CHAPTER 3
RESEARCH METHODOLOGY
RESEARCH METHODOLOGY

Research which is undertaken systematically to increase the stock of knowledge including knowledge of humanity, culture and society and the use of this stock of knowledge to devise new applications. It is used to establish or confirm facts, reaffirm the results of previous work, solve new or existing problems, support theorems, or develop new theories. A research project may also be an expansion on past work in the field. To test the validity of instruments, procedures, or experiments, research may replicate elements of prior projects, or the project as a whole. The primary purposes of basic research (as opposed to applied research) are documentation, discovery, interpretation, or the research and development of methods and systems for the advancement of human knowledge. Approaches to research depend on epistemologies, which vary considerably both within and between humanities and sciences. There are several forms of research: scientific, humanities, artistic, economic, social, business, marketing, practitioner research, etc.

Research is a process of steps used to collect and analyze information to increase our understanding of a topic or issue”. It consists of three steps: Pose a question, collect data to answer the question, and present an answer to the question.

The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information. This section of the report will explain the methodology used for conducting the research.

3.1 OBJECTIVES OF THE STUDY

The study is carried out to achieve the following objectives

1. To study the awareness level of the people about Micro Finance.

This study will focus on the awareness level of microfinance. That is whether people have heard about microfinance, if yes, from where.
2. To find the awareness level of the rural people about the various schemes and concept of Micro Finance.

This study will throw light on the awareness level of the people with respect to the various schemes under micro finance. It will explain the various services and schemes in microfinance and the provisions these schemes has for alleviating the rural poverty.

3.2 Hypothesis to be tested

To achieve the above said objectives following null hypothesis has been framed

H₀₁ : Rural people are unaware of the concept of micro finance.

H₀₂ : People of Ambala city in nearby saha area are aware about various schemes under micro finance.

3.3 Research Design

This research is descriptive in nature. The descriptive method of research design helps researchers plan and carry out descriptive studies, designed to provide rich descriptive details about people, places and other phenomena. This type of research is often associated with anthropology, sociology and psychology, but researchers in other fields, such as education, use it. The descriptive method often involves extensive observation and note-taking, as well as in-depth narrative.

3.4 Sampling Technique

For this study random sampling technique is used. It is the basic sampling method assumed in statistical methods and computations. To collect a simple random sample, each unit of the target population is assigned a number. A set of random numbers is then generated and the units having those numbers are included in the sample. For example, let’s say one have a population of 1,000 people and wish to choose a simple random sample of 50 people. First, each person is numbered 1 through 1,000. Then, generate a list of 50 random numbers (typically with a computer program) and those individuals assigned those numbers are the ones include in the sample.

3.5 Population of the Study

The area was studied according to the convience. Saha (Ambala City)

3.6 Sample size
100 respondents were randomly selected as they arrived the banks. The customers visiting the Ambala central cooperative bank, saha, the Ambala central cooperative bank, Nahouni, PACS(Primary agricultural cooperative societies), Mithapur and PACS, Bihta were randomly selected. Total no of respondents interviwed for filling of questionnaire was 100

3.7 Data Collection

Data collection is any process of preparing and collecting data, for example, as part of a process improvement or similar project. The purpose of data collection is to obtain information to keep on record, to make decisions about important issues, or to pass information on to others. Data are primarily collected to provide information regarding a specific topic

Primary Data Collection

Primary Data:

Data that has been collected from first-hand-experience is known as primary data. Primary data has not been published yet and is more reliable, authentic and objective. Primary data has not been changed or altered by human beings, therefore its validity is greater than secondary data.

1) A structured questionnaire is being designed to collect the information from the people residing in SAHA in Ambala city

Secondary Data:

Data collected from a source that has already been published in any form is called as secondary data. The review of literature in nay research is based on secondary data. Mostly from books, journals and periodicals.

Secondary data Collection

1) internet website

2)journals.

3)NABARD report.

3.8 Data Analysis and Interpretation
The data collected through the structured questionnaire were coded into excel sheet. The data was analysed and tested using graphical tools like bar charts and histograms, frequency cumulation and descriptive statistics (mean) and measures of dispersion (Standard Deviation).