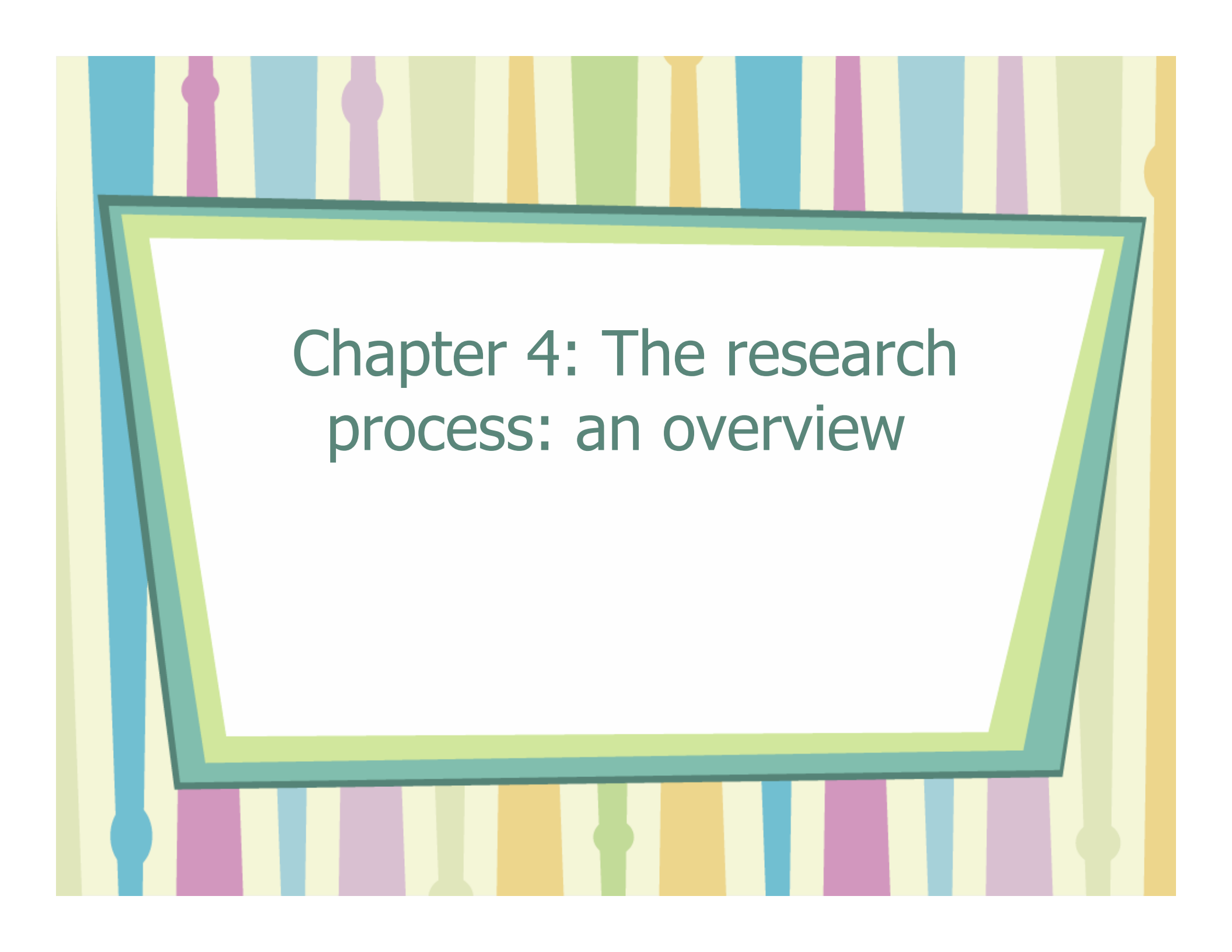




Business Research Methods

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Chapter 4: The research process: an overview

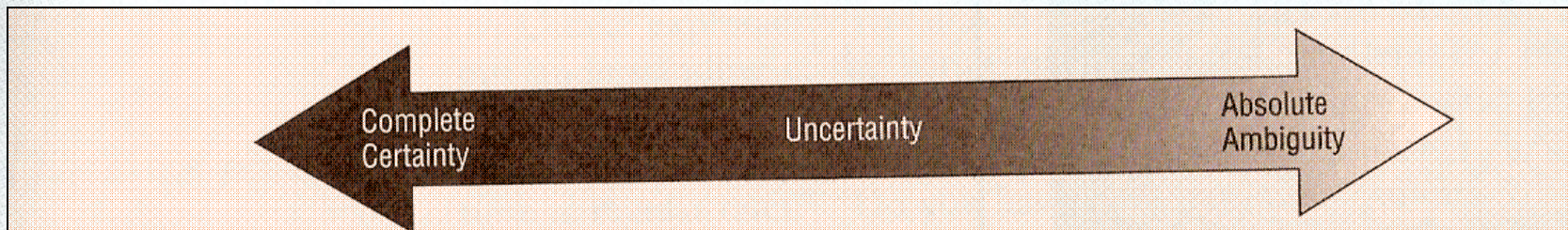
Learning Objectives

- Classify business research
- List stages of business research
- Identify different decisions in each stage
- Explain the difference of research project Vs research program

Availability of information

EXHIBIT 4.1

DECISIONS ARE NOT ALL THE SAME: A CONTINUUM OF DECISION MAKING



Certainty

- All information available
- Nature of the problem is well known
- Research might not be needed
- Perfect certainty is rare

Uncertainty

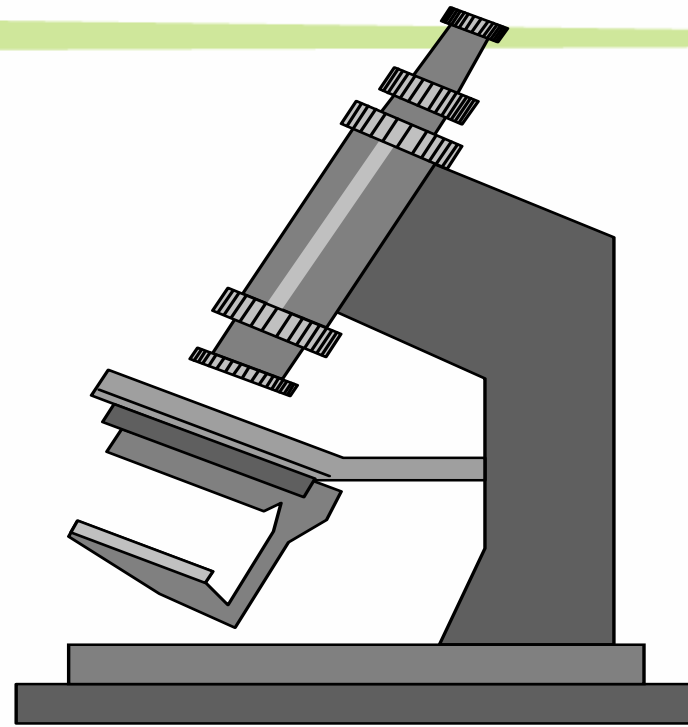
- Only general information known
- Prediction by guessing
- Research is needed for more clarification

Ambiguity

- Problem is unclear
- Objectives are vague
- Highest need for research

Types Of Research

- Exploratory
- Descriptive
- Causal



Exploratory research

- Conducted to clarify ambiguous problems
- Provide general information
- Subsequent researches might be needed

Exploratory research, example

- In-house child care facility
- Conducted with small number of employees
- Might determine the direction of future research

Descriptive research

- Describe characteristics of population or phenomena
- Answers:
 - Who
 - What
 - When
 - Where
 - How

Descriptive research, example

- Identify characteristics of consumers purchase organic food
 - Live in larger cities
 - In specific geographic area
 - Age between 45-54
 - Not brand loyal

Descriptive study, accuracy

- Accuracy is very important
- Example: expected sales of specific product as production schedule and budgets depends on the results of the study.

Causal research

- Research conducted to identify cause and effect relationships among variables when the research problem has already been narrowly defined.

Causal research, continue

- Expected relationship
- Researcher is knowledgeable about research subject
- Managers would like to know if we do____ we will increase sales by_____.

Identifying Causality

- A causal relationship is hard to prove.
- Evidence of causality:
 - 1. The appropriate causal order of events
 - 2. Concomitant variation
 - 3. An absence of alternative explanations

Degree of Problem Definition

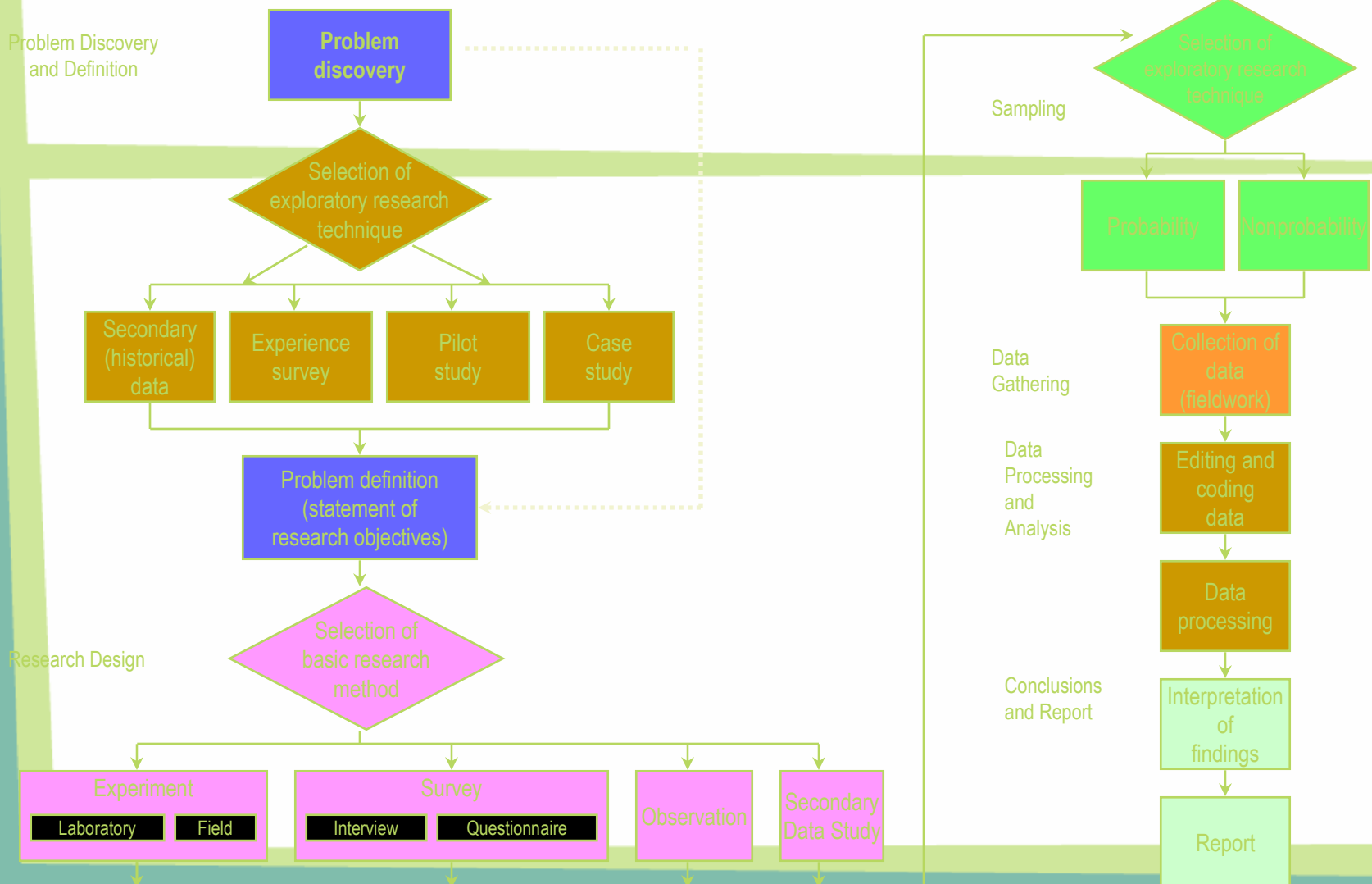
	Exploratory Research (Unaware of Problem)	Descriptive Research (Aware of Problem)	Causal Research (Problem Clearly Defined)
possible situation	<p>“Our sales are declining and we don’t know why.”</p> <p>“Would people be interested in our new product idea?”</p>	<p>“What kind of people are buying our product? Who buys our competitor’s product?”</p> <p>“What features do buyers prefer in our product?”</p>	<p>“Will buyers purchase more of our products in a new package?”</p> <p>“Which of two advertising campaigns is more effective?”</p>

Research Stages

- Stages can overlap chronologically
- Stages are functionally interrelated
 - Forward linkages
 - Backward linkages

Decision alternatives in research process

- Many decisions could be taken at any step!
- According to resources
- Affected by experience



Problem Discovery and Definition

Problem discovery

Selection of exploratory research technique

Secondary (historical) data

Experience survey

Pilot study

Case study

Problem definition (statement of research objectives)

Selection of basic research method

Experiment
Laboratory Field

Survey
Interview Questionnaire

Observation

Secondary Data Study

Sampling

Selection of exploratory research technique

Probability

Nonprobability

Data Gathering

Collection of data (fieldwork)

Data Processing and Analysis

Editing and coding data

Data processing

Conclusions and Report

Interpretation of findings

Report

Research Design

Research project versus research program

- Research project is to investigate single issue.
- Research program is planning activity that identifies an ongoing series of research projects designed to supply an organization continuing information needs.

Note

- Some chapter content are not covered

