



## **Sample design**

- a) Population- people residing in the city of Ahmedabad
- b) Sample unit- People who visit gym
- c) Sampling method- Convenient sampling
- d) Sample size- 150

## **Framing of questionnaire:**

Questions were prepared keeping focused objectives of the study. We have taken care while preparing questionnaire so as to avoid biased response and wrong interpretation.

The questionnaire is attached with annexure having silent feature stated below:

- Ø Questionnaire having only those relevant questions whose answer can be used to fulfill the objectives
- Ø Questionnaire prepared by taking care of respondents so as it takes least time of the respondent

## **Limitations of the study:**

- 1) Human behavior

We cannot remove human aspect from any research. Marketing research involves human behavior hence possible impact of uncontrollable variables cannot be ignored.

- 2) Limitation of time

The market research is a very long and time consuming process. The collection of data, their analysis and interpretation demands significant amount of time

- 3) Geographical barriers

Our marketing research is limited to boundaries of Ahmedabad city