

Introduction to Research Methodology

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What comes in your
mind when you think
about research?





Definition

- A search for the **truth**.
- A movement from the **known to the unknown**.
- An **ORGANISED** and **SYSTEMATIC** way of finding **ANSWERS** to **QUESTIONS**.



Definition

- A systematic process of identifying a question or problem, setting forth a plan of action to answer the question or resolve the problem and rigorously collecting, analyzing and interpreting data for the purpose.

Research Process -

1. Defining the research problem

'A problem well-defined is well solved.'



Research Process -

1. Defining the research problem

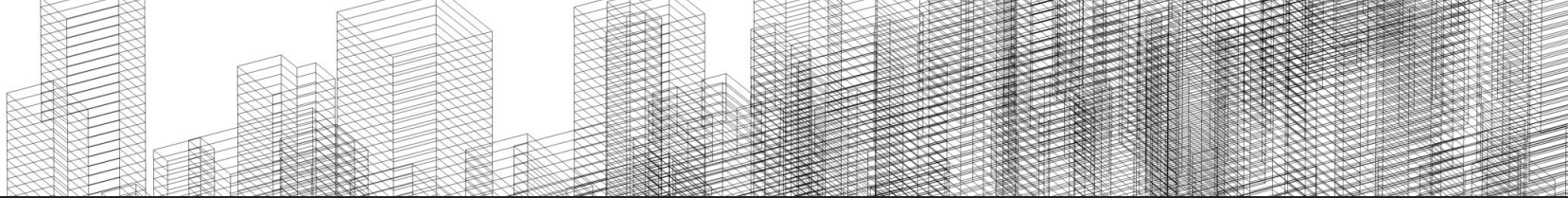
A study on buying behaviour of Homemakers during Covid-19

Unit of Analysis - Homemakers

Characteristics of Interest - Buying Behaviour

Time and space boundary - 3 months

Environmental conditions - Pandemic



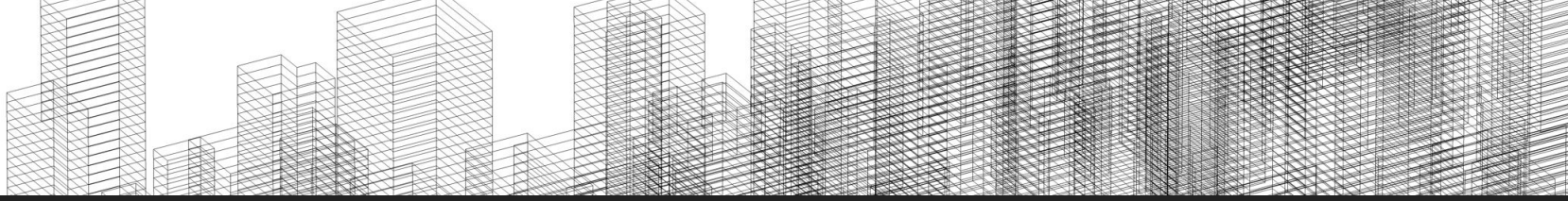
Where do you get ideas for research problems?

- Newspapers, Journals, Articles
- Life situations
- Experts
- Innovation /Technology



Research Process - 2. Literature Review

Gathering comprehensive data from known published sources.



Research Process - 3. Research Design

- Blueprint for the collection, measurement and analysis of data
- Operational plan of the research



Research Process - 3. Research Design

Types of Research Design

1. Exploratory research design
2. Conclusive research design
 - a. Descriptive research design
 - b. Causal research design



Research Process - 4. Sampling

- Selecting for study a part of the universe/population relevant to the study
- Sample size: small or large
- Sampling method: random or non-random

Research Process -

5. Data Sources

Primary - First hand information

Secondary sources

Research Process -

6. Data Collection

Questionnaire

Interview

Observation





Research Process -

6. Data Analysis

Statistical tools have to be used for data analysis.



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Research Process -

7. Research Reporting

- Research paper
- Thesis/ dissertation

Let us summarise



1. Identification of research problem
2. Literature Review
 - a. Relating it to earlier studies
 - b. Relating it to relevant theory
3. Formulation of research design
4. Sampling
5. Collection of data (primary/secondary)
6. Analysis of data (using appropriate statistical tools)
7. Writing the research report
8. Submission for publication





References

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2. Research Methods for Business (Fourth edition)

Uma Sekaran

Publisher – John Wiley & Sons

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Thank You