5.0 Research Methodology

5.1 Objective of Research
The primary objective of this study is to know the impact of demographic factors of consumers of mobile phone handset in relation to brand choice and switching intentions.

In this context, the present study has been conducted with the following objectives:

- To study relationship between demographic factors of customers of Mobile phone users and brand choice of customers of Mobile phone.
- To study the relationship between demographic factors of customers of Mobile phone and change of Mobile phone.
- To examine the impact of pertinent demographic variables on switching intentions of consumers of mobile phone.

5.2 Hypotheses Formulation

Statement(s) of hypothesis:
A Hypothesis is an unproven statement or proposition about a factor or phenomenon that is of interest to the researcher.

The following hypotheses will be tested in relation to the research variables:

I. H0: Brand choice is independent on demographic factors of customers.
   H1: Brand choice is dependent on demographic factors of customers.

II. H0: Change of brand is independent on demographic factors of customers.
    H1: Change of brand is dependent on demographic factors of customers.

5.3 Sources of Data

5.3.1 Primary data
Primary data are those which are collected for the first time and which could be original in character. There are several methods of data collection, particularly in descriptive researches. This includes following methods. Observation Method, Interview Method, Collection of data
through questionnaires, such as warranty cards, content analysis, projective techniques, depth interviews and systems audits etc. A structured questionnaire was built in correlation with objective of research and hypotheses. Thus data using structured questionnaire was be collected from consumers of mobile phone handset.

5.3.2 Secondary Data
Secondary data represents a very powerful tool for the researcher as entire research work is carried out on the basis of secondary data. It is nothing but the backbone of research work. Secondary data is the one which has already been collected and analyzed by someone else. Usually this analyzed data is available in the published form.
The concepts regarding branding, consumer behavior and other literature were taken from the different reference books and text books. The articles which were based on the related topic were taken from Newspapers & Magazines which were published. Literature from the research journals pertaining to brand choice and Brand switching of mobile phone hand set were taken to have an insight of the research problem so that the gap in this research was identified and hypotheses was formed. Last but not the least Literature from Websites was also reviewed

5.4 Research Design
Research design is an outline of research study which indicates that what researcher will do from writing the hypothesis and its operational implications to the final analysis of data. A research design is the arrangement of conditions for data collection and analysis of data in a manner that aim to combine relevance to research purpose with economy in research procedure. Research design constitutes decision regarding what, why, where, when and how concerning an inquiry or a research study. A Descriptive Cross-sectional design was decided to implement as per the demand of this current research. The research aims to quantify the attitudes and perceptions of the customers of mobile phone hand set users. It would be descriptive in nature because it measures the impact of gender, age, profession, education and income and its influence on the purchase decision. The data will be collected from the mobile phone users and their responses were analyzed by using appropriate statistical tools. Thus the research design adopted for the study will be Quantitative Descriptive Cross-sectional design to cover the various facets of the study.
5.5 Sampling Design

A Sampling design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt to select units for the sample. It will also indicate the number of units to be included in the sample also known as Sample size. Sampling design is determined before data are collected.

5.5.1 Type of Population: The first step in developing any sampling design is to clearly define the aggregate of sampling units, namely, the population. Thus the researcher had made an attempt to clearly define the population under study. The population here considered by the researcher was Mumbai city which was quite unambiguous.

5.5.2 Sampling Unit: The sampling unit was identified by the researcher before selection of a sample. A sampling Unit may be a natural geographical unit such as a state, a district, a village etc. It may be a social entity such as a family or a school. It may also be an individual. Thus for the specific reason (logistics, cost, heterogeneous crowd) the sampling unit selected was south geographical region of Mumbai and the specific individuals belonging to this region.

5.5.3 Type of Sample: Sampling is concerned with the selection of a subset of individuals from within a population to estimate characteristics of the whole population... The three main advantages of sampling are that the cost is lower, data collection is faster, and since the data set is smaller it is possible to ensure homogeneity and to improve the accuracy and quality of the data. It refers how sampling units are selected. For the intention to complete the research project, the researcher had deployed Non Probability Sampling method known as Convenience Sampling. This method will attempt to obtain a sample of convenient elements that were ready to give information. The sampling elements or consumers of mobile phone hand set were identified as follows; the convenient sample was divided into four clusters namely housewife, students, service class, business class, and professional.

5.5.4 Size of the Sample: The total sample size decided by researcher was 794 across Mumbai city. All clusters namely housewife, students, service class, business class, and professional were considered for the same. Researcher had made an attempt that the sample size was adequate, representative and estimator with sufficiently high precision.
5.6 Research Area (Scope of Study)

The researcher has made an attempt to collect data which encompasses central and western part of south Mumbai. This scope of study was taken due to logistical problem and also as Mumbai is miniature of Maharashtra (India). All attempts were made to collect the data from different parts of Mumbai. Thus the results of Mumbai can be used for further studies with respect to Maharashtra (India). Also one more reason why this area was taken under consideration was that the area under research was heterogeneous in the sense, all class of people could be easily contacted.

5.7 Testing of Hypotheses

For the primary objectives which are considered by the researcher and the corresponding hypotheses, the statistical technique used to test the hypothesis was non parametric test called chi square test which is also known as test of independence. This test was used to test the hypothesis relating to demographic factors, brand choice and brand switching. Also t test and ANOVA was used to find the prominent factors which are responsible for brand choice and brand switching.