CHAPTER – 9 RESEARCH DESIGN & METHODOLOGY

9.1 - Source of Data Collection :

Primary Data :-

- The primary data is collected through series of questionnaire and surveys in the Saurashtra market. The working experience in the company also helped to gather the statistical data for conclusion.

Secondary Data :-

- The secondary data is collected through various websites, books, articles, magazines and books. Also the work carried out in paint industries by the previous researchers was observed.

9.2 – Sample Design :-

Sample size :-

- Here the samples are distributed all over Saurashtra and thus 100 samples were taken as paint dealers from different parts of Saurashtra market.

Research Tool :-

Here different statistical tools are used for determining the conclusion such as

- Bar Charts ;
- Pie Charts ;
- Chi-Square ;
- Profitability Ratio