

PRESENTATION ON RESEARCH PROCESS



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What is research.....???

- Systematic search for knowledge through method of study, observation, comparison & experiment.



What is research process.....???

- Series of various actions, which are necessary to effective research work.



STAGES OF THE RESEARCH PROCESS

- 1) Selecting the research topic**
- 2) Define the decision problem or opportunity**
- 3) Specify the research objectives**
- 4) Develop a research design**
- 5) Specify the information required.**
- 6) Design the method of collecting information.**
- 7) Design the questionnaire**
- 8) Manage and implement the data collection**
- 9) Analyze and interpret the results.**
- 10) Write a Final research report**



Step 1 – Selecting the research topic

Research Topics

- Basic Step in research
- Research is possible in Marketing, banking insurance, transport, export etc
- For e.g.: In marketing we have areas of research such as product research, price research, etc....
- Primary decision in a research process is to select the research area.



Step 2 - Define the research problem

The second, and the most important step in research:

- “A problem well-defined is half solved”
- Nature of the problem determines the type of study to conduct.
- for example, declining sales, profit, market share, or customer loyalty are not problems.

PROCESS INVOLVED IN DEFINING THE PROBLEM



Selection of the
Research Problem

- 1). STATEMENT OF THE PROBLEM IN A GENERAL WAY
- 2). UNDERSTANDING THE NATURE OF PROBLEM
- 3). SURVEYING THE AVAILABLE LITERATURE

Step 3: Establish Research Objectives



- *If you do not know what you are looking for, you won't find it"*
- In establishing research objectives, the researcher must answer the following questions:
 - i) *What specific information should the project provide?*
 - ii) *If more than one type of information will be developed from the study, which is the most important? and finally,*
 - iii) *What are the priorities?*



Step 4: Research Design



Research Design step involves the development of a research plan for carrying out the study.

- *There are a number of alternative research designs. The choice will largely depend on the research purpose.*



Step 5: Specify the information required.

After defining the problem the researcher must determine what kind of information will best meet the research objectives.

Secondary information – Information that is readily available. E.g.

- Internet, Magazines, books,



Primary information – Information that needs to be found by conducting Survey, Observation or experimentation



Step 6: Design the method of collecting the needed information.

Marketing research information may be collected in many ways:

- **via mail, telephone, fax, Internet, or personal interview.**
- **using consumer panels, consisting of individuals who have agreed to provide purchasing and media viewing behavior.**



Step 7: Design the questionnaire.

- You need to have a questionnaire to collect Primary data
- A primary responsibilities of a marketing researcher is to design the data collection instrument or questionnaire in a manner so that it is easily understood by the respondent and administered to them.



Behavioral questions address the following:

- Have you ever
- Do you ever
- Who do you know
- When did you last
- Which do you do most often
- Who does it
- How many
- Do you have
- In what way do you do it
- In the future will you

They determine people's actions in terms of what they have eaten (or drunk), bought, used, visited, seen, read or heard. Behavioral questions record facts and not matters of opinion.

Attitudinal questions address the following:

- What do you think of?
- Why do you?
- Do you agree or disagree?
- How do you rate?
- Which is best (or worst) for?

Attitudes are opinions or basic beliefs which people have about the products they buy, the companies they deal with and it is attitudes that motivates people in their actions.

Step 8: Manage and implement the data collection.

The researcher must properly manage and oversee the data collection process.

- *If interview method is used, the researcher must train interviewers and develop procedures for controlling the quality of the interviewing.*



Step 9: Analyze and interpret the results.

The 'raw' research data needs to be edited, tabulated and analyzed to find the results and to interpret them.

- *the method used may be manual or computer based.*
- *The analysis plan follows from the research objective of the study.*
- *Association and relationships of variables are identified and discussed in the light of the specific marketing problem.*



ANALYZE DATA

- This process is the most important process in the research as the results are generated on the basis of data preparation.
- After the data collecting stage the collected data is
 - edited,
 - Coded,
 - transcribed
 - corrected if required and
 - validated.
- Uni/multivariate techniques are used for analyzing data when there is a single/multiple measurement of each element or unit in the sample data.



Interpret the Data

What Does It All Mean?



