CHAPTER – 3
RESEARCH DESIGN
AND
METHODOLOGY
CHAPTER - 3
RESEARCH DESIGN AND METHODOLOGY

Methodology is a systematic way of solving a problem it includes the research methods for solving a problem it includes the research methods for solving the problem.

**Type of research**
- Descriptive cum Exploratory research

**Data source**
- Primary and Secondary data

**Data collection tools**
- Questionnaires

**Sampling universe**
- Dehradun

**Sample size**
- 200

**SAMPLE DESIGN**
The target population of the study consists of various respondents of Dehradun. This survey will be done by collecting the data from the respondents.

**SAMPLE SIZE**
After due consultation with the company supervisor as well as with the college guide, also keeping in mind the requirements of the company for the research, the sample size that was found to be appropriate for the study will be 200.
**SAMPLING TECHNIQUE**

The sampling technique that adapted to conduct the survey was ‘Convenience Sampling’ and the area of the research was concentrated in the city of Dehradun. The survey was conducted by visiting different places like colleges, corporate offices, respondent’s home etc..

**DATA SOURCE**

The task of data collection begins after a research problem has been defined. In this study data will be collected through both primary and secondary data source.

- **PRIMARY DATA**
  
  A primary data is a data, which is collected for gathering information first time and to analyze the problem. In this study the primary data was collected among the consumers using questionnaire.

- **SECONDARY DATA**
  
  Secondary data consist of information that already exists somewhere, having been collected for some other purpose. In this study secondary data was collected from company websites, magazines and brochures.