

Chapter- 5

Research Methodology

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

5.1 Research Plan:

5.1.1 Research Design: Research design is the framework of research methods and techniques chosen by a researcher. The design allows researchers to hone in on research methods that are suitable for the subject matter and set up their studies for success. The study was exploratory and descriptive in nature in which the primary data was collected from the respondents through questionnaire (Google Form) and sometimes as in-formal personal interview. It helped us to differentiate the customer's opinion towards the services offered by the organisation. And get the impacts of any specific changes on existing servicing policies or any introduction of new policies.

The research was based on a study of a sample, sized 120; using survey method selected from the user database of TI Ford Motors and non-buyers of TI Ford Motors. The research included collection of data from the primary sources using the survey research tool (questionnaire). Final stage was to analyze, interpret and draw conclusions from the data collected.

5.1.2 Sources of Data:

- 1. Primary Data:** The primary data collection is used as a tool to collect information directly from each and every customer of organisation. The research was done to get a knowledge about the services offered by the organisation and to measure the satisfactory level of the customers after the purchase of the cars.
- 2. Secondary Data:** The secondary data were collected from various sources like organisation's website, magazines, journals, internet, books, reports and other sources.

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

5.1.4 Data Analysis Tools: Cross-Tabulation, Mean Score and Percentage analysis.

5.1.5 Data Representation Tools: Tables and Graphs (Pie chart, Clustered Bar diagram, Clustered Column and Scattered diagram).

5.2 Research Tools:

There are many research tools in order to collect data but in this study the method that was used as a tool for data collection is:

Questionnaire: Interview through questionnaire method was employed for the research purpose. The questionnaires were individually administered to each customer to ensure minimum scope for faulty data entry and error of understanding. This method also gave chance for customer to interact into a dialogue and understanding the perception better. The questionnaire tried to capture the responses of the customers mainly on the key deliverables and a few questions have been included to gauge the level of satisfaction and to gain insight into customer expectations.

5.3 Sampling Plan:

5.3.1 Sample Procedure: In this study, convenience sampling method was undertaken for collecting primary data.

5.3.2 Sample Unit: In this study, the sampling unit used are the owners of Ford cars from Guwahati City and nearby areas.

5.3.3 Sample Size: In this study, the sample size was chosen to be 120 respondents.

5.3.4 Duration of the study: Duration of the study was for one month, from 1th August to 31th August, 2021.

5.4 Pilot Survey:

In this study, A pilot survey was conducted covering 10 respondents who were the customers of TI Ford from various place of Guwahati. This was done to make any changes in the questionnaire and the overall study and to prevent error and drawback.

5.5 Questionnaire Design:

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

5.6 The Final Survey:

In this study, the final survey includes distribution of questionnaire to respondents who are customers of TI Ford and as well as customers who have buy their car from different dealers but doing their services at TI Ford from various place of Guwahati. The data collected from the questionnaire were used as a source of study.