3.01 Introduction

This chapter serves as a comprehensive guide to the techniques and equipment employed for the analysis of the current research study. It outlines the meticulous process undertaken by the researchers to evaluate the available options, ultimately selecting the most suitable method for conducting the study. The chapter delves into the rationale behind the chosen approach, involving an examination of research philosophy, research approach, research purpose, and research strategy, among other pertinent factors. The researchers thoroughly elabourate on the decision-making process, emphasizing the significance of aligning the chosen method with the research objectives.

Furthermore, the chapter extensively covers the various aspects of data collection methods, elucidating the intricacies of the data analysis plan and the sampling strategy.

The researchers have carefully outlined the measures taken to guarantee precision and reliability of the data collected, highlighting the measures implemented to maintain the integrity of the study. Additionally, the researchers have taken into account the ethical considerations associated with the research, emphasizing the importance of upholding ethical standards throughout the entire study process.

To ensure the smooth execution of the study, the respondents will be thoroughly briefed on the objectives and purpose of the research, fostering an environment of mutual cooperation and understanding. Clear and comprehensive instructions will be provided to the respondents, guiding them on how to effectively respond to the various items within the questionnaire. They will be encouraged to provide their honest opinions and perspectives, emphasizing the value of their individual insights in contributing to the overall study objectives.

The chapter also addresses the ethical implications of the study, underscoring the researchers' commitment to maintaining the highest standards of ethical conduct throughout the research process. Various ethical considerations, such as confidentiality, informed consent, and data protection, have been thoroughly discussed, reflecting the researchers' dedication to ensuring the well-being and privacy of the study participants. This comprehensive approach to ethical considerations underscores the researchers' commitment to conducting the study with integrity and respect for all involved parties.

It encompasses the methodology and tools employed to investigate the current research study. Initially, the research outlines the available options and subsequently decides on the appropriate method for the study. The chapter also delves into the reasoning behind the chosen methodology. Various aspects including aspects like research philosophy, approach, objective, and strategy are thoroughly examined, alongside discussions on data collection methods, data analysis plans, and sampling strategies.

The objective of testing will be explained to the respondents in order to seek their cooperation. Instructions for responding to various items belonging to the tools will be explained separately before giving the questionnaire. They will be encouraged to answer each item according to their personal agreement or disagreement. Additionally, the chapter also includes further discussions regarding the ethical implications of the study.

3.02 Research Philosophy

Research philosophy entails the collection of beliefs, presumptions, and principles that steer the researcher's methodology in carrying out their study. It represents the framework within which the researcher operates and influences the way in which they perceive the world and the nature of knowledge. Research philosophy provides a basis for understanding the methodologies and methods employed in a study and helps establish the researcher's perspective on the subject matter. The three primary classifications of research philosophy include Interpretivism, positivism, and realism.

Positivism: Positivism refers to a philosophical approach common among natural scientists, which involves observing social reality to establish general laws. It emphasizes clear and precise knowledge and aligns with the growth theory influenced by Francis Bacon, Auguste Comte, and the Vienna Circle of philosophers and scientists in the 20th century.

Positivism is a philosophical position commonly adopted by natural scientists, emphasizing the observation of social reality as a means to establish general laws. It prioritizes the attainment of clear and precise knowledge through systematic and empirical methods. The proponents of positivism advocate for a rigorous and objective analysis of the world, aiming to derive laws that can be universally applicable.

Interpretivism: Interpretivism involves researchers who perceive reality as constituted by people and their subjective experiences of the external world. They adhere to an intersubjective epistemology and an ontological philosophy that views reality as socially constructed. Interpretivists reject the notion of a definitive method for acquiring knowledge, focusing instead on the interpretative acts of meaning-making and knowledge acquisition.

It characterizes researchers who understand reality as a product of people and their individualized experiences of the world around them. These scholars emphasize the importance of an intersubjective epistemology, meaning that knowledge is developed and shared through social interactions. Additionally, they subscribe to an ontological philosophy that asserts reality is shaped and influenced by social contexts and constructions. Rejecting the idea of a singular, objective method for acquiring knowledge, interpretivists emphasize the interpretative acts of assigning meaning and constructing knowledge. They highlight the subjectivity and personal interpretation involved in understanding the world and generating insights.

Realism: Realism can be classified into direct and critical categories. Direct realism posits that human experience provides an accurate understanding of the world, while critical realism acknowledges that sensory experiences might not directly reflect the actual state of things. Critical realists emphasize the influence of social conditioning on our knowledge of reality, emphasizing the role of social factors in the knowledge derivation process.

some examples to illustrate the concepts of direct and critical realism:

Direct Realism:

- When you see a red apple, you believe it to be red because that is how it appears to your senses. According to direct realism, what you perceive is an accurate representation of the external world.
- Feeling the warmth of the sun on your skin is a direct experience that reinforces the idea that what you sense is a direct reflection of the world around you.

Critical Realism:

- Critical realists argue that our sensory experiences can sometimes deceive us. For example, a stick appearing bent when half-submerged in water demonstrates how our senses can mislead us about the true nature of objects.
- They emphasize that our understanding of reality is shaped by social conditioning. This can be exemplified by how cultural and societal norms can influence our perceptions of certain phenomena, highlighting the role of social factors in shaping our knowledge of the world.

Selected philosophy: The selected research philosophy is predominantly grounded in positivism. This philosophical approach is favored for research, as it involves manipulating reality through variations in a single variable, enabling the identification of key priorities and barriers in women's career aspirations within the Hospitality and Tourism industry.

3.03 Research Approach

Deductive:

It is a method employed in teaching that progresses from rules and generalizations to examples and then to the final application or generalization. It involves formulating theories that are subsequently tested. According to the study revelations by Smith in the year 2010, the awareness of the derivatives that include the new investors and those investors that have no specific knowledge about the derivatives that depend majorly on the broker and take friend recommendations so as to make the investment and the investors most focus is on the risk component and uncertainty. The attraction towards the cash market is because of the reduced risk and the high return whereas in the derivatives there are no specific long-term capital profits.

Inductive:

It is a teaching method that involves presenting learners with a sufficient number of specific examples to enable them to derive specific rules, facts, and principles. This approach facilitates the application of these established rules, principles, or facts. It also examined the importance of the day-of-the-week return as well in these nations along with the correlation of the global stock index returns to that of the markets o the united states.

According to the evidence, the usual high rated returns in the stock markets are evolving. Apart from the current evidence, there were high returns as well those were

found in some of the developed stock markets. According to the evidence, the stock market volatility rate is the worldwide phenomenon and is significantly an evolving market problem based on the indications of earlier findings. When we compared the global stock markets with the US stock markets, the returns of the US markets displayed the negative and reduced correlation of the returns with the US stocks and the numerous other global markets.

Selected approach:

The chosen approach for the current research is deductive, involving the use of theory before examining an issue and testing it through observations to arrive at a conclusion. On the other hand, the inductive method starts with observations and subsequently develops a proposed theory derived from these observations.

3.04 Research Design

According to the research design proposed by Creswell in 2007, it can be categorized into three main approaches: exploratory, descriptive, and explanatory techniques.

Exploratory research refers to the initial stage where problems are identified. This type of research is suitable for newly emerging topics or issues where data collection might be challenging. It is a versatile approach that can address various types of research questions such as what, why, and how, and is often used to generate formal hypotheses. Due to its broad focus, exploratory research typically does not offer definitive answers to research problems.

Descriptive research, whether qualitative or quantitative, involves the collection of information that can be quantified and tabulated. This could include data like test scores or the frequency of using specific features of a multimedia program. Descriptive research also encompasses the categorization of information, such as gender or patterns of interaction during the use of technology in a controlled group setting. Its purpose is to organize, present, tabulate, and explain data collection.

Explanatory studies aim to provide explanations for the history and background of relationships between variables. By testing hypotheses, these studies facilitate an understanding of the connections between different factors. Zikmund (1984) suggests that the uncertainty level of a research problem determines the most appropriate methodology for the research.

Selected design:

The research design involves a formal and systematic process of analysis within the scientific method. It aims to provide pertinent evidence with the least expenditure of effort, time, and resources. To fulfill the study's objectives, a descriptive research design was selected. For this study, a descriptive research design was selected as it offers a formal, systematic, and comprehensive approach to scientific analysis. This approach was employed to gather relevant evidence efficiently and effectively. The selection of the descriptive research design was made to identify the key priorities and obstacles in career goals of women in the Hospitality and Tourism sector. Its flexibility allows for the consideration of various aspects related to the study.

3.05 Research Process

The "Onion Research Model" is an effective approach for comprehending the research process thoroughly. This method involves a series of steps aimed at gathering and analyzing information meticulously to deepen the comprehension of a specific topic or issue. The Onion Research Model encompasses three primary stages:

- Formulate a research question.
- Gather data and address the question.
- Provide a response to subsequent inquiries.

Formulate a research question: This involves creating a clear and specific question that serves as the focal point of the research. The question is designed to guide the study and direct the collection of relevant data and information.

Gather data and address the question: In this step, the researcher collects data and information that is pertinent to the research question. This can involve various methods such as surveys, interviews, experiments, or data analysis. The aim is to obtain relevant and reliable data that can help address the research question effectively.

Provide a response to subsequent inquiries: After collecting and analyzing the data, the researcher formulates a response to the research question based on the findings. This response is typically structured to provide a comprehensive understanding of the topic and may lead to further inquiries or investigations. It helps to deepen the understanding of the subject matter and can contribute to the existing knowledge in the field.

To provide a comprehensive explanation of this research, the investigator introduced the Onion Model outlined by John W. Creswell in 2009, aimed at aiding the comprehension of this particular research procedure.

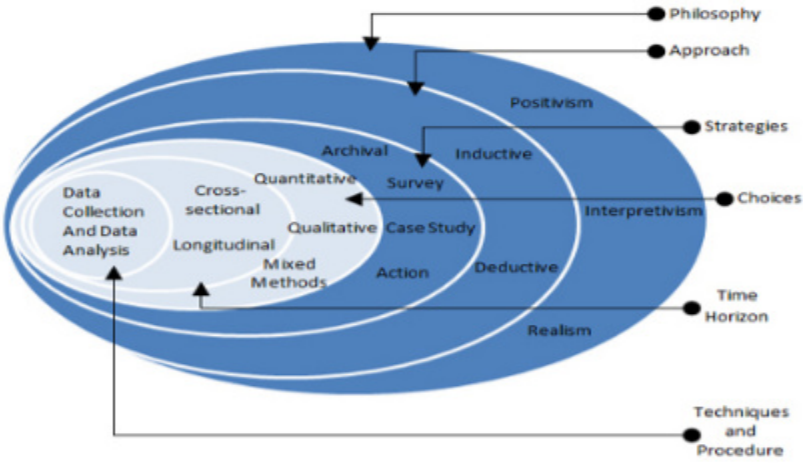

Fig. 3.1 : John W. Creswell onion model

(Source: Creswell, 2009)

3.06 Research Strategy

The current study utilises the survey method within the framework of descriptive research. Strategic management involves the application of a limited range of research strategies and analytical methodologies, carefully chosen for specific purposes. Non-probability sampling techniques are dependent on intuitive assumptions, where probabilities cannot be allocated to new units, posing difficulties in determining the sample's results' reliability in terms of probability. Non-probability sampling is often selected by researchers based on convenience. These non-probability sampling techniques are well-suited for studies aimed at developing advanced concepts that will subsequently be systematically tested.

Experimental: These investigations, as stated by Merriam in 1988, are employed for comparative hypothesis evaluations, notable for their ability to be replicated.

Survey: As described by Merriam in 1988, these approaches involve collecting information on a specific topic from various respondents, facilitating the identification of diverse patterns within the data.

Interview: This aspect requires careful consideration and should be addressed at the conclusion of the study. None of the participants should be compelled by the researcher to respond; rather, they should do so voluntarily. Researchers should also be aware that when experimental modifications are employed, some participants may

attempt to control and avoid receiving beneficial interventions. The researcher seeks to protect the confidentiality and privacy of the data gathered from the participants to enhance the research without disclosing it to others.

Case study: According to Williams in 1988, the case study involves its own phenomenon within a natural environment, proving particularly advantageous in situations where the contextual understanding of the phenomenon is unclear.

Observation: According to Teddie in 1988, the observation study is conducted to witness phenomena in their natural state, providing descriptive and qualitative data.

Selected strategy: In such circumstances, the researcher assures the safety of the participants, emphasizing the importance of maintaining their identity and confidentiality throughout the interview and questionnaire, preserving their anonymity. The use of self-administered survey forms and drafts requesting user participation in the survey is facilitated through online and paper-based methods. Participants are encouraged to share the survey link and draft with their contacts to streamline data collection. Various tools are utilized for the evaluation of the data gathered through the survey forms.

3.06.1 Universe of Study and Sampling Method Used

Universe of Study: The universe of study for this research topic, which focuses on evaluating the career aspirations of women in the hospitality and tourism industry in the Mumbai Metropolitan Region Development Authority (MMRDA) area, includes all women employed in various roles within this industry in the MMRDA area. This would encompass women working in hotels, restaurants, travel agencies, event management companies, and other related sectors.

Sampling Method Used: To study this universe effectively, a purposive or stratified sampling method can be employed:

1. **Purposive Sampling**: Researcher purposively selected certain areas within the MMRDA region that are known hubs for the hospitality and tourism industry. This ensured that the study captured a diverse range of experiences within the region.
2. **Stratified Sampling**: Within these selected areas, researcher further stratified the sample to include women from various job positions and career stages

in the hospitality and tourism industry. This stratification allowed for a more comprehensive understanding of career aspirations across different roles.

3.06.2 Population and Sample Size

Population: The population in this study is all women working in the hospitality and tourism industry within the Mumbai MMRDA area, regardless of age, marital status, education, or job position.

Sample Size: The determination of the sample size considered statistical power, confidence level, and the expected effect size. Given the diverse nature of the hospitality and tourism industry, a sample size of 500 participants was necessary to ensure statistical significance. Sampling methodologies like stratified random sampling helped in selecting a representative sample from this population.

3.06.3 Development of Data Collection Instruments

The data collection instruments for this research topic included surveys/questionnaires. To develop these instruments:

1. **Literature Review**: A thorough literature review identified existing scales or survey instruments that have been used in similar studies. These instruments were adapted / modified to suit the specific context of the hospitality and tourism industry in the MMRDA area.
2. **Expert Consultation**: Input were taken from experts in the field of hospitality, gender studies, and survey design to ensure the questions are relevant, clear, and unbiased.
3. **Pilot Testing**: Before finalising the survey instruments, pilot testing with a small group of respondents from the target population was necessary. This helped in identifying and rectifying any ambiguities, confusion, or problems with the questions.
4. **Validity and Reliability**: Validity and reliability of the instruments were assessed using statistical techniques. This ensured that the questions effectively measured what they were intended to measure and that they consistently yielded similar results when administered multiple times.

3.06.4 Testing of Data Collection Instruments

Once the data collection instruments (surveys/questionnaires) were developed, they needed to be tested to ensure their effectiveness and appropriateness:

1. **Face Validity**: This initial testing phase involved having experts and potential respondents review the instruments to gauge their comprehensibility and relevance.
2. **Pilot Testing**: Administered the instruments to a small sample of women working in the hospitality and tourism industry in the MMRDA area. Collected feedback on the clarity of the questions, the time required for completion, and any issues faced during the survey.
3. **Reliability Testing**: To evaluate the instruments' reliability, a test-retest reliability analysis was performed. This involved administering the same survey to a subset of participants at two different time points to ensure the consistency of their responses.
4. **Validity Testing**: To assess the validity of the instruments, performed content validity assessments and statistical analyses, such as factor analysis, to confirm that the questions effectively measured the intended constructs.

By following these steps, researcher ensured that the data collection instruments were well-designed, valid, and reliable, thus enhancing the quality of data collected for the study on women's career aspirations in the hospitality and tourism industry in the Mumbai MMRDA area.

3.07 Data Collection Methods

Data collection is the crucial part of methodology and there are different methods used to collect data. There are two methods of data collection, namely secondary data collection and primary data collection. Secondary data collection involves reviewing literature, articles, and previous research works to gather information. This approach is cost-effective and allows data to be retrieved from various sources such as databases, the internet, magazines, websites, books, and journals. On the other hand, primary data is collected through three methods, including:

Observational research: where the focus is on understanding behavior and expressing values and beliefs. Observation would range from structure and detailed notion to holistic description of behaviour and events. As per the participants' observations, it is the researchers who clearly observe the activities of people naturally by seeing their daily activities. Marshall and Rossman find observations as

the way to describe events, behaviours and artifacts in the social world that is chosen to study human behaviour naturally.

Quantitative research: This type of research is used to measure the quantity with the previous records and predict the future. According to the definition in social science, quantitative research involves a systematic empirical exploration of properties and relationships. The main aim of utilizing quantitative research is to apply mathematical models, theories, and hypotheses to understand various phenomena. In this type of research, measurements are oriented to research, since it gives a relationship between observations and mathematical expressions of quantitative relationships. Statistics is the branch that is used by the people to do this type of research. In addition, the statistical methods are used in different branches, including commerce and economics.

Qualitative research: This type of research is done by the researchers by interviewing the candidates profoundly. Mann and Stewart provide a specific purpose for conducting candidate interviews. This is the key strategy that is embraced to interview. In comparison to the generic TV interview that is given by the celebrities or professionals in the respective field, it would cover just the width, but not the depth of the topic. Conducting the interview with a candidate is entirely influenced by the manner in which information is extracted and how the interviewee responds to the questions posed. The interview is done in three different categories including informal conversation, generic interview with an approach and standard and open-end interview.

3.07.1 Selected data collection method

Primary data has been collected through personal interview schedule (questionnaire) used for collecting data. Only reliable and valid information was noted down in the schedule.

The secondary data was gathered from diverse sources such as books, journals, magazines, websites, and so on.

- Research papers – published in journals
- Articles – published in trade magazines/ journals
- Articles – published online / websites
- Resource persons- from the industry (hotels and tourism organisations)

Combination of qualitative and quantitative approaches (Mixed Approach). A request for representatives had been distributed to specific groups and communities within the identified areas of representation. i.e., hotels, tourism offices and agencies in MMRDA area. Structured questionnaire was shared with Indian women working in the hospitality and tourism industry at the onset of their professional journeys, mid-career level and ladies holding senior positions. Questionnaire for Human Resource departments of hotels/ tourism offices- Interview schedule.

3.08 Sampling Techniques

Sampling entails choosing a portion of data from a broader population for research and analysis. The person who is responsible to gather the data or the task of a research is to do rational justification to sample his research. If sample is relevant for a research, then the research would identify the right population accurately. This information can be used by the researched to explore more about the topic. A sampling frame will have the target population in one place from where a sample is picked. This list is called by frame and is widely used by statisticians. You need to select the right sample, use the sampling technique and create a right interference about the population. These steps are correlated with each other and can never be considered as single. Simple random sampling, systematic sampling, and stratified sampling are recognized as basic sampling methods. These techniques are employed in large data sets to ensure efficiency and precision, particularly when selecting small groups from a large population. Probability sampling is a sampling method that involves random selection, ensuring that each unit has a known probability or an equal chance of being selected for the sample. These samples are picked by taking the help of random numbers. You can obtain the sampling variation using this method of objectivity from the right sample.

Non-probability sampling, also known as convenience sampling, heavily relies on subjective judgment. This method makes it difficult to assign probabilities to units objectively and poses challenges in assessing the reliability of sample results in terms of probability. In non-probability sampling, researchers select a sample based on their convenience or the typical nature of the subjects. This type of sampling method is widely used to carry out in-depth research where you can come up with new ideas that can be tested systematically down the line. If your main aim is learn about the population of a state or country, then you should avert making judgments of non-

probability samples in doing the survey research. Contrary to probability sampling technique, there is no other way to learn about the accuracy of non-probabilistic sample estimate.

3.08.1 Sample size and sample procedure

Convenient and non-probability sampling methods helped in gathering the feedbacks of respondents. The sample size is 500. 200 from Hospitality sector, 200 from Tourism sector and 100 from HR sector. The sample group includes representatives; Indian Women working in hospitality and tourism.

3.09 Data Analysis Plan

The study utilises SPSS, a leading software for data analysis. Various types of charts are instrumental in visually representing information. Additionally, parametric and non-parametric tests such as the Chi-square test, regression, and ANOVA test, among others, aid in testing various research theories.

SPSS is a prominent software solution utilized for comprehensive data analysis. SPSS offers a diverse range of analytical tools that enable the examination of complex datasets, allowing for thorough investigation and interpretation of data patterns and trends.

In this context, the use of different types of charts serves as a valuable visual aid in presenting and understanding the information derived from the data analysis process. These graphical representations contribute to a clearer and more accessible comprehension of the data, facilitating effective communication of key findings and insights.

Furthermore, the Data Analysis Plan incorporates a combination of parametric and non-parametric statistical tests, including the Chi-square test, regression analysis, and ANOVA (Analysis of Variance) test, among others. These tests are instrumental in evaluating and verifying various research hypotheses and theories under investigation. They offer a robust framework for conducting rigorous statistical analyses, thereby enabling the exploration of relationships, patterns, and significant correlations within the dataset.

By employing these analytical techniques, the research aims to derive meaningful and reliable conclusions from the data, fostering a comprehensive understanding of the underlying factors and dynamics influencing the research topic. The utilization of

SPSS and various statistical tests underscores the commitment to a rigorous and systematic approach in analyzing the data, thereby enhancing the credibility and validity of the research outcomes.

3.10 Ethical issues

When conducting research involving human participants, several critical factors must be considered to ensure ethical and responsible practices. This includes determining whether to conduct research in advance or on an ongoing basis, based on a thorough examination conducted in the literature review and the rationale for the study. In the study design phase, it is imperative to prioritize the safety and well-being of participants, ensuring that no harm is inflicted, whether physical, social, or psychological.

Researchers must recognize that in experimental designs, certain participants may serve as controls and not receive any potential benefits. Such considerations should be addressed during the consent process, and appropriate remedies should be implemented post-study completion. Ethical complexities can emerge during the determination of data collection techniques, especially when employing covert methods, necessitating careful adherence to ethical guidelines.

Furthermore, researchers should be aware of the power dynamics between themselves and the participants during interviews and take necessary steps to ensure a balanced relationship. Ethical reviews in universities typically adhere to established standards outlined in the research ethics policy governing studies involving human participants. The research must follow ethical guidelines for research involving human participants. It is essential to emphasize that participants are not obligated to answer the researcher's questions. The researcher is dedicated to maintaining the confidentiality and privacy of the information provided by the participants, ensuring the successful completion of the study while upholding ethical standards.

In the process of conducting research involving human participants, it is crucial to carefully consider whether to conduct the research in advance or if the results remain consistent each time the research is conducted in that area. This decision is typically informed by an extensive examination conducted during the literature review phase, which serves as a basis for justifying the study. During the design phase, researchers must prioritize the well-being of the participants, ensuring that no harm, whether physical, social, or psychological, is inflicted on them.

Researchers must be aware that, in experimental designs, certain participants may function as controls and may not receive potential benefits. This issue should be acknowledged during the consent process, and suitable measures should be implemented to address it, following the completion of the study. Ethical concerns often arise when determining data collection techniques. For instance, in studies employing covert methods of data collection, researchers must navigate this approach carefully and cannot simply collect data using alternative means.

In any interview, researchers should demonstrate their awareness of power dynamics between themselves and the participants, taking appropriate measures to mitigate any imbalances. Ethical reviews in universities typically adhere to established standards outlined in the research ethics policy governing studies involving human participants. Research procedures are carried out in accordance with the Ethical Procedure for Conduct of Research Involving Human Participants.

It is essential to emphasize that no participant is obliged to respond to the questions posed by the researcher. The researcher is committed to maintaining the confidentiality and privacy of the information shared by the participants, ensuring that their contributions are instrumental in the successful completion of the study. These ethical considerations are paramount in ensuring the protection and well-being of the individuals involved in the research process.

3.11 Accessibility Issues

In the primary data, only a limited number of participants expressed their willingness to participate in the interview, primarily due to concerns about confidentiality and existing agreements with the organization. Additionally, some female participants exhibited a lack of interest in taking part in the survey. In light of these circumstances, the researchers assured the female participants that their data would remain confidential and anonymous during both the interview and survey. Furthermore, the survey was conducted on various days throughout the week and at different times to gather data from the respondents.

In the context of the study's primary data collection, limited participant engagement was observed due to concerns related to confidentiality and pre-existing agreements between the participants and their respective organizations. Additionally, there was a noticeable lack of enthusiasm among female participants to partake in the survey. To

address these accessibility issues, the researchers assured the participants of the confidentiality and anonymity of their data during both the interview and the survey.

Moreover, the survey was strategically administered on various days throughout the week and at different times to accommodate the participants' schedules and gather data from a diverse pool of respondents. This approach was adopted to facilitate the participation of a broader range of individuals and improve the accessibility of the study's data collection process.

3.12 Research Limitations

This study focuses specifically on Indian women employed within the hospitality and tourism sector in the Mumbai Metropolitan Region Development Authority (MMRDA) area. Despite encountering some challenges during the research process, the researcher's persistent dedication and efforts enabled the successful completion of the study. The research extensively utilized both primary and secondary data collection techniques. Primary data, crucial for a comprehensive analysis, was gathered from the samples obtained for this research. The study relied on a combination of both primary and secondary data collection methods. Primary data, crucial for conducting a comprehensive analysis, was obtained from the samples specifically gathered for this research. The study's scope was constrained by its focus on a particular geographic region and demographic, emphasizing the need for caution when generalizing the findings to other contexts or populations.

3.13 Summary

The chapter provides a clear explanation of the research tools and methods employed in this study. The research elegantly elucidates the selection of tools and the methodology chosen for the study. Furthermore, the researcher offers a comprehensive rationale for the choice of appropriate research tools.

The study is structured around Creswell's Research Onion model, establishing a systematic research process. It primarily adopts a descriptive research approach, underpinned by both positivism and interpretivism philosophies. The researcher has opted for a deductive approach. Data collection is conducted through surveys and interviews, employing a random probability sampling method to ensure a representative sample. Additionally, the research conscientiously addresses ethical considerations and acknowledges the study's limitations.