will be sample who purchase products from shopping malls.

- Importance of Study
- The study has importance for corporate world and for future research.

- Limitations of Study
  Every research has some limitations such as data constraints, money constraints, & times constraints. Limitation of the study is that it related to shopping malls Customers