

## **SECTION D: RESEARCH METHODOLOGY**

- (a) This research is categorized as a Descriptive Research. The main method used will be article review and survey using questionnaires.
- (b) Using the SPSS software, the following analysis will be carried out and assessed: -
- i. Frequency analysis
- (c) Out of 80 survey forms distributed, 50 completed questionnaires were received.
- (d) It has been noted that relevance and accuracy are the two basic criteria a questionnaire must meet if it is to achieve the desired objectives. In this respect the questionnaire has been revised a few time before final distribution to the respondents.
- (e) To address the issue on relevance of questionnaire, no unnecessary information has been requested, each question has a clear purpose and rationale. Further an attempt has been made to avoid irrelevant and wrong questions.

(f) To meet the issue on accuracy of the research questionnaire, it is noted that the information requested has to be reliable and valid. Hence, the questions asked have been designed to be simple, understandable, unbiased, unambiguous with non irritating words.

(g) Furthermore, a fixed alternative question or closed question method is mostly used. The respondent is given specific, limited-alternative response and asked to choose the one closed to his or her own viewpoint.

(h) The following are a few sample questions contained in the questionnaire.

Are a large variety of retailers selling totally different products important for the mall?

1 – Very Important

2 – Somewhat Important

3 – Least important

4 – Not Important

What is your ideal or preferred number of retail stores in a mall?

- Few (less than 10)
- Several (10 ~ 50)
- Many (More than 50)