CHAPTER III

RESEARCH DESIGN AND METHODOLOGY

3.1 INTRODUCTION

Research methodology is a systematic plan for conducting a research study. It is a science of studying how a research study is to be carried out. Further, the description, explanation and prediction of phenomena are known as research methodology. Its objective is to give the framework to the plan of research study. Therefore, this chapter details all the stages which have been instrumental in making this entire research shape.

3.2 RATIONALE OF THE STUDY

The ever-evolving ‘Food and Beverage industry’ has always apparently been operated at the whims of the changing tastes and preferences of the consumer. Moreover, the Indian F & B service industry is likely to become one of the most vibrant industries to witness rapid and unprecedented growth over the recent past. The NRAI Indian Food Service Report (2016) estimates that the Indian food services market to expand at 10% CAGR by 2021 i.e. from INR 3,091.1 billion in 2016 to INR 4981.3 billion by 2021. Moreover, the favorable demographics of India have fueled the phenomenal domestic growth over the years. Additionally, the Fast food is the new buzz of the era and the segment holds significant growth potential. Apparently, fast food is a key segment which is estimated to be around INR 92,000 Crore, growing at an annual rate of 16% (FICCI, 2015), and is projected to grow eight fold by 2020 at a CAGR of 27% (Economic Times bureau, 2013). Thus the multi- billion dollar global industry consists of multiple and diverse players in the market which shows no signs of tapering off (Global Industry Analysts, 2013). Therefore, the array of fast food brands strives to discern burgeoning trends and social change in order to respond with effective strategies so as to gain a competitive edge. Therefore, in a highly competitive market, the consumer’s experience of the brand/outlet would serve to be the sole differentiator between one brand and the next. Furthermore, the service quality is considered to be antecedent to customer satisfaction, and hence repeat patronage (Anderson, and Sullivan, 1993).

Therefore, it was thought appropriate to have an overall objective in the form of the title for the research i.e. “Consumer’s perception towards service quality in fast food restaurants of India”.

89
3.3 OBJECTIVES OF STUDY

1. To analyze the service quality of various fast food restaurants in Delhi (NCR).
2. To compare the perceived service quality of various National & International fast food restaurants in Delhi (NCR).
3. To assess the brand popularity of various fast food restaurants based on the frequency of consumers visit.
4. To assess the relationship between consumer’s profile and service quality of various fast food restaurants in Delhi (NCR).
5. To evaluate the reasons for the growth of fast food culture in India.

3.4 HYPOTHESES OF THE STUDY

HYPOTHESIS 1
Food & beverage service quality of fast food restaurants in Delhi (NCR).

- H₀₁ There is no significant association between customers’ expectation and perception towards fast food restaurants in Delhi (NCR).
- H₁₁ There is a significant association between customers’ expectation and perception towards fast food restaurants in Delhi (NCR).

HYPOTHESIS 2
Comparative assessment of service quality amongst national and international fast food restaurants in Delhi (NCR).

- H₀₂ There is no significant difference in service quality amongst National and International fast food restaurants in Delhi (NCR).
- H₁₂ There is significant difference in service quality amongst National and International fast food restaurants in Delhi (NCR).

HYPOTHESIS 3
Relationship between consumers profile and attributes of service quality

- H₀₃. There is no significant relationship between consumers profile and service quality of fast food restaurants in Delhi (NCR).
- H₁₃. There is significant relationship between consumers profile and service quality of fast food restaurants in Delhi (NCR).
3.5 SELECTION OF THE TOPIC

Fast food culture has seemingly permeated every nook and cranny of the societies around the globe. Furthermore, owing to favorable demographics and better acceptance by the consumers fast food has become a quick fix for the meal requirements of Indians. Fast food has particularly gained popularity and wide acceptance in the Indian palate after the multinational fast food players began customizing their product offering to suit Indian tastes. Furthermore, witnessing promising potential of the Indian economy the fast food industry has been one of the major sectors to attract foreign interest, thus, ensuring indigenous development along with proliferation of the fast food outlets across the country. It is evident that the consumer’s taste profile tastes has been increasingly more sophisticated, implying that every brand should consistently devise ways to proffer novelty in order to remain relevant in the market place.

The fast food restaurant industry is not divided into clear-cut segments since the services provided do sometimes overlap. As many of the fast food restaurants provide similar or undifferentiated products and to add, consumers have a smorgasbord of alternative eateries to choose from. So, it is the service quality that becomes a major discriminator between superior/inferior product or service.

Moreover, the quality in services is critical to gain competitive edge as well as ensure consistency with brand loyalty and customer retention initiatives. Therefore, the evaluation of consumer perception towards service quality becomes pivotal to ensure customer satisfaction.

Although, there is array of researches in the field of ‘Service Quality’ but it has also been observed that the existing researches have been majorly confined to restaurant Industry leaving a wide scope in the fast food industry, especially in Indian context. Therefore, the present study has been opted on this backdrop, titled as “Consumer’s perception towards Service Quality in Fast Food Restaurants of India”.

This research is immensely appropriate not only from the point of view of academic knowledge but also from the view of corporate implementation. Perception of consumer will be analyzed in context of the quality of service which will lead to the better service performance.
3.6 VALUE OF THE STUDY

- There are quite a few number of researches conducted on consumer’s perception towards service quality in fast food restaurants of India. Therefore, the study proves to be significant from the academic perspective thereby adding to the existing literature.
- It will serve as a guide to the researchers interested to conduct similar researches in the chosen area.
- It will serve as a strategic tool to the corporate giants to enhance their service performance as the study will identify the important factors which affect the guests’ expectations and perceptions towards fast food restaurants as well as will also identify the various areas where the service quality gap is negative thereby satisfying their consumers and having repeat patronage.

3.7 SCOPE OF THE STUDY

The study at hand is basically a large research project. However due to some constraints like time, physical infeasibility etc. the researchers had to curtail down the boundaries of this research. However utter precautions were taken to confirm that during this curtailing down, the core subject matter was not affected and sufficient data was collected in order to analyze and arrive at valid and reasonable conclusions.

- The Geographical scope is confined to the study of the selected restaurants of the Delhi (NCR) only.
- The Topical scope covers only the operational aspects of the services of these Restaurants as an industry.
- The Analytical scope covers the fulfillment of the objectives set for this research work.
- The Functional scope is restricted to offering certain meaningful suggestions for the efficient, effective and efficacious marketing of services by the fast food restaurants of universe under study.
3.8 RESEARCH DESIGN

Research design is the nucleus of any research. A proper and appropriate choice of each and every element of the total research design is the basis of the success of any research program. Each and every stage in the entire program has its own importance in the entire research project. The study was aimed to provide insights in relation to consumer’s perception towards service quality in fast food restaurants of India. For the same, the study adopted SERVQUAL model (Parshuraman et. al., 1988) in order to fulfill the objectives and for the testament of the hypothesis.

The model covers various attributes of service quality and considers the corresponding expectations which a consumer forms prior to experiencing a service and the perceptions which shape thereafter as necessary for evaluating the discrepancy in the quality of a service. The model was adopted as it is specifically designed and well tested to measure the quality of services in varied areas of study including restaurants.

3.9 SAMPLE DESIGN

A sample is a finite segment of a statistical population whose properties are studied to seek information about the whole (Webster, 1985). In the context of people, it can be stated as a set of respondents (people) selected from a larger population with intent to survey. A population is a group of individual persons, objects, or items from which samples are taken for measurement.

Sampling is a statistical procedure which pertains to the selection of the individual observation so as to make statistical inferences about the population. To conduct the present study stratified convenience sampling was used. Stratified convenience sampling is often used when the population taken in the study is heterogeneous and contains several different groups, some of which are related to the topic of the study. Such a sampling technique ensures a high degree of representativeness of all the strata in the population.

The study will be confined to Delhi (NCR) which includes Delhi, Noida, Faridabad, Gurgaon and Sonepat.
### Table 3.1 Profile of the cities undertaken for the study

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Name of the city</th>
<th>Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>DELHI</td>
<td>New Delhi is located in northern India which covers an area of 1,483 sq. km with a population of 1.68 crore, (16,787,941) of which male and female are 8,987,326 and 7,800,615 respectively (census 2011). Being the capital of India it has vibrant trade and commerce with excellent employment opportunities thereby attracting people from all over the country portraying the characteristics of varied regions wherein truly reflecting the wealth and diversity of India co-existing in splendid plural harmony. As per the Delhi Statistical Handbook (2016) Delhi registered INR 2,80,142 as the per capita income which is highest among all States and Union Territories during 2015-16, over three times the national average (INR 93,293).</td>
</tr>
<tr>
<td>2.</td>
<td>GURUGRAM</td>
<td>Gurgaon (officially known as Gurugram) is a city in the Indian state of Haryana and is part of the National Capital Region of India. It is 32 kilometers (20 mi) southwest of New Delhi and just 10 km. away from Indira Gandhi International Airport, Delhi. It is the southern-most district of Haryana with a total area of 738.8 square kilometers. Popularly known as Millennium City, Gurugram has the presence of about 250 or 50% of the Fortune 500 companies. As of Census 2011, Gurugram had a population of 876,824. Witnessing rapid urbanization, Gurugram has become a leading financial and industrial hub with the third-highest per capita income in India (The Economic Times Bureau, 2011).</td>
</tr>
<tr>
<td>3.</td>
<td>NOIDA</td>
<td>New Okhla Industrial Development Authority, popularly known as NOIDA is a city of north Indian state, Uttar Pradesh. It is certainly an indispensable part of NCR and is spread over 20,316 hectares with a population of 642,381 of which male and female are 352,577 and 289,804 respectively (Census 2011). It’s a well-planned and integrated city, known for its modern and superior infrastructure and contemporary lifestyle. Due to its</td>
</tr>
</tbody>
</table>
close proximity i.e. a distance of about 14 kilometers from the national capital, New Delhi, it has become a preferred choice for both commercial and residential purposes. The Per Capita Income of Noida is INR 85, 519 p.a.

| 4. FARIDABAD | Faridabad is the oldest, largest and populous city in the north Indian state of Haryana in Faridabad district. Being the populous city it had population of 1,404,653 of which males were 750,446 and females were 654,207 (Census 2011). It is a leading industrial center and situated in the National Capital Region bordering the Indian capital New Delhi i.e. a distance of 34 km. away from new Delhi. Faridabad is also a major industrial hub of Haryana as 50% of the income tax is collected in Haryana is from Faridabad and Gurgaon. The city is noted for its henna production in the agriculture sector while tractors, motorcycles, switch gears, refrigerators, shoes and tyres are other products that constitute its primary industrial products. |
| 5. SONEPAT | Sonipat also spelled as Sonepat, is a town and a Municipal Corporation in Haryana state of India. It comes under the National Capital Region and is around 20 kilometers from Delhi. The total area of Sonepat district is 2,260 square km with a population 1,450,001 of which male and female were 781,299 and 668,702 respectively (Census 2011). Industrial development in the city started in the 1950s with Atlas Cycle. Since then, many small and big industries have been established in the region. It has four industrial areas (Sonipat, Kundli, Rai, Bari) which contain numerous small- and medium-scale industries. Atlas, E.C.E. or the Birla Factory and OSRAM India were few large scale industries which were in city; now they have been re-located to Rai/Kundli/bari industrial areas. |

Source: Adapted from Census 2011 India, Government of India.
Figure 3.1 Detailed Map of Universe

Source: Author’s creation
Table 3.2 Sample design

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Name of the city</th>
<th>Respondents</th>
<th>Break-up</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. DELHI</td>
<td>200</td>
<td>Kamla Nagar</td>
<td>Kashmiri Gate ISBT</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Connaught place</td>
<td>Aggarwal Fun City Mall, Shahdara,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>V3S, Shahdara</td>
<td>Janakpuri</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ambience Mall, Vasant Kunj</td>
<td>Ansal Plaza</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lajpat Nagar</td>
<td>Saket</td>
</tr>
<tr>
<td></td>
<td></td>
<td>DLF Sarojini Nagar,</td>
<td>Eros Metro Mall, Dwarka</td>
</tr>
<tr>
<td></td>
<td></td>
<td>M2K Multiplex, Pitampura</td>
<td>D-Mall, Netaji Subhash Place</td>
</tr>
<tr>
<td></td>
<td></td>
<td>D-Mall, Rohini</td>
<td></td>
</tr>
<tr>
<td>2. GURUGRAM</td>
<td>200</td>
<td>Ambience Mall</td>
<td>MGF Mall</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cyber Hub, DLF Cyber City</td>
<td>Omaxe City Center</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sahara Mall</td>
<td></td>
</tr>
<tr>
<td>NOIDA</td>
<td>200</td>
<td>Spice Mall</td>
<td>Center Stage Mall</td>
</tr>
<tr>
<td></td>
<td></td>
<td>MSX Mall</td>
<td></td>
</tr>
<tr>
<td>FARIDABAD</td>
<td>200</td>
<td>SRS Mall</td>
<td>Parsvnath Mall</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Crown Interiorz</td>
<td></td>
</tr>
<tr>
<td>SONEPAT</td>
<td>200</td>
<td>Ansal Highway Plaza</td>
<td>NH 1</td>
</tr>
<tr>
<td>Total</td>
<td>1000 consumers</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
3.9.1 Sample Size

The determination of sample size is essential in an empirical study to draw out inferences about a population from a sample. It is significant in a research to produce accurate results and to check the validity of the research study.

The present study was confined to Delhi (NCR) and a total of 1000 was taken as sample. The sample is appropriate i.e. in accordance with the formula developed by Cochran (1977) to calculate a representative sample for large population whose degree of variability is not known in proportions as

\[ n_0 = \frac{z^2 p q}{e^2} \]

where, \( n_0 \) is the sample size, \( z \) is the selected critical value of desired confidence level, \( p \) is the estimated proportion of an attribute that is present in the population, \( q = 1 - p \) and \( e \) is the desired level of precision.

The sample size taken for the present study is above the parameter as assuming the maximum variability, which is equal to 50% (\( p = 0.5 \)) and taking 95% or 99% confidence level with ±5% precision, the maximum sample drawn from the above mentioned formula would be 384 and 666 respectively. Further, sample size of 400 is considered adequate for population size above 5000 (Leedy & Ormrod, 2005).

Moreover, stratified convenient sampling was carried out to select various fast food restaurants from different regions (refer table 3.2).

3.10 DATA COLLECTION

- **Primary Data:** It has been collected through preparation of specifically designed questionnaire (annexed) consisting of various aspects of quality of service in fast food restaurants, and also through conducting various interviews and discussions with executives related to the fast food industry.

In order to achieve the above stated objectives the researcher has adopted a SURVEY method for collecting relevant and pertinent data. A survey was carried out by personally visiting the respondents-the consumers of the various fast food restaurants.
and solicited the required information. In order to cross examine the data so collected through survey method and to reinforce the conclusions drawn, OBSERVATION method too was resolved. The observations were made pertaining to the available amenities and facilities and the existing stage of these amenities and facilities. The aim was to find out what expectations and perceptions consumers hold in terms of level of satisfaction.

- **Secondary data:** It has been collected through a detailed analysis of relevant published data from journals, magazines, newspapers, government reports and other similar reports. A detailed list of the same is included.

Thus, a thorough, rigorous search and re-search of the literature available was scanned to get an idea of service quality of the fast food restaurants and perception of the consumers of the same.

### 3.11 STRUCTURED QUESTIONNAIRE

The primary data for the research was collected with a self-administered structured questionnaire based on the different dimensions of SERVQUAL and was prepared after thorough review of the existing literature.

The questionnaire was divided into four sections:

- The first section comprised a total of forty five variables measuring the respondents’ expectations and perceptions regarding service quality in fast food restaurants in Delhi (NCR).

- The second section comprising of ten variables examined the respondents’ frequency of visit to various fast food restaurants in Delhi (NCR).

- The third section of questionnaire encompassed five variables which evaluated the reasons for rise in fast food culture in India.

- The fourth and the last section formed of demographic profile of the respondents in Delhi (NCR).
### Table 3.3 Structure of Questionnaire

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Sections</th>
<th>Dimensions</th>
<th>Variables</th>
<th>Total number of variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Service quality of fast food restaurants</td>
<td>Tangibility</td>
<td>14 (1-14)</td>
<td>45</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Reliability</td>
<td>7 (15-21)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Responsiveness</td>
<td>5 (22-26)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Accessibility</td>
<td>14 (27-40)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Empathy</td>
<td>5 (41-45)</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Frequency of visit of respondents to various fast food restaurants</td>
<td>Working women force</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Rising disposable income</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Nuclear families</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Exposure to global media/easy availability</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Busy lifestyle</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Reasons for rise in fast food culture</td>
<td>City</td>
<td>08</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Nationality</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Marital status</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Education level</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Annual income</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Occupation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Demographic profile of respondents</td>
<td></td>
<td>68</td>
<td></td>
</tr>
</tbody>
</table>

#### 3.12 DATA ANALYSIS

To evaluate the feasibility of the study, a pilot survey was conducted to gauge the reliability, weaknesses and outcomes of the questionnaire. A Pilot Survey is conducted with few individuals of the target population or the sample of a survey; in order to test and refine the survey instruments (questionnaire and instruction manual, data processing manual and programs) before the main data collection across the target population or the full sample.

Various statistical and accounting tools have been used for analyzing the data using SPSS and have been presented through tables, diagrams and graphs.

#### 3.12.1 Mean & Standard Deviation

Mean is a basic statistical measure defined as an average value attained whereas Standard deviation is the measure of the dispersion of a set of data from mean. It is calculated as the
square root of variance by determining the variation between each data point relative to the mean inferred as higher the values from the mean, higher the deviation within the set of data.

### 3.12.2 Percentage Analysis

Percentage analysis is a method to illustrate raw streams of data as a percentage and applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

### 3.12.3 Paired T Test

The paired sample $t$-test is a parametric statistical procedure used for the comparison of two population means which typically represent two different times (e.g., pre-test and post-test with an intervention between the two time points) or two different but related conditions or units for the determination of a statistical evidence that the mean difference between paired observations on a particular outcome is significantly different from zero.

The test is also known as:

- Dependent $t$ Test
- Paired $t$ Test
- Repeated Measures $t$ Test

The variable used in this test is known as dependent variable, or test variable (continuous), measured at two different times or for two related conditions or units.

### 3.12.4 One way ANOVA

One way ANOVA or one way analysis of variance is a hypothesis-testing technique in statistics used to examine the relationship between variables by comparing the variance (or variation) between the data samples and variation within each particular sample (Green & Salkind, 2012). It is used to test the equality of two or more population means by examining the variances of samples untaken. It also allows one to determine whether the differences between the samples are simply due to random error (sampling errors) or whether there is systematic treatment effect that causes the mean in one group to differ from the mean in another. If the between variation is much larger than the within variation, the means of different samples will not be equal (Aaronson et. al., 2007). Further, if the between and within variations are approximately of the same size, then there will be no significant
difference between sample means. Moreover, the post-hoc test of ANOVA allows to better control type 1 errors (Hopkins, 2000).

3.12.5 MODEL

SWOT analysis is a business management technique developed by Albert S. Humphrey in the 1960s and 1970s at the Stanford Research Institute for understanding the strengths and weaknesses, and for identifying both the opportunities and threats an organization may encounter in accomplishing its defined objectives. Strengths and weaknesses are usually internal to the organization, whereas opportunities and threats generally correspond to external factors. For this reason, SWOT is sometimes called Internal-External Analysis. It helps the organization to craft a sustainable niche in the competitive business environment. Further, it helps to establish effective strategies to differentiate the business to compete successfully in the market. It also aids in assessment of the ever-changing environment and to respond proactively so as to keep the business on track right away. Moreover, it also helps to understand the competitors better, consequently provides insights to draft coherent and successful competitive position in the market. A SWOT analysis is further detailed with the help of the figure provided below.

Figure 3.2 SWOT Analysis

![SWOT Analysis Diagram](source: Author’s creation)
**Strengths and weaknesses** are internal attributes and resources where strengths support a stated goal whereas weaknesses work against the desired outcome.

On the other hand, **Opportunities and threats** are external factors where opportunities aid an entity to capitalize on or use to its advantage whereas threats could jeopardize the efficiency of the organization. SWOT analysis enables an organization in foreseeing the competitive advantages and positive prospects, as well as existing and potential problems thereby making the most of positives and addresses the deficits.

### 3.13 CAVEATS OF THE STUDY

- The present study is limited to only Delhi (NCR) due to scarcity of time and financial resources available at the individual level.
- In the present research work unorganized sector was not included though it constitutes a very large segment in the fast food industry.
- The owners and the managers of the catering undertakings were not at ease about the research of the study especially during the exercise of collection of primary data.
- There was a problem for the researcher to convince the guests about the importance of the study as prospective consumers were not positive enough towards the researcher as well as the research project.
- The present study was confined to Delhi (NCR). So, it cannot be representative of the whole of the Indian population experiences. Therefore, the sample size would have been relatively larger considering the magnitude of population of Delhi (NCR).
- As per the amendments in the NCR Act 1985, there have been extensions in the regions included in the NCR in 2013 which have not been included in the study.
- Further the research studies could examine fast food restaurant service quality for a particular type of restaurant using larger samples or using different sets of attributes for each type of restaurant.

  Additionally, other research methodologies could be employed to analyze the service quality so as to have wider analysis.
3.14 ORGANIZATION OF THE STUDY

- **Chapter 1: Tourism, Fast Food, and Service Quality**
  The chapter provides an overview of the tourism industry in India, sectors of tourism, share of fast food sector, factors influencing the growth of fast food restaurants, emerging trends in fast food sector, service quality and any associations between them.

- **Chapter 2: Review of Literature**
  The chapter entails the work of previous research publications (books, journals, reports, documents, articles etc.) on service quality in service, tourism & hospitality, food & beverage sector and fast food restaurants and other related arenas.

- **Chapter 3: Research Design and Methodology**
  The chapter elucidates the nature of the problem, objectives, hypotheses, scope, methodology, limitations and tentative chapter scheme of the study.

- **Chapter 4: Analysis & Interpretations**
  The chapter entails the analysis of data and the corresponding interpretations. Further, discusses various tests and statistical tools used and the inferences drawn from the same required to fulfill the objectives of the study.

- **Chapter 5: Conclusions, Findings, & Recommendations**
  The chapter covers the conclusion and findings of the study as inferred by the testing the hypotheses and provides corresponding suggestions and recommendations for the same.
REFERENCES

Books


Research Papers


Articles/Reports


