

# Chapter 1

## Introduction to Business Research

# Learning Objectives

## **Understand . . .**

- What research is?
- Why doing research?
- The nature of the research process.
- The different types of research.
- Characteristics of good business research.

# Research

- “a careful investigation or inquiry specially through search for new facts in any branch of knowledge.”
- “a systematized effort to gain new knowledge.”
- “as a movement, a movement from the known to the unknown”.

# Research

The systematic method consisting of identifying the problem, formulating a hypothesis, collecting the facts or data, analysing the facts and reaching certain conclusions either in the form of solutions(s) towards the concerned problem or in certain generalisations for some theoretical formulation.

# Why doing Research? Or motivation in research.

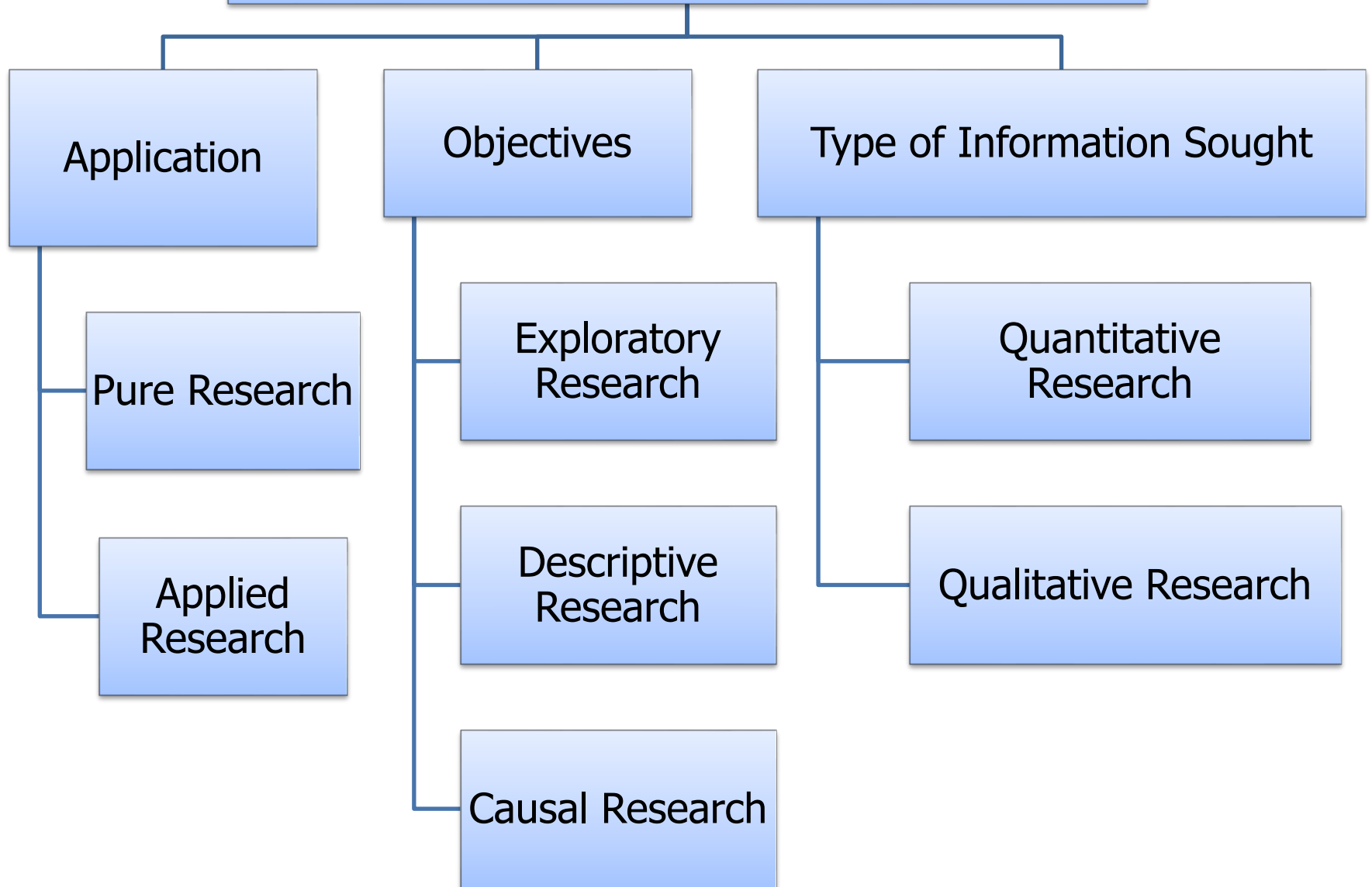
- To provide information to guide business decisions
- To reduce the level of risk of the organization decision
- To get a research degree along with its consequential benefits;
- To face the challenge in solving the unsolved problems, i.e., concern over practical problems initiates research;
- To get intellectual joy of doing some creative work;
- To be of service to society;

# Business research process

1. Formulate a research problem
2. Reviewing the literature
3. Determine a research design
4. Constructing an instrument for data collection
5. Selecting a sample
6. Data collection and preparation
7. Data analysis and interpretation
8. Report writing

# Types of Research

## From the view point of



# Types of Research: application



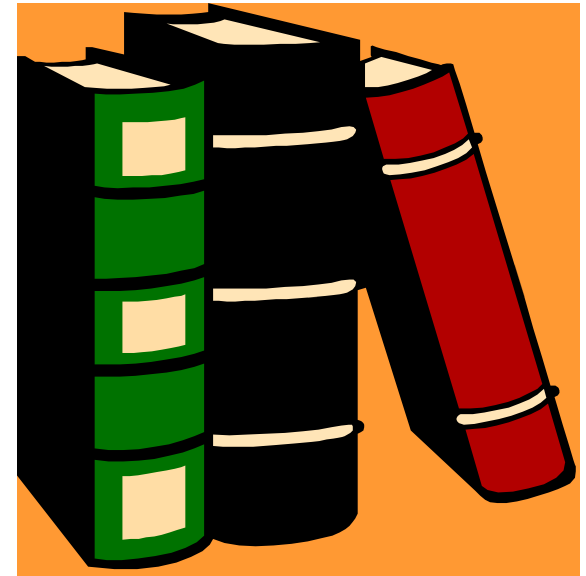
Basic research

Applied research



# Basic Research

- Attempts to expand the limits of knowledge
- Not directly involved in the solution to a pragmatic problem



# Basic Research Example

Do consumers experience post-purchase regret after buying a low-involvement product?

# Applied Research

Conducted when a decision must be made about a specific real-life problem confronted by a real life manager that needs to make a real life decisions.

# Applied Research Example

- Should **McDonalds** add Italian pasta dinners to its menu?
- Marketing research told McDonald's it should not.
  
- Should **Procter & Gamble** add a high-priced home teeth bleaching kit to its product line?
- Research showed Crest White strips would sell well at a retail price of \$44

# Types of Research: Objectives

- Exploratory
- Descriptive
- Causal

# Exploratory Research

- Initial research conducted to clarify and define the nature of a problem
- Subsequent research might be expected

# *Exploratory Research Techniques: Two Examples*

- Secondary data (historical data)
  - Previously collected
  - Literature Review
- Focus group

# Descriptive Research

- Describes characteristics of a population or phenomenon
- Some understanding of the nature of the problem



# *Descriptive Research Example*

Describing Weight Watchers average customer

- Woman about 40 years old
- Household income of about \$50,000
- At least some college education
- Trying to juggle children and a job

# *Descriptive Research Example*

- Characteristics of residents of a community
- Attitudes of students towards quality of teaching
- Types of service provided by an agency
- Needs of a community
- Sale of a product

# Causal Research

Conducted to identify cause and effect relationships

If I do x it will result in y.

# Identifying Causality

- Causal relationships are impossible to prove
- Evidence of causality
  1. Appropriate causal order of events
  2. Concomitant variation: Two phenomena vary together
  3. Absence of alternative plausible explanations

# Exercise: identify the type of each of these research

- 1- Attitude of the students toward quality of teaching in the AAST
- 2- Impact of advertising campaign on sales of a product
- 3- The effect of stressful living on incidence of heart attacks.
- 4- Why stressful living result in heart attacks

# Types of Research: type of information thought

- **Qualitative research:** intends to gain a qualitative understanding of the underlying reasons and motivations. Data usually collected through focus group, in-depth interview,...
- **Quantitative research:** intends to quantify the data and generalize the results from the sample to the population of interest. Data usually collected through survey,...

<b>Difference with respect to:</b>	<b>Quantitative research</b>	<b>Qualitative research</b>
Approach to enquiry	Structured/rigid/predetermined methodology	Unstructured/flexible/open methodology
Main purpose of investigation	To quantify extent of variation in a phenomenon, situation, issue, etc.	To describe variation in a phenomenon, situation, issue, etc.
Measurement of variables	Emphasis on some form of either measurement or classification of variables	Emphasis on description of variables
Sample size	Emphasis on greater sample size	Fewer cases
Focus of enquiry	Narrows focus in terms of extent of enquiry, but assembles required information from a greater number of respondents	Covers multiple issues but assembles required information from fewer respondents

Difference with respect to:	Quantitative research	Qualitative research
Dominant research value	Reliability and objectivity (value-free)	Authenticity but does not claim to be value-free
Dominant research topic	Explains prevalence, incidence, extent, nature of issues, opinions and attitude; discovers regularities and formulates theories	Explores experiences, meanings, perceptions and feelings
Nature of findings	more analytical in nature, drawing inferences and conclusions, and testing magnitude and strength of a relationship	more descriptive and narrative in nature



# Characteristics of Good Research

Clearly defined purpose

Detailed research process

Thoroughly planned design

High ethical standards

Limitations addressed

Adequate analysis

Unambiguous presentation

Conclusions justified