3.0 Introduction
Research methodology is defined as the various strategies and plans used by the researcher to conduct the work undertaken (Flick, 2015). It is the action plan formulated which has the objectives and aims of the research. It includes the short term and long-term goals to be achieved by the research. In order to conduct the research, it has taken into account the philosophies, design, approach, strategy and methods. In this various methodology techniques has been discussed. It even discusses about the various techniques of data collection and analysis of the same. The ethical consideration to be met for the research is even taken into consideration. The limitations of the research are taken into account to have a proper study to be conducted.

3.1 Research Onion
In order to have a logical completion of the research, it has to use research onion to have the relevance it needs in the process. This research model is highly competent and reliable in the process of research. The research onion model explains the various techniques and methods than can be used in achieving the required result for the study (Bilau et al., 2018). It is helpful in collecting the data and getting into a conclusion about the study. In the research onion one gets to know about the detailed summary about the research process. It provides the knowledge that is required after the conduct of the research. The research onion has various layers. The outside layer of the onion is related to the philosophical scenario of the research. It has three kinds of philosophy such as ontology, epistemology and axiology. The following are discussed below:
Ontology: In order to highlight the reality of the research the philosophy of ontology is applied. Ontology explains the true nature and truth of the scenario. In this, a detailed investigation is done on identifying the actual data (Mayer, 2015). In the ontology philosophy the changes around the world and the real situation is to be highlighted. In the ontology philosophy, the relationship between the reality and the various other
dimensions of society and its influence on the same is taken into consideration. In order to contribute in the research the ontology philosophy has to consider the eradication of difference in the reality and actual scenario.

Epistemology: In the epistemology philosophy, the role of facts and research plays a major role. In this, the research and testing methods are given the weightage. The truth and reality is not taken into consideration directly (Dana and Dumez, 2015.). It accepts the different knowledge, which is formed by the society at a huge scale. The volatile opinions and scenario regarding the research is even considered in the epistemology philosophy.

Axiology: It is a lot more different from the two philosophies discussed above. In this philosophy, the researcher puts into the mind-set of its own in the report. It acknowledges that while the research is undertaken the thought process of the researcher should even be highlighted. It plays a very crucial role as it impact the entire process of the research (Mertens, 2014). The process of collecting data, methodologies used to collect the data and the thought process of the researcher affects analysing the data.

3.2 Research Philosophy

The research philosophy is in association with simplifying assumptions in reference to nature and source of the acquired knowledge. It is all based on the assumptions made by the researcher in accordance of its knowledge about the world and the ways it understand the following scenario happening. There is not a single way a problem or the philosophy chosen can be justified. It refers to the fact that how that data is collected, analysed and used by the researcher in the following research (Panneerselvam, 2014). The research philosophy is the starting point for the selection of the methods to be used in research. The decision about the philosophy is of immense importance as it provides a direction and structure needed to conduct the research. There are various types, which are discussed below:

Objectivism- According to objectivism, every person has diverse objectives in the various scenarios it comes into contact to. It is commonly found that in the same or similar situation people behave differently. Therefore, it is varied and cannot be fixed that a particular person will react to the same situation. It is diversified as the thought processes
of the people vary. The impact of the society even influences the person behaviour in a particular situation (McCusker and Gunaydin, 2015). It is with the reference to society there are different results and outputs portrayed in the world. The advantage of objectivism is that it focuses on the task and achieving the goals in the environment. The disadvantages are that it lacks the emotional connect and it does not consider the ambitious goals of a person and ignoring the emotional quotient in evaluating the research. There are various rules in dealing with the facts under the philosophy of objectivism.

Positivism- In the positivism, the researcher has to acknowledge the gap between the actual and the accepted information available to the people. It is considered that the universal truth is something, which can never be changed in whatsoever scenario occurs. The researcher job is to frame the appropriate questions to know the gap between the actual and natural environment in the world. In positivism the truth and reality of the testing is achieved and analysed in the real world. The analysis of the statistical data is given a huge importance in the research. There are various advantages and disadvantages of positivism (Singh, 2015.). One of its advantages is that it depends fully on facts. The phenomena to be applied is reduces to its simplest form to make its application easier. It is based on the measurement and nor on any assumption. The researcher is independent in conducting the research. The disadvantages are that it relies fully on the experience as the source of knowledge. Many basic concepts such as cause and time are not based on experience. Then the finding accumulated by positivism lacks the in-depth insight on the issues that should be given focus on by the researcher.

Interpretive- It takes into consideration the mind-set and behaviour of the people in the environment. In interpretive, the discussion is made to understand the inter connection between the people and the influence the people have according to the culture they follow. The opinions and objectives of people, which influence the decision, are taken into account. It focussed on identifying the change happening within the society (Wilson, 2014). It acknowledges the connection between a person and the priority provided by them to other aspects of culture in the environment. It is in relation with the people having participation in the social and cultural life of one another in the environment. The advantages and disadvantages relating to interpretive philosophy are highly subjective in
nature. When the data is collected through primary research, it is the personal viewpoint of the respondent, which cannot be generalised. It is known that the data collected through primary research tends to be highly reliable and trustworthy as it is associated with the validity.

The selection process of the research philosophy is very crucial, as it will affect the practical implications. The research philosophy selected are the interpretive and positivism. The selection of positivism in the research of consumer buying behaviour decision in selecting the herbal and non-herbal products as it will help in getting the real facts and data to formulate a plan to influence them. Positivism philosophy is highly structured and both in quantitative and qualitative way do the measurement. The interpretive philosophy is highly suitable for the research as the fundamental element is that it accepts the truth as per the scenario and conditions of the environment. It makes the interpretation of the data to be highly reliable (Thorne, 2016). The subject is dynamic as the choice made by the customer differs and cannot be predicted accurately. The interpretive philosophy is highly reliable and acceptable because of the fact that a simple fact can require a detailed investigation in the environment. The topic is diverse and the strategies used by the different brands in the cosmetic industry can vary. It is clear that not all the companies will be using the same strategy to influence the customer decision about the purchase of product so it involves a lot of diversity. The customer has a lot of consideration before the purchase of the product in the market so it considers what is best for their skin. These are to be evaluated in the interpretive research philosophy. The base of the research is to find about the factors that influence the customer to buy the cosmetic product, which can be herbal, as well as non-herbal. The difference in the mind-set of the people happen due to the different objectives they have while using the product. Therefore, to get the overall knowledge of the market and to highlight the dimension of the subject the interpretive philosophy is appropriate (Mayer, 2015). The positivism philosophy helps the researcher to find out about the gap between the actual and expected information. So by the positivism the gap is eradicated in that. It makes the interpretation of data more feasible and reliable to be used and applied to the subject. The research will have the acquired result with the application of positivism and interpretive philosophy.
3.3 Research Design

Research design is defined as a systematic approach used by the researcher to conduct the study. It has the components, which will build up the collection, measurement and analysis of the data to be required for conducting the research (Li, 2016). The main function of the research design is to provide evidence, which will address the problems in an effective and efficient way. When the research design is not strongly evaluated beforehand, the conclusion drawn would be weak and unreliable. When a research design is made the evaluation of the factors should be taken into consideration and the evaluation should be made to justify the plan of action. In order to come up with an authentic design a strategic plan needs to be implemented. There are four types of research design. It is discussed below:

Exploratory Research- The exploratory research implies that it explores the problem related to the research. In this not many researches has not been conducted previously. The focus is on gaining the familiarity with the problem undertaken. It is to gain the insights on the problem to have a proper investigation in the later stage. In the exploratory design, the familiarity with the details and setting is conducted and evaluated. The generation and evaluation of the new ideas is taken into consideration (Mackey and Gass, 2015). The exploratory is able to determine that the study conducted is feasible in the end or not. By the research, a researcher is able to get knowledge about the background of the topic. The research is flexible in its operation and it addresses the questions arising in that. It even establishes the priorities of the research being conducted in the first place. The research has its shortcomings such as that it is not able to have a definitive conclusion. The findings not able to be evaluated in a way it should be. The flexibility often refers as problem because this leads the research to be unstructured in various conditions. It even lacks the rigorous standard, which is needed to be applied in the time of application and analysis of data.

Conclusive Research- In the conclusive research, the insights and aids used in the selection the course of action. The research conducted in conclusive are mostly general and reliable. As it used the rigorous statistical analysis in the analysis, the research is conducted in a proper course. The name suggests it should generate the results that would be useful in finding a clearly defined goal (Antwi and Hamza, 2015). The requirement is
to find the studies are useful in the findings of the study. In the conclusive research design, the application of the quantitative methods of data collection is taken into consideration. It is deductive in nature, which helps in the objective of the study. The research process is formal and structured. It represents a large amount of data in the research. The data analysis is quantitative in nature. The findings are used to make a decision in the research process. It used the updated statistical data and the analytical data for the research.

Descriptive Research- The descriptive research is said to be an in depth research about the questions, which are needed to be answered. The questions such as who, what, how and where are answered in the research. The association of that to the particular problem in the research is discussed in this. It is used to get the information related to the status and the condition of a particular situation (Marczyk et al., 2017). The descriptive study yields a rich data that would lead in the recommendation of the problem. The subject is being treated in a completely natural and unchanged environment. The behaviour of the subject is conducted in the research. When the limitations of the study is understood, there is a constitution of a more detailed and focussed approach in the study. Few limitations of the research are that in the descriptive research cannot be used to discover the answer needing definition and it cannot even be used to disapprove the hypothesis. The results cannot be replicated in the descriptive research as the tools of observation are used. Therefore it is highly dependent on the observation which is ultimately cannot be measured.

Explanatory Research- In the explanatory research the researcher seeks to explains the subject matter and answers the questions of how, why an what. This type of research design gets into the thought process to know about the phenomena. It is into application to measure the impact of the change that exists in the norms and assumption of the research. It is conducted for the problems, which were not discussed previously, and it demands the priority so it getting the evaluation afterwards. It is firstly discussed in a general manner but later it is used to help the researcher find the problem, which was not discussed in depth. In the explanatory research, the researcher is not able to get any conclusive result but is it able to understand the problem more efficiently (Creswell and Creswell, 2017). It is by the research it is able to adapt the new data and insight of the
subject to be studied. The aim of research is to increase the understanding of the subject to the researcher. It even focuses on deriving on a better conclusion about the subject matter. The shortcoming is that the information is at times biased. It cannot be used for a target audience. It is used only for a modest group. This is a problem in the research as it cannot evaluate the data when it has a target audience it wants to cater.

The research design is an important part in the methodology of the research. It needs to be conducted in a proper way as the result depends on it. The research design selected for the subject matter is conclusive and descriptive research (Simonsohn et al., 2017). In the conclusive result, the data managed is of large nature. The quantitative data analysis is undertaken, which is useful in the environment of the research undertaken. The data is rigid and well laid out in the manner which is easier for the researcher to conclude the results derived in it. The analysis is formal and quantitative in nature which is needed for the researcher is accordance with the subject. The topic is factors, which affect buying decision of the consumer in reference to the herbal and non-herbal products. For the consumer behaviour, which would influence the consumer decision in the market, is of utmost importance. Therefore, the consumer has the decision, which would be influenced by the market forces and the brand image of the brand in the market. This is considered in the descriptive research in the descriptive research design the content is done in a detailed manner. It focuses on the interesting facts, which are in relation to the customer behaved in the market. It would help the researcher to know about the in-depth information about the customer choice in relation to herbal or non-herbal products (Yin, 2017). The brand image which influence them, workforce attitude and after sales strategy which is needed to be discussed in detail to help the customer and company know about the market. Therefore, a wide range of variety is covered in the descriptive design. It sets a clear objective about the data that is collected. The sources of the data are well defined and structured. Therefore, Exploratory and conclusive research design is the most appropriate research design.

3.4 Research Approach

The research approach is a very important element in the research methodology, which would affect the choice of the research methods. It is a plan and procedure needed by the
researcher to get the steps needed in the research of collecting the data and analysing the same. The interpretation of the data is done to know the nature of the research undertaken. The research is done to get to a conclusion of a specified problem. The selection of the research approach is made completely on how the researcher is dealing with the subject matter (Lewis, 2015). It is of immense significance because it explains the way researcher will treat the various elements in the topic. It explains the reason behind the selection of such approach used in the research. The aims and objectives are taken into consideration before selecting the research method. It helps in the treatment of the entire approach in the research. There are two types of approach used in a research, which are as follows:

Deductive – in deductive logic the first concern is about developing a hypotheses based on the theory that has been used and then the next step would be designing a research strategy in order to test the hypotheses. The deductive research focuses on the existing models or theories, which is directly used for having a better understanding of the study. The main aim of the deductive research is to measure the quantitative data. It even generalise the research findings to avoid the risks. The deductive approach is used when the duration available to complete the research is short. The deductive approach is said to be more logical and practical then the other approach of research. The starting of the research starts with a particular theory and then it leads to a new hypothesis (Bryman and Bell, 2015). The observations done in the test lead either to the confirmation or to rejection of the particular hypothesis in the research. There are stages in the approach; it starts with deducing the hypothesis from the theory. After testing, one has to examine the outcome of the test. When the step of analysing of the outcome is done, it has to modify the theory to make the research better. The analysis done in deductive approach is on quantitative data. It has the numerical estimation and the inference is done in statistic. The question is outcome oriented and specified.

Inductive- Inductive approaches are generally associated with the qualitative data. It uses questions in the research to narrow the scope of study. The aim is to focus on the exploration of new phenomena or evaluating the previous phenomena from a perspective that is different, that was previously used. In inductive approach, the concern of research is the new theories that emerge from the data collected. In this, it necessitates the
researcher to have a clear mind and have no set terms of measurement or any pre-conceived notion that would block their clear thinking process. The researcher to generate new theories uses the data collected from the research. The first step begins with the detailed observation of the facts in the world. The aim of the approach is to develop a pattern to identify the research and build a relationship in order to have an identified approach. It does not prevent a researcher to use the existing theories in the approach. Inductive approach is an approach where the learning made by the researcher is formed from experience. The patterns and resemblances in the experience are needed to reach a particular conclusion, which is the required theory. In this, the first stage is observation, which leads to the formation of a pattern. Then the pattern leads to the generation of a theory. There is a constant comparison in the qualitative data collected by the research (Taylor et al., 2015). It is process oriented and the type of question asked is open ended.

The type used in the research is both. As in the research, a need for both the quantitative and qualitative data was required. In order to approach the quantitative data, deductive approach is opted. For qualitative data, inductive approach is used. The deductive approach is an effective approach used by the researcher to develop the contents in the study. In order to focus on the consumer behaviour for purchasing herbal or non-herbal product in the cosmetic industry, the focus is to be provided in collected the quantitative data, which can be analysed. The analysis of the approach will make the researcher to draw a conclusion on the fact of improvement in the approach done by them. The inductive approach is used as time constraint is not an issue in the research. The major focus is on customer mind-set. By the qualitative data, the researcher will be able to get a hold of the consumer mind set in the economy (Alvesson and Sköldberg, 2017). This will answer the researcher question it seeks to know the pattern of the consumer. This will make the brand know which customer or audience to target for their product. As the process of inductive approach requires time and energy, it gets cumbersome for the researcher. However, without the inductive research no solid proofs would be collected to develop the theories needed. The approach is challenging for the researcher, which motivates them to work harder. In inductive approach the robustness, resilience and focus on individuals is given the utmost importance. It has to construct alternatives in the
process to get a hold of dynamics and for obtaining a constructive future in the end. The deductive approach is on testing the assumptions and hypotheses of the theory. It even has the role to predict the changes by taking into reference the statistical data (Merriam, 2015). In order to have the effective utilisation of the data and information to get the best result of the study both approach is to be used.

3.5 Research Strategy

A research strategy is defined as a systematic plan made by the researcher to give a direction to the thoughts and efforts. It is to enable a systematic research and produce optimum quality results of the study. By a research strategy, the researcher will be more focussed on the study and it would eventually reduce frustration. For saving time in planning and giving more on executing, it needs the researcher focus on the aim and objectives it needs to achieve. The research strategy is given immense importance as this make the execution in order needed by them. It describes the rationale of the research and the methods used to accomplish the goals from it. There is a great requirement for the strategy to be clearly defined so all the steps after that is taken appropriately (Baltes et al., 2014). In strategy, a clear communication is required to set the targets ensuring that the research is going in the desired direction. It is a general plan made by the researcher to go about the way to conduct the research and answer the questions. The research strategy is of several types such as survey, case studies, ethnography, experiments, etc. The research strategies used in both inductive and deductive approach are as follows:

**Focus groups** - Focus groups is defined as a gathering of selected people who will be participating in a planned discussion that is needed in order to know the preference and interest of the people on the required topic. One is able to get hold of the customer perception on the topic. Unlike interviews, which are one on one, focus group is about having a group of people interacting with each other in order to influence each other on their respective ideas and notions (Stewart and Shamdasani, 2014). They have a unique advantage, as they are flexible in its operation. When several focus groups are taken into consideration, it helps in getting point of view of various groups. As many factors influence the decision of focus groups such as environmental, social, religious, etc. The purpose of focus groups is not to arrive at a proper consensus or some type of agreement.
among the participants. It is just designed to know the perception of people about a particular product or service in the market.

**Case study**- The focus is on the in depth research on the topic. In case study research, it allows the investigation to be multifaceted and composite. A case study can be defined as a descriptive and exploratory analysis of a scenario (Posavac, 2015). It includes the quantitative and qualitative evidence in the composition of a case study. It relies on many sources for the evidence and benefits for the development of the propositions. It is the inquiry, which investigates the phenomena in the real life context.

**Interviews**- There is various types of interviews that are conducted in research. Some are structured, semi structured and unstructured. Interviews are one of the common approaches used by the researchers to collect the data (Brinkmann, 2014.). It allows the researcher to get the point of the target audience. It clears the assumptions researcher has and makes the deriving on conclusion systematic. Mostly the researcher has an extensive plan of carrying out the research and has the required developments in the structure. The decision of how the interview is to be conducted and analysed is all done in the research. The person conducting the interview needs a wide range of skills such as listening skills, communication skills and social skills. It needs that interviewer interprets the comments made by the people in an unbiased manner. One should not have any pre-conceived notion while forming a judgment in the interview. The interview process is time consuming to conduct in research and is associated with various problems that need to be rendered while designing the interview (Krueger, 2014).

**Survey**- Survey method can be defined as process in which the individuals are questioned on a particular topic and then a description of their response is recorded. Surveys are primary data collection tool that is used in order to get the results of the concepts tested in the research. It is done to reflect attitude of people and to know the level of satisfaction rendered. It is done in both quantitative and qualitative terms (Nardi, 2018). Survey conducted by the researcher is faster and affordable compared to the other strategy used for collection of primary data. It is particularly easy to analyse the data gathered through surveys. The shortcomings of survey is that the participants through which the data is collected can be biased, which would lead to inaccurate information. There can be difference in understanding, as the survey questions can be interpreted in
different ways. It is used for collecting the quantitative data as the information is somewhat reliable than the other sources. The biasness is always going to be there as humans have their own perception about a product or service in the economy.

The research strategies used are focus groups and surveys. For the qualitative data focus groups is used for gathering information. In order to collect quantitative data survey method is used. For the survey questionnaires are needed which should be intrusive and relevant to the topic of research (Brace, 2018). A survey is conducted to know the opinion of a large group of people in a short period. This enables the researcher to collect the data in quantitative terms, which makes the research more logical and practical in approach. The anonymity of the consumer is maintained; as it does not the opinion so, they can cater or make a market for themselves. This gives researcher the knowledge it wants from the research. It gives them the insight of the consumer mind. The buying behaviour and factors, which influence the decision, is taken into account in the research. The researcher has even highlighted the focus groups importance in strategy (McCusker and Gunaydin, 2015). A focus group is used for collecting qualitative data. The qualitative data is needed to know the thought process of the customer. It is when the factors that affect the consumer to purchase herbal or non-herbal products, the research will be completed. So for that the opinion and perspective of consumer about the different brands and products is needed. The factors, which help them to opt one and reject another, is to be given notice. It is important point that the researcher needs to consider is that the consistency in the perspective is needed in research. In the methodology applied should be well planned which is weighed and then only adopted (Silverman, 2016). The various elements taken into consideration should be in synchronisation with the research conducted.

3.6 Research Methods

Research Methods is termed as the application of significant procedures or methods for the classification, selection, and critical analysis of an important research topic (Mertens, 2014). While conducting an important research it is important to take into consideration, the important research methods that would prove to be beneficial for the research project (Creswell, 2017). Every researcher is accountable for the selection of an appropriate
research method while conducting the research. The use of research methods is integral as it engages the researcher to make rational plans and strategies for the success of the research project (Sekaran, 2016). The Research methods are classified into Primary research method and Secondary research methods. Primary research methods are an integral research method, which portrays the direct data gathered by the researcher. The primary research methods are collected on a direct basis through surveys and questionnaires to the general mass on a particular topic (Veal, 2017). Secondary research data inculcates the application of pre-existing books and materials for the purpose of the project (Ellram, 2016). This research method makes the application of information that was pre accessed before. Primary research methods collections are divided into Qualitative and Quantitative research methods (Padgett, 2016). Qualitative research methods constitute the application of a diverse range of relevant information and methods to conduct a particular research. The qualitative research method is used to comprehend the integration of the various explanations and the interpretation of the individuals and situations that are under investigation (Corbin, 2014). Quantitative Research method inculcates the integration of researched numerical into authentic data with the use of critical and rational mind-set (Street, 2014).

Secondary research method inculcates the integration of relevant information based on journals and articles on the specific topic. This information is available in the form of articles or typed electronic data. Secondary research methods are divided into internal and external data. The researcher makes the selection of an appropriate research method to incorporate it into their work. The Primary and Secondary research methods can be subjected to advantages and disadvantages that control the dynamic of the research. Primary research methods is often limited to the general mass of the area and are time consuming which can prove to be a disadvantage for the research. Primary research methods are also original and novel in their approach with the integration of questionnaires and surveys which is an advantage for the survey. Secondary research method is an easier to access through the medium of books and journals. However, the reliability and accuracy of the processed information is questionable. The purposes of the application of specific research methods are useful to generate authentic results for the success of the research project. The researcher has inculcated the application of the
Primary and Secondary research method for the purpose of their project. The researcher has conducted the research through the mediums of questionnaires and critical surveys to generate authentic data. The research has also taken into consideration the use of second hand information through external sources such as articles and books for the success of the project in the respective project work.

3.7 Research Method Outline
The research method outline is an integral aspect that is considered by the researcher in the process of their research work (Thomas, et al., 2015) The research method outline is often provided to conduct the research in a methodical and successful manner (Wang, 2015). The research method outline is used to procure authentic results after the selection of a reliable research approach. In order to comprehend the dynamics of the application of herbal and non–herbal products it is essential to undertake an essential research approach or design for the success of the project. The research method outline is beneficial to comprehend the basis behind the selection of a particular research approach.

The research is conducted based on an authentic research approach, research philosophy and research design. In order to conduct a successful research it is essential to take into consideration the various research philosophies and designs that can be incorporated into the research work. A brief and authentic outline is formed for the smooth execution of the research work. The research outline is prepared by a researcher to classify the various approaches that would be adopted for the research work. In order to attain effective and successful results the researcher delves into the significance of various research outlines that are undertaken by the researcher. It is significant to have an outline of a research method for the success of the research project as it ensures a systematic way of thinking and making rational strategies. The researcher outlines the project in a systematic way as it also portrays the reliability and the significance of the various data that are used in the initiation of a research work. The researcher indulges into the process of critically making a systematic and effective outline in order to carry out the project successfully.
3.8 Data Collection Approach

Data collection is an effective and systematic assortment of relevant information that works in accordance with research problem, which leads to the successful working of the research work (Ravitch, 2016). The data collection method is used to comprehend the dynamics of the research work and to arrive to authentic results with the integration of critical evaluation and assessment (Silverman, 2015). The data collection method constitutes of authentic answers that are derived from conducting an appropriate and a successful research. The data collection method is useful for the project as it tends to the important research questions that are prevalent in the research work. The main purpose of data collection revolves around the relevant learning outcomes that are derived in the end. There are two significant methods of data collection comprises of the primary data collection method and the secondary data collection method. The secondary data collections constitute of the data available in articles or journals or are pre-existing in nature. The Secondary data can also be in the form of typed or electronic mail or a source from the Internet. Secondary data are available in profusion and are used by the researcher in terms of the validity and reliability offered by the available information (Richards, 2014).

The method of secondary data collection comprises of the information by previous authors on the specific research problem. The advantages of secondary data collection in a research project comprises of the quick accessibility that is provided through the medium of credible scholars on a specific problem. It is also beneficial in comprehending the direction that could be useful for the researcher. The secondary method of data collection is not time-consuming as all the relevant data are easily accessible through the medium of pre-existing information. The secondary method of data collection is also prone to negative drawbacks such as the authenticity of the information that is available by the previous authors. The pre-existing information can also be subjected to becoming old and obsolete in nature. This is another setback in the application of secondary data collection. The Primary method of data collection can be classified into two main groups mainly; Qualitative data collection methods and the Quantitative data collection methods (Merriam, 2015). The Quantitative method of data collection revolves around critical mathematic calculations that are performed to deduce authentic results for the project
(McNeil, et al., 2015) The various ways of conducting, a quantitative data analysis constitutes of the relevant questionnaires and questions in association with the application of mean median mode and regression.

This method of Quantitative data collection is simpler and authentic and is performed in a short time. It is quite easy to comprehend the dynamics of the quantitative method of data collection. This method of data collection comprises of the collection of relevant data with the application of random sampling and questionnaires that help in the procurement of authentic data results. The quantitative data is always considered easily accessible due to the integration of high standards into it.

The primary data collection also comprises of the qualitative method of data collection. The qualitative method of data collection comprises of the psychological human emotions and feelings of the individuals who partake of the research project (Berger, 2015). This method of data collection does not involve any critical mathematical calculations. The qualitative data collection approach is applied to comprehend the individuals that are associated with the project. This method of data collection involves a series of focus groups and questionnaires for the respective audience that partake of the research project. The application of focus groups that are hosted by the researchers comprise of questions that are related to the research project. The researcher makes the appropriate choice of data collection based on the nature of the research project.

The primary and secondary method of data collection is an important aspect of any research project. However, with the efficient utilisation of data collection methods the researcher is able to procure effective results for the process of his work. The qualitative and quantitative method of data collection is subjected to a number of negative drawbacks and positive impact. The advantages of qualitative data collection comprise of the easy and simple way of approaching a group of individuals with different views. The negative setback of the process of qualitative data research comprise of the amount of time taken to execute the process of the research work. The researcher has used the primary data approach in the process of the research work. The primary data collection technique makes the use of qualitative method of data collection for the process of his research work. The researcher has made the use of these methods of data collection, as it was useful to generate a variety of data based on the opinions of the individuals. The use
of these approaches was beneficial for the smooth and timely execution of the research project.

3.9 Sampling Technique

The sampling technique is an integral for the smooth execution of the research work. This method of the collection of different individuals is done through the medium of critical selection of individuals (Krueger, et al., 2016). The individuals selected for the process of the research work are representative of the research study. The method of sampling in a research work is applied to comprehend the target population for the basis of the research work. The sampling techniques are applied to garner relevant information regarding the population to develop a conclusive inference to the general problem stated in the research work. There are various methods employed in the critical collection of data and sampling techniques. The sampling is done based on identification of the main population. It is necessary to select an authentic sample frame for the proper initiation of the project. The sampling technique performed by the researcher is based on a rational plan to execute the project successfully. The researcher in the process of conducting a fieldwork applies the sampling technique. The sampling techniques that are used by the researcher are of two types mainly probability and non-probability sampling technique (Etikan, et al., 2016). These sampling techniques are useful in providing authentic data and inference for the research work.

The probability and non-probability methods of sampling are grouped under the quantitative method of sampling (Bernard, et al., 2016). The quantitative analysis constitutes of significant issues that are integral in identification of the target population for the process of the research work. The method of probability sampling is the random selection of individuals for the process of the research work. The process of probability sampling ensures equal selection of participants to partake of the research project (Gregoire, et al., 2016). The process of probability sampling comprises of random selection of individuals for the process of the research work. The non-probability sampling technique constitutes the application of the selection of specific individuals for the process of the research work. It does not ensure the equal participation of all the individuals in the process of the research work. The probability sampling technique
comprises of a diverse number of methods for the collection of data such as simple random sampling, stratified random sampling, systematic random sampling, multistage random sampling, and cluster sampling (Heeringa, et al., 2017). Probability sampling is subjected to a number of positive and negative feedbacks that control the dynamics of the research work. Probability sampling technique ensures authentic results based on the research findings and less number of errors in the research project. This sampling technique also gives way to conclusive inferences.

The disadvantages of probability sampling constitute of being highly complex in nature and time consuming for the process of the research work. This method of sampling is more expensive in contrast to the non-probability method. The process of non-probability sampling constitutes of various methods to sample their population which constitute of Judgment sampling, quota sampling, convenience sampling and extensive sampling (Khan, et al., 2017). The non-probability sampling is subjected to a number of setbacks such as lack of proper representation of individuals and difficulty in proper estimation of data collected. The researcher has made the use of the probability sampling technique for the process of the research work. The researcher made the use of the probability sampling technique in the process of the research work. The application of the probability sampling technique is justified, as they are useful in the process of the research work. The researcher made the exclusive use of these sampling techniques, as they are viable in the processing of relevant information for the process of the research work. With the use of these techniques, the researcher was able to establish his aim and objectives for the process of the research work.

Sample Area: GURGAON (NCR)
Sample Size: 500

3.10 Data Analysis

Data analysis is a procedure to analyse collected data using logical and analytical techniques. It is one of the critical steps in research experiments. Data gathered from various sources are inspected, reviewed, transformed and analysed in order to reach a logical conclusion (Silverman, 2018).
Data Analysis techniques are the methods following which the collected data are evaluated in a research experiment (Chambers, J.M., 2017).

Data analysis is mainly of two types primary and secondary. The type of data decides the method of analysis.

**Primary Data Analysis:** In primary data collection, technique is sub-divided into two categories quantitative data analysis and qualitative data analysis. Quantitative data are numerical data, which is represented in mathematical forms. It concentrates on measurement of data and evaluating quantitative data involves statistical analysis. In this process, the results are numerical. Quantitative data analysis includes interpretation and critical analysis of figures and statistics in order to reach a rationale conclusion. On the other hand, qualitative data analysis is done using, focus group, interviews, observation etc. (Smith, 2015). Qualitative data is descriptive data and is denoted by data that is converted into patterns, categories and themes. In qualitative analysis, non-numerical data individual opinion, feedback, reaction, text etc. are considered.

**Secondary Data Analysis:** In secondary data, analysis is the data collected in prior experiments by some other researcher. Various ways of collecting secondary data is organizational records, census, annual reports etc. Secondary data collection technique is used when the time for conducting data is limited. As the data in this category have already collected by someone else, the researcher does not need to waste time collecting data again and can directly use the conclusion drawn by the previous researcher. Moreover, according to experts and analysts secondary data is essential for conducting research regarding past changes and developments, as it is impossible to conduct new survey in this scenario (Cleary *et al*., 2014).

In this particular research, we have conducted survey to collect quantitative data and focus group to collect qualitative data.

**Survey** is the most popular method of quantitative data collection. Survey is very standardized and formal approach, which is used to obtain feedback from the selected sample in numerical form (Schmidt and Hunter, 2014). This consists of a set of questions in accordance to research objectives and research problems. This is the most convenient method if the selected sample of the research is diverse in nature. The questions in the questionnaire can be both open-ended and closed-ended. These questions help in
identifying the correct problem. The only disadvantage of this process is sometimes people consider filling out answers in questionnaire a tedious job, hence avoid responding. The participants are required to respond based on their experience and knowledge with the given issue.

**Focus group** interviews are also a frequently used method. In this method a small group of people generally 6-12 people who are directly or indirectly related to the issue are gathered together to discuss a common issue. Each individual share his or her opinion regarding the given issue in order to reach a unanimous conclusion or opinion. In this interview session, a moderator is required to conduct a flawless focus group interviews among the members. He is responsible to record the answers from everybody too. However, the format is easy to follow, but sometimes controlling the members to be precise about the discussion, resulting in difficulty to reach to a unanimous conclusion (McCusker and Gunaydin, 2015.).

There are many benefits of using primary data collection technique. The data collected through primary research is more specific than data collected by any other methods. The conclusion drawn from the data collected in primary research gives basic and reliable information of the market. This data is also provides updated and latest information regarding the product, service and environment (Pasetti et al., 2014). Since these data are collected from people directly, it is unbiased and manipulation free. This makes the data collected through primary research method is authentic and more dependable while drawing conclusions of any research work.

There are main three advantages of using primary data collection methods in research projects. First, it is very reliable as the researcher can repeat the procedure any point of time to verify the result. Second, the collected by this method is up-to-date and useful than the data gathered years ago which is not dependable for answering the queries of the research project. Lastly, the data is collected directly from the population targeted for the particular products or services (Welker and Tyler, 2014).

Though there are many advantages in following this method, there are few disadvantages too. First, conducting primary research is time consuming, as it requires obtaining feedback from a large group of people individually. In addition, it needs to have a clear research question before commencing any research, which also makes it time-consuming.
process. Second, the procedure is also expensive and sometimes the required fund is inadequate to conduct a research on such a large scale. Third, to reach a reliable conclusion, the sample taken in the research should be large to minimize the margin of error (Reisner et al., 2017).

Justification of selecting Primary Research Method: The method has been selected in this particular research is Primary Research Method. Since, this includes both quantitative and qualitative data collection method, the result obtained from this method is more authentic and reliable. While quantitative method helps, gathering numerical data, this can be analysed statistically, on the other hand qualitative data collection method, helps in obtaining detailed opinion of the people concerned. First, the researcher obtains numerical data from the selected sample and the qualitative data analysis help backing up the conclusion drawn from the quantitative data. Generally, if the budget permits the researcher choose qualitative and quantitative data collection method as they provide different perspectives of the research and generally compliments each other. Quantitative method is appropriate when the researcher wants to evaluate data in systematic manner, test several theories with hypothesis and make generalisation to the selected sample. On the other hand, qualitative method is preferable when exploring a subject about which the researcher does not have prior knowledge or to observe patterns, motive, reasons etc. which are usually overlooked in standardized approach like surveys.

3.11 Ethical Considerations
Ethics considerations are so important in research, various expert affiliations and organizations have adopted codes and strategies that layout ethics conduct and guide scientists. These codes address issues, for example, honesty, objectivity, respect for protected innovation, social duty, privacy, non-discrimination and many others. The researchers make sure that all the codes have been followed while conducting the research. Researchers ensure that they are working ethically while gathering essential and optional information. The clients were not constrained or undermined to take part in the research, and it was guaranteed that they are not replying under any undue impact. The Data Protection Act has been followed by the researcher which means that the primary and secondary data collected during the research is kept secret that is the identity of the
consumers participated in the research as well the information obtained by them are not disclosed to the third party.

All the data that have been given by the clients in the study have been thought about, and it has been guaranteed that their answers have not been controlled amid any phase of the examination. The individual data that was given by purchasers while taking an interest in the study have been kept securely and not been uncovered to outsiders. In the event that a need to utilize their own data emerges, at that point the scientist will take the consent of the purchasers previously revealing it. While taking the interview of administrators, an appropriate, agreeable condition was given to guarantee that the chiefs felt agreeable while noting every one of the inquiries. It was guaranteed that they were not pressurized or affected to reply in a specific way. Secondary information has been utilized for doing the examination; this incorporates theses, diaries and web journals that different people have effectively composed. It was guaranteed that all the data were get to through ethics means and credit has been given to the creator whose work has been utilized.

3.13 Time and Budget

For effective analysis of the research work, researchers have adopted several tools and techniques to manage the time used in the research process. The researchers have tried to consume minimum time for finishing the research work. Almost 18 weeks have been used for the research work. The analysis and the work done in 18 weeks have been showed below with the help of a Gantt chart.

<table>
<thead>
<tr>
<th>Main activities which were undertaken</th>
<th>1-3 weeks</th>
<th>4-6 weeks</th>
<th>7-8 weeks</th>
<th>9-13 weeks</th>
<th>14-16 weeks</th>
<th>17-18 weeks</th>
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<tbody>
<tr>
<td>Selection of the study topic</td>
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<td>Undertaking collection of</td>
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<td>secondary data</td>
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<td>Creation of the plan of the study</td>
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<td>Review of literature</td>
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<td>Plan development on research</td>
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<td>Selecting the method that will be a requisite for effecting the research</td>
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<td>Primary data collection</td>
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<td>Vindicating the data that has been collected and interpreted</td>
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<td>Conclusion writing</td>
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<td>Creation of rough draft</td>
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<td>Research submission period</td>
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</table>

**Gantt chart of the activities**

(Source: Created by the learner)

The Gantt chart analysis has helped a lot in the process of research. Time had been allocated based on the chart prepared, which helped in the completion of the project on
time. Maximum 18 weeks have been taken to conduct an effective research starting from selection of the research topic to submission of the research work. Various budgets had been prepared by the experts to carry out the research and the budget with minimum cost has been used for effectively carrying out research. A budget for 18 weeks has been prepared by the researcher to allocate the amount on each activity carried out during the research process.

3.14 Limitations of the Study
While conducting out the research, various restrictions were faced, even by using a logical and systematic way for its completion. The chief limitation was its sample size, which was small due to which detailed data could not be gathered, and an effective analysis could not be carried out. In addition, there were no direct controls over the retort that have been offered by the consumers. Some of the consumers answered in hurry without proper understanding of the question. In addition, some of the consumers answered the questionnaire just for the sake of answering and not for providing correct details. Furthermore, at the time of conducting research, the approach to consumers directly was not possible, due to which the data accuracy cannot be established. Indirect data was also collected due to this reason.
Taking the criticism of the end users as well as four managers functioning in diverse retail organisations was a time intense or consuming process. The completion of the research took a long time as the end users were taking a lot of time in submitting the replies and all the managers were also not liberated at the predetermined time. Obtaining the authorization of the managers for interrogating and contacting them was also a process that took time. In addition, the chief limitation, which was faced while carrying out the research was the collection of secondary data, which was needed for the purpose of completion of literature review, was not available readily on the various internet sites.
Several sites also charged a fee for accessing the existing journals and dissertations. Accessibility to paid journals and periodicals has increased the cost of research work, which is also considered as a major limitation.