

## Module – 2

### Steps in Business Research Process – I

#### Problem Identification

The first stage is to develop a clear and precise understanding of the research problem, to permit effective conduct of the research process. It is very important to analyze the problems to conduct the research effectively. In this scenario, a veteran market researcher wants to enter into the business of operating a coffee shop and the problem is to identify the potential market and to find the appropriate outlet and product mix for the products and services of the business. The determination of product line and the price to be charged for the product is the identified problem. At the same time, the business is also facing problems with the positioning of the shop in the relevant market.

A problem does not necessarily mean that something is seriously wrong with the current situation. It could be interest in improving the existing situation, so a problem is any situation where a gap exists between actual and the desired ideal state. A problem occurs when there is a difference between the current conditions and the more preferable conditions. In other words gap exists between the way things are now and they way things could be better. In business any issue or opportunity is taken as a problem.

[https://youtu.be/9\\_xDseTcOFk](https://youtu.be/9_xDseTcOFk)

#### Types of research problems

There are four general conceptualizations of a research problem in the social sciences:

1. **Casulist Research Problem** -- this type of problem relates to the determination of right and wrong in questions of conduct or conscience by analyzing moral dilemmas through the application of general rules and the careful distinction of special cases.
2. **Difference Research Problem** -- typically asks the question, “Is there a difference between two or more groups or treatments?” This type of problem

statement is used when the researcher compares or contrasts two or more phenomena.

3. **Descriptive Research Problem** -- typically asks the question, "what is...?" with the underlying purpose to describe a situation, state, or existence of a specific phenomenon.
4. **Relational Research Problem** -- suggests a relationship of some sort between two or more variables to be investigated. The underlying purpose is to investigate qualities/characteristics that are connected in some way.

## **Sources of Problems**

### **1. Personal Experience:**

Day-to-day personal experience of a researcher may serve as good source of ideas to formulate a research problem.

### **2. Observation:**

Sometimes casual observation of what is going on in our life and environment may trigger our desire to know more, and to have concrete knowledge of what is going on it can lead to the formulation of a hypothesis and conducting of systematic research.

For example, a researcher observed domestic violence suffered by wives of alcoholic husbands. This experience may provide ideas to identify several research problems related to domestic violence against women.

### **3. Research Problem from Expert/Head of department**

The simplest source of a problem to solve is to have it given to you as a class assignment or from top management, as a directed research project, or as a task while you are an apprentice/employee in someone's lab. You are told what problem to research and how to do it. This is probably an ideal way to assure that your first research topic is a good one.

#### **4. Theory of one's own interest:**

The research may select a problem for investigation from a given theory in which he has considerable interest. In such situations the researcher must have thorough knowledge of that theory and should be sufficiently inquisitive to explore some unexplained aspects or assumptions of that theory.

#### **5. Technological developments:**

Technological developments in a fast changing society are constantly bringing forth new problems and new opportunities for research. What is the impact of a changed information technology on the existing socio-economic set up? What is the impact of bio-technology in our economy?

#### **6. Research Problem from myths**

Common beliefs, common sense, or proverbs could be right but on the other hand, they could also be wrong. You must verify that they are true before considering them as a source of knowledge. It is possible that some unverified beliefs have the roots of a better idea and therefore would be a worthy research topic. It is critical to note, however, that the task of research is not to simply validate or invalidate common sense but rather to come to understand nature.

Example: It's commonly believed that studying within the two hours preceding a test will decrease test scores. To research this belief a randomly selected half of a class was told to study immediately before taking a test while the other half was prohibited from studying before the test. This research was intended to determine whether or not studying immediately before a test decreased the points earned.

#### **7. Brainstorming**

Brainstorming sessions are good techniques to find new research questions. Brainstorming refers to intensified discussions among interested people of the profession in order to find more ideas to formulate a good research problem.

## **8. Interviewing Practitioners**

The identification of research problems about particular topics can arise from formal interviews or informal discussions with practitioners who provide insight into new directions for future research and how to make research findings more relevant to practice. Discussions with experts in the field, such as, teachers, social workers, health care providers, lawyers, business leaders, etc., offers the chance to identify practical, “real world” problems that may be understudied or ignored within academic circles.

## **9. Review of Literature:**

Many times, you'll find yourself reading materials that are relevant to your chosen topic, but you disagree with the author's position. Therefore, one way that you can use a source is to describe the counter-argument, provide evidence from your own review of the literature as to why the prevailing argument is unsatisfactory, and to discuss how your approach is more appropriate based upon your interpretation of the evidence.

## **Review of Literature**

Literature refers to a collection of published information/materials on a particular area of research or topic, such as books and journal articles of academic value. However, your literature review does not need to be inclusive of every article and book that has been written on your topic because that will be too broad. Rather, it should include the key sources related to the main debates, trends and gaps in your research area.

### **To review the literature means to be able to identify:**

- what has been established, discredited and accepted in your field\*
- areas of controversy or conflict among different schools of thought
- problems or issues that remain unsolved
- emerging trends and new approaches
- how your research extends, builds upon, and departs from previous research.

A review of literature presents much more than a summary of relevant sources. The act of reviewing involves evaluating individual sources as well as synthesizing these sources in order to gain a broad view of the field.

## **Types/Sources of literature**

### **1. Primary Literature**

Primary sources means original studies, based on direct observation, use of statistical records, interviews, or experimental methods, of actual practices or the actual impact of practices or policies. They are authored by researchers, contains original research data, and are usually published in a peer-reviewed journal. **Primary literature may also include conference papers, pre-prints, or preliminary reports.** Also called as empirical research.

### **2. Secondary Literature**

Secondary literature consists of interpretations and evaluations that are derived from or refer to the primary source literature. Examples include review articles (such as meta-analysis and systematic reviews) and reference works. Professionals within each discipline take the primary literature and synthesize, generalize, and integrate new research.

### **3. Tertiary Literature**

Tertiary literature consists of a distillation and collection of primary and secondary sources such as textbooks, encyclopedia articles, and guidebooks or handbooks. The purpose of tertiary literature is to provide an overview of key research findings and an introduction to principles and practices within the discipline.

## **Citation & Bibliography**

A "**citation**" is the way you tell your readers that certain material in your work came from another source. It also gives your readers the information necessary to find that source again, including:

- information about the author
- the title of the work
- the name and location of the company that published your copy of the source
- the date your copy was published

**There are several different ways that information can be cited:**

1. **In-text citations** are short notes that must be included with your text where the idea, data, or evidence from that source is used. In-text citations should match to a complete list of full citations, usually included as the last page of your paper.
2. **Verbal citations** should be provided when you are giving a speech. You will need to mention the title, date, author and something about the author.
3. **Full citations** provide all of the elements necessary for the reader to find the exact same source used by the writer. Full citations should be provided for all the sources used or consulted in your research project. This will usually be in a list at the end of your paper called either a Works Cited list or References page. It may also be on a separate sheet for speeches.

**Why should I cite sources?**

Giving credit to the original author by citing sources is the only way to use other people's work without plagiarizing. But there are a number of other reasons to cite sources:

- citations are extremely helpful to anyone who wants to find out more about your ideas and where they came from
- not all sources are good or right -- your own ideas may often be more accurate or interesting than those of your sources. Proper citation will keep you from taking the rap for someone else's bad ideas
- citing sources shows the amount of research you've done
- citing sources strengthens your work by lending outside support to your ideas

A **bibliography** is a list of all of the sources you have used (whether referenced or not) in the process of researching your work. In general, a bibliography should include:

- the authors' names
- the titles of the works
- the names and locations of the companies that published your copies of the sources
- the dates your copies were published
- the page numbers of your sources (if they are part of multi-source volumes)

### **OK, So What's an Annotated Bibliography?**

An annotated bibliography is the same as a bibliography with one important difference: in an annotated bibliography, the bibliographic information is followed by a brief description of the content, quality, and usefulness of the source.

How is a **Bibliography Different from a "Works Cited" or "References" List?**

The Works Cited or References list is only comprised of references to those items actually cited in the paper.

### **Research Question**

A research question is a specific inquiry which the research seeks to provide a response to. It resides at the core of systematic investigation and it helps you to **clearly define a path for the research process**. A research question is usually the first step in any research project. Basically, it is the primary interrogation point of your research and it sets the pace for your work.

Typically, a research question focuses on the research, determines the methodology and hypothesis, and guides all stages of inquiry, analysis, and reporting. With the right research questions, you will be able to gather useful information for your investigation.

## **Steps in formulation of research question**

### **1. Identify the Broad Study Area**

This is a great idea to thinking about the subject area of your interest. You should identify the field in which you would like to work a long time after your academic study or graduation. It will help you tremendously to get an interesting research topic. For example- if you do graduation in sociology, you must decide your research study area in sociology. You might choose social problems like unemployment, road accident, community health etc.

### **2. Divide the Broad Study Area into Subareas**

In this stage, you need to dissect and specify your research broad study area into subareas. You would consult with your supervisor in this regard. Write down subareas. For example- if you select unemployment as your broad study area, then dissect it into unemployment & social stability, unemployment & crime, unemployment & individual frustration, etc. In this case, your research title may be how unemployment produces criminal activities. Or how it creates frustration in mind among unemployed people.

### **3. Select one of the sub-areas**

It is almost impossible to study all subareas. That's why you must identify your area of interest. You should select issues about which you are passionate. Your interest must be the most important determinant of your research study. Once you selected your research study of interest, you should delete other subareas in which you do not feel interested. Keep in mind that if you lose interest in your research study it won't bring any results eventually.

### **4. Raise research questions**

At this step we ask ourselves, 'What is it that I want to find out about in this subarea?' In this step in formulating a research problem, we would point out our research questions under the area of interest as we decided in the previous stage. We should make a list of whatever questions come to our mind relating to



our chosen subarea and if we think there are too many to be manageable, go through the process of elimination,

Eg. If you select unemployment as your study area, your questions might be “how unemployment impacts individual social status?” “How it affects social stability?” “How it creates frustration on individuals?” Define what research problem or question you are going to study?

## **5. Set Objectives**

Both our main objectives and our sub-objectives now need to be formulated, which grow out of our research questions. A clear problem statement that can easily define all of your objectives is helpful to you to develop effective research. It is also helpful for the evaluators to get an idea of either the research questions of your projects has provided all the possible answers to your questions or not.

Eg. If you do study “Impact of unemployment on individual social status” as your research problem or research question. Then, set out what would you like to explore. For Example- your main objective might be to examine the unemployment status in a particular society or state. And sub-objectives would be their effects on individuals’ social life.

## **6. Evaluate your Objectives:**

Now, you should evaluate your objectives to make sure of the **possibility of attaining them through your research study**. Assess your objectives in terms of time, budget, resources, and technical expertise at your hand. You should also assess your research questions in light of reality. Determine what outcome will bring your study. If you can assess accurately the purpose of the research study it will bring significant results in the long run.

## **7. Check back:**

Before you go on research work you should review all steps in formulating a research problem and all the things that you have done till now for the purpose of your research study.

We should go back and give final consideration to whether or not we are sufficiently interested in the study, and have adequate resources to undertake it. Answer these questions thoughtfully and realistically. If we answer to one of them is 'no', reassess your objectives.

## Research Objectives

A research objective addresses the purpose of the investigation and types of knowledge to be generated out of one's investigation. Looking at the objectives of the research, one can anticipate what is to be achieved by the study. A research objective indicates the population of interest, the independent variable, and the dependent variable.

Well-defined objectives of research are an essential component of successful research engagement. If you want to drive all aspects of your research methodology such as data collection, design, analysis and recommendation, you need to lay down the objectives of research methodology. In other words, the objectives of research should address the underlying purpose of investigation and analysis. It should outline the steps you'd take to achieve desirable outcomes. Research objectives help you stay focused and adjust your expectations as you progress.

The objectives of research should be closely related to the problem statement, giving way to specific and achievable goals

### Types of research objectives

#### 1. General Objective

General objectives are broad goals to be achieved. • The general objectives of the study states what the researcher expects to achieve by the study in general terms. For example, if the problem identified is the low utilization of Child Welfare Clinics (CWC), the general objective of the study could be:

- To identify the reasons for the low utilization of Child Welfare Clinics in order to find solutions.

## 2. Specific Objective

Given that we have rightly stated the general objectives, it is advisable to **break it down into several smaller, logically connected parts**. These are normally referred to as **specific objectives**.

Specific objectives should systematically address the various aspects of the problems defined under the statement of the problem and the key factors that are assumed to influence or cause the problems.

They should specify **what you will do in your study, where this study will be done etc.**

### **Importance of research objectives**

#### **1. Providing focus and direction**

Carrying out research without setting objectives is like going on a journey with no knowledge of the destination or how to get there. You need to know where you are headed, and a map to get you there.

Having clear objectives will set you on a path to achieving your main aim and help you get the most useful insight possible. Most research projects that go wrong lead back to objectives not being clearly defined or understood. Unclear or cursory objectives can lead to irrelevant data, or insights that lack depth.

#### **2. Informing survey/Preparing questionnaire and discussion guide design**

Without objectives, how will you know what to ask your audience? Objectives provide you with clear direction for writing your survey or discussion guide. Think about the topics you need to cover and specific questions you need to ask that will allow you to meet your objectives.

#### **3. Form the basis to set budgets**

Once the path for the researcher's development has been defined, objectives help allocate the funds needed to achieve the goals. Budgets set specific amounts for research that researcher can use for guidance. Financial reports give the researcher the information to make sure that everything stays on the road.

#### 4. Establish standards to evaluate performance

Objectives establish standards of performance. They are measuring sticks to identify the successes and failures of an organization and its employees. Performance reporting helps managers identify non-performing areas and to take corrective actions.

### Hypothesis Formulation

A hypothesis is a prediction of what will be found at the outcome of a research project and is typically focused on the relationship between two different variables studied in the research. It is usually based on both theoretical expectations about how things work and already existing scientific evidence.

Within social science, a hypothesis can take two forms. It can predict that there is no relationship between two variables, in which case it is a null hypothesis, or it can predict the existence of a relationship between variables, which is known as an alternative hypothesis.

Formulating a hypothesis can take place at the very beginning of a research project, or after a bit of research has already been done. Sometimes a researcher knows right from the start which variables he/she is interested in studying, and he/she may already have a hunch about their relationships. Other times, a researcher may have an interest in a particular topic, trend, or phenomenon, but he/she may not know enough about it to identify variables or formulate a hypothesis.

One word question answer Module -2 Chapter - 1		
Sr. No.	Question	Answer
1	What is very important to conduct the research effectively?	analysis of problem
2	What type of problem relates to the determination of right and wrong in questions of conduct by analyzing moral dilemmas?.	casuist research problem

3	What type of problem research asks , “Is there a difference between two or more groups or treatments?	difference research problem
4	What type of research problem describe a situation, state, or existence of a specific phenomenon.	descriptive research problem
5	_____ suggests a relationship of some sort between two or more variables to be investigated.	relational research problem
6	Day-to-day personal experience of a researcher is also called as _____ in source of problem.	personal experience
7	For example a researcher observed domestic violence suffered by wives of alcoholic husbands what type of source of problem is this?	observation
8	In which type of source class assignment or from top management, as a directed research project, or as a task while you are an apprentice/employee in someone's lab?	research problem from expert/head of department
9	Research problem from expert is also known as _____	topic from head of department
10	In _____ research may select a problem for investigation from a given theory in which he has considerable interest.	Theory of one's own interest
11	_____ in a fast changing society are constantly bringing forth new problems and new opportunities for research.	technological developments
12	Give one word for common beliefs, common sense, or proverbs could be right but on the other hand, they could also be wrong.	Research Problem from myths

13	It's commonly believed that studying within the two hours preceding a test will decrease test scores is an example of which source?	Research Problem from myths
14	_____ refers to intensified discussions among interested people of the profession in order to find more ideas to formulate a good research problem.	brainstroming
15	Discussions with experts in the field, such as, teachers, social workers, health care providers, lawyers, business leaders, etc. is an example of _____ source of problem?	Interviewing Practitioners
16	Reading materials that are relevant to your chosen topic, but you disagree with the author's position is a source of _____ problem	review of literature
17	What do we call a collection of published information/materials on a particular area of research or topic, such as books and journal articles of academic value?	literature review
18	What are the type of literature review?	primary, secondary & Tertiary
19	What does primary literature includes?	conference papers, pre-prints, or preliminary reports
20	primary literature is also called as _____	empirical research.
21	What i the meaning of primary literature?	original studies
22	_____ consists of interpretations and evaluations that are derived from or refer to the primary source literature.	secondary litrature

23	What does secondary literature includes?	review articles and reference works
24	_____ consists of a distillation and collection of primary and secondary sources.	tertiary literature
25	What is the way you tell your readers that certain material in your work came from another source?	citation
26	_____ gives information about the author, the title of the work ,the name and location of the company that published your copy of the source and the date your copy was published.	citation
27	What are several different ways that information can be cited?	in -text, verbal & full
28	_____are short notes that must be included with your text where the idea, data, or evidence from that source is used.	in text citation
29	What type of citations should match to a complete list of full citations, usually included as the last page of your paper?	in text citation
30	_____ citations should be provided when you are giving a speech.	verbal
31	Which citations provide all of the elements necessary for the reader to find the exact same source used by the writer?	full
32	Why should we cite sources?	to give credit to original author
33	What is a list of all of the sources you have used (whether referenced or not) in the process of researching your work?	bibliography

34	In _____ bibliographic information is followed by a brief description of the content, quality, and usefulness of the source.	annotated bibliography
35	_____ is a specific inquiry which the research seeks to provide a response to.	research question
36	_____ helps you to clearly define a path for the research process	research question
37	Which is the first step in any research project?	research question
38	_____ is the primary interrogation point of your research and it sets the pace for your work.	research question
39	What focuses on the research, determines the methodology and hypothesis, and guides all stages of inquiry, analysis, and reporting?	research question
40	What is the first step in formulation of research question?	Identify the Broad Study Area
41	What addresses the purpose of the investigation and types of knowledge to be generated out of one's investigation?	research objective
42	What are the types of research objectives?	general and specific
43	_____ objectives of the study states what the researcher expects to achieve by the study in general terms.	general objectives
44	when large general objective is broken down than it is called as _____	specific objective



## Research design

The research design is a **framework for planning your research and answering your research questions**. Creating a research design means making decisions about:

- The type of data you need
- The location and timescale of the research
- The participants and sources
- The variables and hypotheses (if relevant)
- The methods for collecting and analyzing data

The research design **sets the parameters of your project**: it determines exactly what will and will not be included. It also defines the criteria by which you will evaluate your results and draw your conclusions. The reliability and validity of your study depends on how you collect, measure, analyze, and interpret your data.

A strong research design is crucial to a successful research proposal, scientific paper, or dissertation.

### Need of research design

Research design is needed because it **facilitates the smooth sailing** of the various research operations, thereby making research as efficient as possible yielding maximal information with **minimal expenditure of effort, time and money**. Research design has a significant impact on the reliability of the results obtained. It thus acts as a firm foundation for the entire research.

For example, economical and attractive construction of house we need a blueprint (or what is commonly called the map of the house) well thought out and prepared by an expert architect, similarly we need a research design or a plan in advance of data collection and analysis for our research project.

Research design stands for advance planning of the methods to be adopted for collecting the relevant data and the techniques to be used in their analysis.

The need for research design is as follows:

- It reduces inaccuracy;
- Helps to get maximum efficiency and reliability;
- Eliminates bias and marginal errors;
- Minimizes wastage of time;
- Helpful for collecting research materials;
- Helpful for testing of hypothesis;
- Gives an idea regarding the type of resources required in terms of money, manpower, time, and efforts;
- Provides an overview to other experts;
- Guides the research in the right direction.

### **Exploratory research design (Qualitative)**

Exploratory research design is conducted for a research problem when the researcher has no past data or only a few studies for reference. Sometimes this research is informal and unstructured. It serves as a tool for initial research that provides a hypothetical or theoretical idea of the research problem. It will not offer concrete solutions for the research problem. This research is conducted in order to determine the nature of the problem and helps the researcher to develop a better understanding of the problem. Exploratory research is flexible and provides the initial groundwork for future research. Exploratory research requires the researcher to investigate different sources such as published secondary data, data from other surveys, observation of research items, and opinions about a company, product, or service.

### **Difference between Quantitative and Qualitative research**

<https://youtu.be/ET4c7hiRgbM>

1. Qualitative research is a method of inquiry that develops understanding on human and social sciences, to find the way people think and feel. A scientific and empirical research method that is used to generate numerical data, by employing statistical, logical and mathematical technique is called quantitative research.

2. Qualitative research is holistic in nature while quantitative research is particularistic.
3. The qualitative research follows a subjective approach as the researcher is intimately involved, whereas the approach of quantitative research is objective, as the researcher is uninvolved and attempts to precise the observations and analysis on the topic to answer the inquiry.
4. Qualitative research is exploratory. As opposed to quantitative research which is conclusive.
5. The reasoning used to synthesis data in qualitative research is inductive whereas in the case of quantitative research the reasoning is deductive.
6. Qualitative research is based on purposive sampling, where a small sample size is selected with a view to get a thorough understanding of the target concept. On the other hand, quantitative research relies on random sampling; wherein a large representative sample is chosen in order to extrapolate the results to the whole population.
7. Verbal data are collected in qualitative research. Conversely, in quantitative research measurable data is gathered.
8. Inquiry in qualitative research is a process-oriented, which is not in the case of quantitative research.
9. Elements used in the analysis of qualitative research are words, pictures, and objects while that of quantitative research is numerical data.
10. Qualitative Research is conducted with the aim of exploring and discovering ideas used in the ongoing processes. As opposed to quantitative research the purpose is to examine cause and effect relationship between variables.
11. Lastly, the methods used in qualitative research are in-depth interviews, focus groups, etc. In contrast, the methods of conducting quantitative research are structured interviews and observations.
12. Qualitative Research develops the initial understanding whereas quantitative research recommends a final course of action.

## **Qualitative research method**

### **1. In-depth interview**

A depth interview is a probing between a highly skilled interviewer and a respondent from the target population to unfold the underlying opinions, motivations, emotions, or feelings of an individual respondent, on a topic generally coined by the researcher.

Conducting [in-depth interviews](#) is one of the most common qualitative research methods. It is a personal interview that is carried out with one respondent at a time. This is purely a conversational method and invites opportunities to get details in depth from the respondent.

One of the advantages of this method provides a great opportunity to gather precise data about what people believe and what their motivations are. If the researcher is well experienced asking the right questions can help him/her collect meaningful data. If they should need more information the researchers should ask such follow up questions that will help them collect more information.

These interviews can be performed face-to-face or on phone and usually can last between half an hour to two hours or even more. When the in-depth interview is conducted face to face it gives a better opportunity to read the body language of the respondents and match the responses.

### **Advantages of In-depth interview**

1. They allow the researcher and participants to have a comfortable relationship to generate more in-depth responses regarding sensitive topics.
2. Researchers can ask follow-up questions, obtain additional information, and return to key questions to gain a better understanding of the participants' attitudes.
3. The sampling is more accurate than other data collection methods.

4. Researchers can monitor changes in tone and word choice of participants to gain a better understanding of opinions.
5. Fewer participants are needed to obtain useful information.
6. In-depth interviews can be very beneficial when a detailed report on a person's opinion and behavior is needed. In addition, it explores new ideas and contexts that give the researcher a complete picture of the phenomena that occurred.

### **Disadvantages of In-depth interview**

1. They are time-consuming, as they must be transcribed, organized, analyzed in detail.
2. If the interviewer is inexperienced, it affects the complete process.
3. It is a costly research method compared to other methods.
4. Participants must be chosen carefully to avoid bias, otherwise it can lengthen the process.
5. Generally, participants decide to collaborate only when they receive an incentive in return.

### **2. Focus group**

In 1991, marketing and psychological expert Ernest Dichter coined the name "Focus Group." The term described meetings held with a limited group of participants with the objective of discussion.

Focus groups are widely used in the investigation of applied- research problems and are recognized as distinct research methods. In a focus group, a small no. of individuals is brought in a room to sit and talk about some topic of interest to the focus group sponsor. In fact, the Focus group interview is a qualitative research technique in which a trained moderator leads a small group of participants to an unstructured discussion about the topic of interest. It generally involves 8 to 12 individuals who discuss a particular topic under the direction of a moderator, who promotes the interaction and guides the discussion on the topic of interest.

In simple words a focus group is best defined as a small group of carefully selected participants who contribute to open discussions for research. The hosting organization carefully selects participants for the study to represent the larger population they're attempting to target.

The group might look at new products, feature updates, or other topics of interest to generalize the entire population's reaction. Focus group research includes a moderator. Their job is to ensure legitimate results and reduce bias in the discussions.

## **Types of Focus groups**

### **1. Dual-moderator focus group:**

There are two moderators for this event. One ensures smooth execution, and the other guarantees the discussion of each question.

### **2. Two-way focus group:**

A two-way group involves two separate groups having discussions on the topic at different times. As one group conducts their study, the other group observes the discussion. In the end, the group that observed the first session performs their conversation.

### **3. Mini focus group:**

This type of group restricts participants to 4-5 members instead of the usual 6-10.

### **4. Client-involvement focus group:**

Use this group when clients ask you to conduct a focus group and invite those who ask.

### **5. Participant-moderated focus group:**

One or more participants provisionally take up the role of moderator.

## **6. Online focus group:**

These groups employ online mediums to gather opinions and feedback. There are three categories of people in an online focus panel: observer, moderator, and respondent.

## **Advantages of Focus group**

### **1. Measure reaction not just opinion**

A key advantage of focus groups is that they take place face-to-face. Crucially, where this differs from research conducted through surveys or phone interviews is that you're not only getting a person's opinions, but their reactions, too.

### **2. Easily replicable**

Focus groups aren't a one-hit wonder. Their format, questions, and style can be replicated in different places, cultures, and communities to provide a scalable form of market research.

### **3. Time saving**

Rather than having to sit several different respondents down for individual interviews, you can facilitate a session with a number of people at once. Not only does this allow numerous viewpoints to emerge, but it helps cut down the time, hassle, and costs associated with data collection and aggregation.

### **4. More detailed insights into key questions**

The more direct, face-to-face nature of focus groups allows you a richer sense of your customers' needs and desires – particularly when the alternative is filling in a form, or ticking a few boxes.

### **5. Engaged participation**

No one likes filling out surveys. They're typically long and boring, and we tend to switch off when doing them.

It's pretty hard to switch off in a focus group. Plus, though you'll have to pay to get people to fill out surveys or take a phone interview, focus group participants are typically willing volunteers

## **Disadvantages of Focus group**

### **1. Groupthink**

It describes a phenomenon where people feel a pressure to conform to the ideals or standards of a group – regardless of whether they actually share those views or not.

### **2. Dishonest responses**

Anyone who followed the US election last November – and witnessed first hand how badly the pollsters underestimated Trump's popularity – knows how alarming the difference can be between what people say they will do... and what they actually end up doing.

### **3. Nature of person**

Focus group participant behaviour will, naturally, be influenced by who they are as people. **Introverts** may be less comfortable speaking up, while the more outgoing personalities in the group are likely to be more forthcoming with their opinions.

### **4. Not able to present whole population**

Just as the more active participants in a focus group can skew the results, so might the focus group itself not be representative of your wider target market.

### **5. Moderator biasness**

Whether intentionally or inadvertently, moderator bias can influence the exchange of ideas in a focus group. Moderators may ask leading questions, or unintentionally provide positive reinforcement for certain responses or comments. This can 'snowball', causing a group to come to inaccurate or unrepresentative conclusions.



Moderator bias may also lead to participants only sharing insights they feel will be perceived warmly by the facilitator, while avoiding sharing their true feelings for fear of ‘disappointing’ the person in charge.

## **Observation method**

The observation method is the most commonly used method specially in studies relating to behavioural sciences. In a way we all observe things around us, but this sort of observation is not scientific observation. Observation becomes a scientific tool and the method of data collection for the researcher, when it serves a formulated research purpose, is systematically planned and recorded and is subjected to checks and controls on validity and reliability.

Under the observation method, the information is sought by way of investigator’s own direct observation without asking from the respondent. For instance, in a study relating to consumer behaviour, the investigator instead of asking the brand of wrist watch used by the respondent, may himself look at the watch.

## **Types of observation**

### **1. Participant observation**

Participant observation was first introduced by **Prof. Edward Winder Man**. It means the activities of a group in which an observer himself participate and note the situation. He willingly mixes with the group and perform his activities as an observer not merely a participator who criticize the situation. In other words he takes place and share the activities with his group. For example when we study the rural and urban conditions of Asian people, we have to go there and watched what is going on. The best philosophy of participant observation is that we watch the phenomena not to ask. The actual behavior of the group can be observed only by participant observation not by any other method.

## **2. Non-participant observation**

The non-participant observation has a lack of participation of the observer in his group activities. He either watch the phenomena from a distance or participate in the group but never in its activities. He only sit in the group but do not interest in the process.

The difference between participant & non-participant observation is that, in the former the observer himself take part in a group and become the member of that group also participate in their activities with full fledge while the latter refers to the less or no participation of the observer in his group, their membership and activities.

## **3. Controlled observation**

When observation takes place according to **definite pre-arranged plans, involving experimental procedure**, the same is then termed controlled observation. In controlled observation, we use mechanical (or precision) instruments as aids to accuracy and standardisation. Such observation has a tendency to supply formalised data upon which generalisations can be built with some degree of assurance.

Generally, controlled observation takes place in various experiments that are carried out in a laboratory or under controlled conditions.

## **4. Uncontrolled/ non-controlled observation**

Uncontrolled observation takes place in **natural setting** without the influence of external or outside control. The observer does not plan in advance but this is related to day-to-day happenings and socio-cultural problems. It studies some of our life situations.

## **Advantages of observation method**

### **1. Simplest method**

Observation is probably the most common and the simplest method of data collection. It does not require much technical knowledge. Although scientific controlled observation requires some technical skill of the

researcher, still it is easier than other methods. Everybody in this world observes many things in their daily life. A little training can make a person perfect, to observe his surroundings.

## **2. Useful for framing hypothesis**

By observing a phenomenon continuously, the researcher may get well acquainted with the observed. He came to know about their habits, likes, dislikes, problems, perception, different activities and so many other things. All these help him a lot to form a hypothesis on them.

## **3. Greater accuracy**

In other methods like interview, questionnaire etc., the researcher has to depend on information provided by the respondents. So these are indirect methods and here the investigator does not have any means to examine the accuracy of the data supplied by them. But in observation the observer can directly check the accuracy from the observed. He can apply various devices to test the reliability of their behaviour. So very often the data collected through observation is more reliable than these collected through interview or questionnaire.

## **4. Universal method**

Observation is a common method used in all sciences, whether physical or social. So it has greater universality of practice. As a common method, it is very easily followed and accepted.

## **5. Observation is only appropriate tool in certain cases**

Observation can deal with phenomena which are not capable of giving verbal information about their behaviour, feeling and activities simply for the reason that they cannot speak e.g. infants or animals.

## **Disadvantages**

### **1. Some of the Occurrences may not be Open to Observation**

There are many personal behaviours or secret activities which are not open for observation.

## **2. Not all Occurrences Open to Observation can be Observed when Observer is at Hand**

Such problems arise because of the uncertainty of the event. Many social events are very much uncertain in nature. It is a difficult task on the part of the researcher to determine their time and place. The event may take place in the absence of the observer. For example, the quarrel and fight between two individuals or groups is never certain.

## **3. Lack of reliability**

Because social phenomena cannot be controlled or used for laboratory experiments, generalizations made by observation method are not very reliable. The relation of the social phenomena and the personal bias of the observer again create difficulty for making valid generalization in observation.

## **4. Observer perception**

Observation is a highly technical job. One is never sure that what he is observing is the same as it appears to his eyes. Two persons may judge the same phenomena differently. One person may find something meaningful and useful from a situation but the other may find nothing from it.

## **5. Biasness**

The personal bias, personal view or looking at things in a particular way often creates obstacle for making valid generalization.

## **Projective method**

The projective technique is used to generate the information when the researcher believes that the respondent will or cannot reveal the desired meaningful information by direct questioning.

This is particularly useful when the respondent is unwilling to share his feelings because of the requirement of exhibiting socially desirable behavior or any other reason. In this technique, a respondent is asked to explain the behavior of another person in a given situation rather than to explain his or

her own behavior. In this process of explaining the behavior of others, the respondents indirectly project their own behavior in terms of their inner motivation, beliefs, attitudes, or feelings in a given situation.

## **Important projective technique**

### **1. Word association test**

An individual is given a clue or hint and asked to respond to the first thing that comes to mind. The association can take the shape of a picture or a word. There can be many interpretations of the same thing. A list of words is given and you don't know in which word they are most interested. The interviewer records the responses which reveal the inner feeling of the respondents. The frequency with which any word is given a response and the amount of time that elapses before the response is given are important for the researcher.

### **2. Completion test**

In this the respondents are asked to complete an incomplete sentence or story. The completion will reflect their attitude and state of mind.

For example, to assess the respondent's feelings about LG air conditioners, the completion task may be, "I use LG air conditioner because it gives me\_\_\_\_\_."

### **3. Construction test**

This is more or less like completion test. They can give you a picture and you are asked to write a story about it. The initial structure is limited and not detailed like the completion test. For eg: 2 cartoons are given and a dialogue is to written

### **4. Expression technique**

In expressive task technique, the respondents are asked to role-play, act, or paint a specific (mostly desired by the researcher) concept or situation. In the role-playing technique, the participant is required to act someone else's behavior in a particular setting. For example, a salesperson playing the role

of a sales manager projects himself as a sales manager and behaves like a sales manager.

### **Advantages of projective technique**

1. They may bring out responses that subjects would be unwilling or unable to give if they knew the purpose of the study.
2. Helpful when the issues to be addressed are personal, sensitive, or subject to strong social norms.
3. Helpful when underlying motivations, beliefs, and attitudes are operating at a subconscious level.

### **Disadvantages**

1. Highly trained interviewers and skilled interpreters are needed.
2. It is costly, tedious and time consuming technique.
3. The respondent selected may not be representative of the entire population.

<b>One word question answer Module -2 Chapter - 2</b>		
Sr. No.	Question	Answer
1	_____ is a framework for planning your research and answering your research questions.	research design
2	_____ sets the parameters of a project.	research design
3	Which design is conducted for a research problem when the researcher has no past data or only a few studies for reference?	exploratory research design
4	Which research research is conducted in order to determine the nature of the problem and helps the researcher to develop a better understanding of the problem?	exploratory research design

5	which research requires the researcher to investigate different sources such as published secondary data, data from other surveys	exploratory research design
6	Exploratory research design is also considered as _____	qualitative
7	Which research is a method of inquiry that develops understanding on human and social sciences, to find the way people think and feel?	qualitative
8	A scientific and empirical research method that is used to generate numerical data, by employing statistical, logical and mathematical technique is called _____	quantitative method
9	Which research is holistic in nature?	qualitative
10	Which research is particularistic?	quantitative
11	_____ research which is conclusive.	quantitative
12	What type of reasoning used to synthesis data in qualitative research?	inductive
13	What type of reasoning used to synthesis data in quantitative research?	deductive
14	_____ research is based on purposive sampling.	qualitative
15	Quantitative research relies on _____ sampling	random
16	Which data are collected in qualitative research?	verbal
17	Which research is conducted with the aim of exploring and discovering ideas used in the ongoing processes?	qualitative
18	_____ research the purpose is to examine cause and effect relationship between variables.	quantitative

19	Which interview is a probing between a highly skilled interviewer and a respondent from the target population?	in depth
20	Conducting in-depth interviews is _____ research methods	qualitative
21	In depth interview is a type of _____ that is carried out with one respondent at a time.	personal interview
22	Which interview can be performed face-to-face or on phone and usually can last between half an hour to two hours or even more?	personal intrview
23	Who has introduced focus group method?	Ernest Dichter
24	Who was Ernest Dichter?	marketing and psychological expert
25	in which year focus group method was introduced?	1991
26	_____ are widely used in the investigation of applied- research problems and are recognized as distinct research methods.	focus group
27	How many members are there in focus group?	12-Aug
28	Who leads the members of focus group?	trained moderator
29	In which type of focus group there are two moderators for this event?	Dual-moderator focus group
30	_____ involves two separate groups having discussions on the topic at different times.	two way focus group
31	How many members are there in mini focus group?	4-5 members
32	In _____ focus group when clients ask you to conduct a focus group and invite those who ask?	Client-involvement focus group
33	In which group One or more participants provisionally take up the role of moderato?	Participant-moderated focus group:



34	Which groups employ online mediums to gather opinions and feedback?	online focus group
35	When observation method is commonly used?	in studies relating to behavioural sciences
36	Who introduced Participant observation method?	Prof. Edward Winder Man
37	What did Prof. Edward Winder Man introduced?	participant observation method
38	In which method observer either watch the phenomena from a distance or participate in the group but never in its activities?	Non-participant observation
39	When observation takes place according to definite pre-arranged plans, involving experimental procedure is called a _____	controlled observation
40	In which observation we use mechanical (or precision) instruments as aids to accuracy and standardisation?	controlled observation
41	_____ takes place in natural setting without the influence of external or outside control.	Uncontrolled observation
42	Which technique is used to generate the information when the researcher believes that the respondent will or cannot reveal the desired meaningful information by direct questioning?	projective technique
43	When projective technique is useful?	when the respondent is unwilling to share his feelings
44	In which projective technique an individual is given a clue or hint and asked to respond to the first thing that comes to mind?	Word association test
45	_____ association can take the shape of a picture or a word.	Word association test
46	In which test the respondents are asked to complete an incomplete sentence or story?	Completion test

47	To assess the respondent's feelings about LG air conditioners, the completion task may be, "I use LG air conditioner because it gives me _____."is an example of which test?	Completion test
48	In which test give you a picture and you are asked to write a story about it?	construction test
49	In which task technique, the respondents are asked to role-play, act, or paint a specific (mostly desired by the researcher) concept or situation?	expression technique
50	A salesperson playing the role of a sales manager projects himself as a sales manager and behaves like a sales manager is an example of which technique?	expression technique