RESEARCH METHODOLOGY

OBJECTIVES

• To understand and be acquainted with the global recession that has affected the service industries of India.
• To understand the current overall service industry situation and to study that how can it be improved in future.
• To take a stock of Government policies to know its effect on recession.

HYPOTHESIS

H01. Performance of selected service industries has not affected by Global Recession.
H02. There is no considerable difference in the development of service industries during the recession period.
H03. There is no impact of Government Policies to minimize the effect of Global Recession on Indian service industries.

SOURCES OF DATA

Primary Data
The data required for the analysis is collected through the questionnaire of major service industries as well as opinions of the experts from the concerned industries have been taken and same is analyzed by using statistical tools.

Secondary Data
The research focuses on secondary data, which is required to justify the results and analysis. It is collected or gathered from various available resources like magazines, journals, intellectual articles, research papers and many reliable websites of several service industries.

SAMPLING

Sample Plan- Sample size is 150 respondents working in Automobile industries, Banking and Financial Institutions, Hospitality Industries and Real estate. The managers from Top and Middle level of the service industries form the population.

i. Automobile Industries-30 respondents
ii. Banking and Financial Institutions-39 respondents
iii. Hospitality Industries- 41 respondents
iv. Real Estates- 40 respondents

SAMPLING TECHNIQUE
The sampling technique is Stratified Convenience Sampling. Here all the employees are taken into consideration. The population is derived from Top and Middle Level Managers of Automobile industries, Hospitality Industries, Real estate and financial institutions that form Strata.

**TOOLS OF ANALYSIS**

To study the gathered information, Excel and spss software is used in order to ascertain several drifts and to interpret the findings with the help of graphs.

**TESTING OF HYPOTHESIS**

The testing of Hypothesis is done by using methods of statistics as below

- **Parametric test**- Parametric test is a test which assumes that the underlying distribution from the population whose samples are extracted and investigated.
  
  **T- Test** -Here T test is used for analyzing and interpreting data.

- **Non-Parametric test**- Non Parametric test is a test, which does not trust on data belonging to any particular distribution. In this test, individual variables are actually assumed that it belongs to parametric distributions and makes the assumptions about the types of connections the variables can make amidst the large number of variables.
  
  **Chi-square test**- Here the Chi square test is used for analyzing and interpreting data. Chi- Square test forms an important non-parametric test and it is not necessary to have fixed assumptions to decide on type of population that has to be extracted or investigated.

**AREA TAKEN FOR RESEARCH**

Research area taken is Navi- Mumbai, Thane and Mumbai respectively.

**MODE OF DATA COLLECTION**

For the analysis the data is collected through the questionnaire of major service industries as well as opinions of the experts from the concerned industries have been taken.