

# **Chapter- 3**

## **(Research Methodology)**

## **Research Methodology**

The research was conducted to fulfill the objective of the study.

### **3.1 Research Plan:**

**3.1.1 Research Design:** In this study, the descriptive research design and casual research design is being carried out. It helped us to differentiate the employee's opinion towards the promotion policies applied by the organisation. And get the impacts of any specific changes on existing policies or any introduction of new sales promotional policies.

The research was based on a study of a sample, sized 50; using simple random sample selected from the existing database of Ford. The research included collection of data from the primary sources using the research tool (questionnaire). Final stage was to analyze, interpret and draw conclusions from the data collected.

### **3.1.2 Sources of Data:**

1. **Primary Data:** The primary data collection is used as a tool to collect information directly from each and every employee of organisation. The research was done to get a knowledge about the sales promotional techniques used by the organisation.
2. **Secondary Data:** The secondary data were collected from various sources like Books, Websites, Magazines, etc. and doing some personal interview with the employees of the organisation.

**3.1.3 Data Collection Period:** The primary data has been using survey method for the study.

### **3.2 Research Tools:**

There are many research tools in order to collect data but in this study two methods are being used as a tool for data collection. They are discussed below:

1. **Questionnaire:** Interview through questionnaire method was employed for the research purpose. The questionnaires were individually administered to each employee to ensure minimum scope for faulty data entry and error of understanding. This method also gave the interviewer the scope of entering into a dialogue and understanding the employee's perception better.
2. **Interview:** The interview complemented the primary research tool and helped deliver into details of responses provided by the employees. This not only validated the responses of the employees but also helped the interviewer understand the employees thinking point of view.

### **3.3 Sample Plan:**

**3.3.1 Sample Procedure:** In this study, random sampling method was undertaken for collecting primary data.

**3.3.2 Sample Unit:** In this study, the sampling unit used is the existing employee base of the organisation. Selection is made from the employees those who were working in the organisation during the research conduct period.

**3.3.3 Sample Size:** In this study, the sample size was chosen to be 50 respondents.

**3.3.4 Duration of the study:** Duration of the study was for two months, from 1<sup>th</sup> August to 31<sup>th</sup> October, 2018.

### **3.4 Pilot Survey:**

In this study, a pilot survey was conducted using 5 employees who were working in the organisation during my period of study of TI Ford Motors, Bharalumukh. This was done to make any changes in the questionnaire and to prevent any errors and any drawbacks.

### **3.5 Questionnaire Design:**

In this study, the questions in the questionnaire was made keeping in mind the objectives of the study. The questions were kept easy, unambiguous and simple to respond.

### **3.5 The Final Survey:**

The final survey was conducted by distributing the questionnaires to the employees of the TI Ford organisation. The data accumulated from the questionnaire were used as a source of the study.