

Research Methodology: Introductory Issues

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Abstract

As we know that research is to see what everybody has seen and is to think what nobody else has thought. So, research has got a very deep meaning. Research indicates those things which can be indicated and seen by ordinary persons and is to ponder about those things which nobody else has thought about before. Research is a very important and significant issue. Here in the study of research methodology has been evaluated the introductory issues of research methodology, objectives of research, types of research, research approaches, significance of research, research methods vs. methodology, the differences between methods and techniques, research and scientific methods, criteria of good research, problems encounter by researchers in India, market research and its characteristics. Research has got its larger importance in resolving several operative and development problems of business and industry. Research also investigates about Operations enquiry and market investigation, along with motivational exploration, are also being measured over here. Research also measures the various methodology by which profitable results can be attained. Market investigation is the investigation of the structure and growth of a market for the purpose of resolving the bordering efficient policy for gaining, production and sales. Operation investigation is the process which gives references to the request of scientific, logical and methodical systems, it also highlight about the factors to the key of business glitches, and also about the cost of minimization or of revenue maximization or what can be named as optimization of difficulties. So, specifically the study aims at researchers to get well acquainted about the research process and the research methodology as how the research work should be approached.

Keywords: Research Approaches, Research Process, Research Methodology, Good Research, Marketing Research.

1. Introduction

The term research has got a meaning which is very large. The term research includes the concepts of knowledge. Knowledge can be defined into two categories, existing knowledge and new knowledge. Research means using of existing knowledge and also use of new knowledge, so that one can create new ideology, concepts, methodology. In simple term the term research alludes to a trace of information. For research an investigation should be done on a particular subject or on a set of data. This investigation can be done as a methodological investigation or technological investigation. Research means technically exploring various things. There is certain knowledge which are already existing, research means a new way of exploring knowledge within the existing knowledge with the help of new incidents in any section or segment of knowledge. Knowingly or unknowingly many people adapt the methodology of research. Through research we can find out many things. It is a journey towards detecting new things with the help of new data. According to Clifford Woody, the research term actually constructs judging and re-judging complications, preparing conjecture or proposed interpretations; collecting, categorizing and appraising information; creating eliminations and attaining conclusions and finally revising the conclusions to describe the

development of presumption. In research we can find out the expected answer which can be given against any question with the help of a methodology which is technological. Whenever one is doing research there will be some common object and there will be some special object, these are enumerated below

- I. For the improvement of knowledge phenomenally or in case of spreading of new insights into it.
- II. Diacritic or specific research analysis.
- III. The purpose also includes to regulate the occurrence by which something occurs or by which it is connected with something else.
- IV. To test a proposal for the purpose linking between variables.

As per research hypothesis theory, research types are various types. Some of the basic types of research analysis has been stated below:

- a) Narrative vs. Systematic research.
- b) Practical vs. Elemental research.
- c) Amount vs. Standard related research.
- d) Theoretical vs. Empirical research.
- e) And some other different kinds of research.

2. Literature Review

Coombes (2001) explained research is primarily a procedure for measurement or meeting information to solve certain problem in the society.

Kothari (2004) found that the research design is knowledgeable by the research objectives and character of the research questions.

R. Kumar (2005) described the most significant classification of the research design for research methodology. It can be categorized into three categories namely- Descriptive, Exploratory and Explanation.

Zainuddin (2010) explained research methodology which is emerged on an understanding of the character of the research difficulty that is related to the narrations of the population under the study.

Zikmund (2010) elaborated the research methodology is integrated with survey method for data collection and statistical measures such as PLS pathway modelling for hypotheses testing.

Pavan and Kulkarni (2014) concluded about the facts that research is a method of discovery which dates back to the ancient times. Innovation and discoveries are two things which has got huge importance in the society. It is a fact that research is a process which will continue till the time the society is going to exist, that's why it is called an immortal process.

Diaz Ramirez (2014) had opined that the confidence level of the students who are learning English can be increased with the help of project-based learning. The findings enlightened us in the way that the students will be able to improve the writing skills in the areas like structure, length, ideas etc.

Costely and Abukari (2015) had analyzed the work-based research projects which is applicable in the post graduate level. Those persons who are undertaking research projects at post graduate level and doctoral level they can make a huge impact on the work context and have a developing effect on the employees who is undertaking the research project.

Terkikh (2015) has opined about the fact that the project activity is such an important method about teaching master degree programme students in the subject of social advertising. Creatively these can help the student's real-life problems can be solved and by this one can have a balance between theoretical academic knowledge and also the practical useful skills.

Roy (2016) opined that research is to see what everybody has seen and is to think what nobody else has thought. Through his study he evaluated various feather of research design and discussed various outlooks of research design and its structure.

3. Objectives of the Study

As we know that the research objectives outline precisely what the endeavor is trying to achieve. Though, the initial objective of this study is to make the researcher familiar with the term research methodology and its various wings, it will also specifically evaluate:

- To make the researchers well acquainted with the research process.
- To be discussed and explained as how the research work should be approached.

4. Research Methodology

Here as research methodology is a descriptive and explorative in nature which is depended on the existing literature in field as the secondary data like books, journal and those data which can be obtained from various websites, Research methodology describes the research work in detail and also it takes up various researches related components and it has been explained in details.

5. Various Research Approaches

The work of research can be subdivided into two categories fundamentally; these two categories can be called Quantitative methods and qualitative methods. Thus, the various types research work which has been discussed above can illuminate a certain point where research work can be finally subdivided into two categories. In research methodology one can find data in quantifiable form which can be exposed to severe quantitative investigation in a formal and also in obstinate fashion. This technique can be extra sub-classified

into inferential approaches and simulation approaches of research. We need a method by which one can be exposed to severe quantitative investigation in a formal and obstinate fashion. This data is found in quantifiable form. Inferential technique is a method by which we can determine the data base to accomplish features or relations of populace. By this one can also mean the examination of investigation where a sample of populace is measured to regulate its features, Experimental Technique can also be divided into some sub categories, it is being categorized by much larger control, over the examination atmosphere, and in this situation some variables are functioned to detect their consequence on other variables.

Subjective valuation of attitudes, decision and behavior can be found out with an investigation which is called cumulative technique. Investigator's insights and simulation can be found out through a research. Such a method of research makes the result either in a form which is non-quantitative or in a form which is not exposed to severe quantitative investigation.

Significance of Research: Technology and simulative contemplation can be found out with the help of research and it always enhances the improvement of reasonable exercise of mediation and institution. Research significance has been inducted in many diverse areas of guided finances whether it is concerned to enterprise or to the entire finance, this has grown up immensely now a day. The grown-up complexity of business nature and also the governance has concentrated on the utility of research significance, in case if there are any functional complication that can be resolved. Moreover, as the assistance of financial policy the research methodology has achieved influence both for administration as well as trade.

The foundation for all government rules in our economic system has been controlled by research transport. For, example government's finances rest in part on a study of the necessities and requirements of the people and on the availability of incomes to meet those needs. Possible income must be related with the cost of necessities and this is a ground where investigation is most obligatory. Additional strategies can be planned through research and investigation is most obligatory in this ground. Through research we can plan additional strategies and at the same time we can also examine the suggestion of each of the substitute. Choice making may not be included in research, but with examination one can certainly permits the verdict of the policy maker, now-a-days all government reservation large staff of enquiry experts or specialist carry on the work. Government research when it is used as a tool of economic policy then it will have three distinct stages of process, these three stages has been enumerated below-

- i) Inspection of financial structure through repeated gathering of facts.
- ii) Examination of actions that are taking place and the search of the forces essential them and
- iii) The prediction, i.e., the estimation of future developments.

Research Method vs. Methodology: The turning point of research comes in the point when we are being able to make a variance between the research method and research methodology. The methods of a research which is undertaken will appreciate all those procedures that are utilized for a guidance of research. This is the reason for which research methodology alludes to the techniques, the researcher then utilizes the research functions. Alternatively, the research methods are those which are utilized by the researchers at the time of their research complication. From when the research methodology has started its journey, especially in case of employed research the accessible information and the inexpressible perspectives of the complication have

to be concerned to each other to raise the dissolution feasible. Hence, the research methods can be intermingled or intermixed into the succeeding three categories.

- a) At the very beginning there will be techniques which will be related with the heap of information.
- b) The second category can be measured which formulate the statistical method which are utilized to set up a correlation between the information and the mystery.
- c) The third category should be constructed of those techniques which are utilized to appraise the appropriateness of the consequences earned.

Research and Scientific Method: For a distinct appreciation in relation of research of word, the significance of scientific technique should be acquired by anyone. The Two-word research and scientific technique are very closely interrelated, with each other in relation to each other. Investigator is typically complex in an exact outcome, the repetitions of those results, and promotions. Again, there is this knowledge which is mutual to all examination result and system, although they may vary provocatively from one science to another, and they are frequently given the name of mechanical technique. In this context Karl Pearson writes, “The Scientific method is one and same in the branches (of science) and that method is the method of all logically trained minds..... the unity of all sciences consists alone in its methods, not is material; the man who classifies facts of a kind whatever, who sees their mutual relation and describes their sequences, is applying the scientific method and is a man of science” Logical thought is stubborn and scientific method is as stubborn as logical thought and scientific method also tries to find out the truth.

However, the scientific technique is based on some fundamental suggestions such as:

- a) It believes on practical testimony.
- b) It was pertinent ideas.
- c) It is performed only for actual adjudications.
- d) It intends at nothing but composing only sufficient and appropriate representations about population intentions.
- e) Its effects into feasible prognosis.
- f) Its technique is formed, acquainted to all connected for serious investigation and are for utility in exploring the conclusions throughout the transcriptions.

It intends to create the most usual truisms

In this way scientific technique inspires a severe technique where in the researcher is conducted by the laws of rational argument, a technique that exposes intestinal co-ordination

Research Process: Formerly employing on the trifles of research procedures and techniques it seems proper to appear a short overview of the research methodology. A concise portrayal of the research process should be presented such as follows:

- a) Composing the research complication.
- b) Immense literature observation.
- c) Improvement of assigning theory.
- d) Accommodate the research model.
- e) Deciding sample model.
- f) Plucking the information.
- g) Accomplishment of the project.

- h) Test of information.
- i) Conjecture scrutinizes.
- j) Observations and explanations.
- k) Appeal of the review or the theory.

Criteria of Good Research: Scientific research can be anticipated by anybody for gratifying or reconciling the subsequent principle. The aim of a research should be distinctly specified and general ideas be utilized.

- a) The utility of research methodology should be narrated in adequate aspect to allow another researcher to reiterate the research for better development.
 - b) The methodical pattern of the research should be diligently contemplated to dedicate consequences that are as substantive as probable.
 - c) The researcher should relate with entire openness, defects in methodical pattern and appraise their corollaries upon the discoveries.
 - d) The experiment of information should be adequate to expose its sharpness and the procedures of applied experiment should be perfect. Beside this, the legitimacy and authenticity of the information should be identified cautiously.
 - e) Finishing should be enclosed to those identified objects by the information of a research analysis and restricted to those for which the information contributes the sufficient groundwork.
 - f) The prominent dependability in research theory or analysis is predicted if the researcher is experienced.
- The standards of an excellent research can be identified methodologically, legitimately and on a experimental and replicable basis. This can be identified alternatively.

The abilities of good research can be defined below

- i) **Good Research is Systematic:** This means that the examination should be thoughtful, and thus the steps to be taken in quantified manner, these steps should be taken keeping in accordance with the well-defined set of orders. Imaginative thinking cannot be ruled out by methodical characteristic but it unconditionally does cast-off the use of forecasting and consciousness. Imaginative thinking does not rule out methodical characteristic of the inspection but unconditionally at conclusions forecasting and consciousness which does not cast off.
- ii) **Good Research is Logical:** Investigation is carried on in a certain way, the way investigation is carried on that proposes the focus on instruction of sensible reasoning and the logical process of instruction, conclusion can be drawn on excessive value of carrying out research. Conclusion can be called that it is excessive value of carrying out any research. This is the fact that logical reasoning always makes research more animated in the framework of choice making.
- iii) **Good Research is Replicable:** In this regard first, we need to establish the study and thereby building a sound foundation for decisions this can be done through distinctive permit research.
- iv) **Good Research is Practical:** It is always being proposes that a research is always associated fundamentally to one or more structures of real condition and contracts with definite dada, which is going to deliver the basic for the purpose of external legitimacy to research results.

Problems Encountered by Researchers in India

There are various problems which are being encountered by researchers in India. For researchers in India specially for those who are closely involved in the process of experimental research analysis, the researchers are observing various research complications, these are being enumerated below.

- a) In our country, the deficiency of technological training in the research procedure is an enormous obstruction for the researchers.
- b) There is inadequate cooperation between the research section a university and the research organizations like business institution and government departments.
- c) Most of the business organizations in our country rely on the researchers by thinking that the researchers will go through the information appropriately.
- d) Research analysis is considered very often for the demand of sufficient data.
- e) There is not any presence of cryptogram of guidance for the researchers.
- f) Most of the researchers in our country also observe the hardness of sufficient and temporary secretarial cooperation.
- g) There is no availability of information in the library of our country also.
 Research methodology can be understood very easily with the help of this type of analysis. If any researcher is going through a very easy process, then he/she will be able to get benefit from this process immensely.

Market Research: The possibility of evaluating a new product or service is very distinct. These procedures can help to find out the prospective market, also accumulate and certify opinion and also to make knowledgeable decisions. One can conduct market research by making a plan or it can be outsourced by agencies which have capability in this procedure. The development of market research can be done through deploying surveys, interacting with a set of people will also be recognized as sample. Companies can conduct interview and take up other measureable steps.

Objectives of Market Research: The objective of market research project can be sub-divided into three categories; these are mentioned as follows:

Administrative: with the help of administrative market research the measurement can be done regarding business growth, through proper arrangement, organization and both human and material resources management, in this way one can assure all definite requirements within the market place at the very right time.

Social: Customer has got certain needs, if a product is going to meet those requirements, then the customer will be very happy. Thus, It's the need of the hour for a product or service that it should obey the requirements within the market place, at the proper time.

Economical: In this regard first, we need to find out the inexpensive degree of accomplishment or breakdown a company can have while being new to the marketplace. Or again new good or services can be introduced and thus providing assurance to all events to be implemented.

Uses of Marketing Research: Marketing study can be called the assembly, recording and analyzing of marketplace information that is very much relatable to an exact trouble in marketing goods or services. The chief uses of marketing examine has been described as follows-

- i) **Market and Economic Analysis:** Market study mainly involves about analyzing market section factors to establish the market possible of a given result or service. The marketing investigator

gathers market information and analyzes the factors that influence probable sales in a specified market section.

The financial analysis is also used by marketing investigate departments to decide-

- a) How actively a company should market in a given market section?
- b) How much currency it should devote in marketing to that section?
- c) How much it may have to manufacture to complete the requirements of the market section?

Economic analysis frequently involves monetary forecasting, which analyzes and attempts to estimate increasing market trends and demands.

ii) Marketing Research for New Product: Marketing study departments behavior produce research for a diversity of reasons, including-

- a) Measuring possible taking of new goods.
- b) Finding improvements or additions for accessible products.
- c) Making changes or improvements in manufactured goods packaging.
- d) Determining suitability of a product over a competitor's product.

When a new creation is being developed, marketing investigation departments will frequently use product idea testing which will be used to see how clients might respond to the new product.

i) Customer Satisfaction Research: Marketing study also includes Customer satisfaction research. Customer satisfaction research focuses on clients' perceptions with their shopping or purchase knowledge. Many firms try to understand about the fact that what the customers' perception about the fact about shopping and buying experience, it has been found out that tackling a new customer is very expensive than maintaining an old customer. Many people are recognizable with "Business to Customer" (B2C) or retail stage research, but there are too many "Business to Business" (B2B) or wholesale point projects commissioned as well.

Types of customer satisfaction research:

- **Descriptive or Documentary Research:** Many clients fulfil the study which might be deliberate or unintentional and these are only descriptive in nature because and they plainly supply generally a snapshot in case of studying purchasers' attitudes. But in case this study is being administered to groups of clients occasionally, then through time it is possible draw the buyer happiness through time.
- **Inferential or Model Based Research:** There are many clients which fulfils the studies which are descriptive in nature and character because generally they supply's snapshot in time of attitudes of the purchaser. Model based studies can also offer snapshots of client attitude. Whatever is the outcome which is coming out of these studies are additionally powerful, because there is a strong reason behind it. How one can fulfill buyers need that can be recommended by the firm.

- **Viral Marketing Research:** Viral marketing research is a type of marketing research which can be used a division of marketing study. This viral marketing study procedure and also compares the comparative return on Investment (ROI) about the publicity and announcement strategy which they plan to develop social network.

Significance of Market Research: The reasons why market research is enumerated below:

- Valuable Information:** Through valuable information one can get the cost of obtaining and new goods, thus in this way it helps commerce plan and strategies consequently.
- Customer Centric:** Through Customer Centric one will decide what the clients require and what they want. Marketing is consumer centric and this will help the consumers to find and identify their needs, the need of the consumers and their requirements will assist business design to harvest or service that will be greatest in suit time.
- Forecasts:** If business can understand the demand of the market, then they can design their demand and also, they can also create their stock in such a way so that it can fulfill the demand.

Competitive Advantage: If any company wants to stay ahead in competition, then it is very much needed to develop a business strategy. This business strategy will give business a leading edge. Business can develop business strategies that will assist them to move ahead of their competitors

The main benefits of Marketing Research are stated below-

- **It Helps Business Strengthen their Position:** Information is always the power. Market investigation can be used to increase a better viewpoint and by this the business of the firm will be known to the market or by this way company can create its own customer base and will be able to move ahead in market.
- **It minimizes any Investment Risk:** This is an easy process and at the same time it will increase the strength significantly and frequently save business from dangerous consideration. It helps to save the losses and by researching and testing the market, manufactured goods, sound business sense the loss can be minimized.
- **It definite Potential Threats and Opportunities:** Both chief research (field work) and minor research (desk research) can be utilized as an insurance plan for the purpose of clearing the dangers on the road ahead. If this is being combined with some qualitative investigation for the purpose of deeper investigation which can emphasize definite opportunities or caution signs which may otherwise have been omitted.
- **It Facilitates Strategies Planning:** If the business has spent time on facts to improve strategies. One can be very much confident and self assured that eventually the business will attain your business goals.
- **It helps in Spotting Emerging Trends:** Business should stay ahead from its competitors; then only the business could take the early bird advantage, If the business can take steps which no other business has thought of then the business takes the advantage from other businesses. Repeatedly taking the “pulse” of what’s hot and what’s not in your business is a key regulation.

- **It Assists Businesses to stay ahead of the Competition:** The basic demand of a business is to get the fundamental right, this would propel the business to move ahead in life, joint with an interest and readiness to innovate. Business should have the knowledge to remove the obstacle which would come into businesses way and insights the business is getting from the market, those business should use in a proper way. Spectator's research and information research are the two important keys that will push the business getting ahead and staying ahead from its competitors.

The major disadvantages of marketing research are as follows-

- **Offers Suggestions and not Decisions:** For choice making process marketing exploration is not an option. It's not possible for the researcher to provide readymade remedy for the problem. The investigation which is market related, it does not solve any problem very quickly. It only aids organization in decision making and difficulty solving procedure.
- **Fails to Predict Accurately:** In case of marketing study, the upcoming situation is forecasted by the labor. For this, various research studies are undertaken. However, the predictions are no always correct. It's very difficult to predict the future, future is forever doubtful and precise forecast about the upcoming event is just not probable through exploration of marketing.
- **Cannot Study All Marketing Problems:** It's not possible for marketing research to study all marketing troubles particularly in the situation where it is hard to assemble related data. Similarly, investigate study is not probable where worth judgments are engaged. Thus, all marketing troubles are not researchable and all study troubles are not answerable.
- **Time-Consuming Activity:** Market research is always a time-consuming action. For investigation it generally takes long time to find out the truth and if the findings are found very soon then it might change in future due to change in environment and circumstances.
- **Costly/Expensive Activity:** The investigation work in the market needs high level of investment and also Higher training in finances, computer skill, sociology etc. It is also very much essential on the part of the component of research staff. Even giving liability of research work to a publicity organization or to a management advisor is expensive.
- **Dearth of Qualified Staff:** It is very difficult to find specialized persons for scientific market exploration, a specialized marketing researcher who has got appropriate experience, experience and adulthood are necessary. It is very much evident that Research work is probable to be unfinished or unreliable in the lack of such specialist staff.
- **Complexity of the Subject:** Accurate leadership can lead Market research process of an organization towards proper direction. This is because of the fact that market examination is not an accurate science. Human performance effect market research which is always very difficult to forecast. As a result of this, the conclusions drawn and recommendations made are not cent per cent accurate.
- **Uncertainty of Conclusions:** Marketing research is surrounded by the customers. However, consumer's buying motives are hard to predict exactly and precisely. This brings some class of doubt in the conclusions strained from the market research.

- **Limitations of Data Used:** Market research is very much depended on the information collected and it is used for analyzing the marketing trouble, for the purpose of drawing conclusions and creation recommendations. Though, this is a major issue that the entire procedure will come in risk if data composed are insufficient and unreliable.

Characteristics of Marketing Research: The various characteristics of marketing research are as follows-

- **Systematic and Continuous Activity/Process:** Market research is a procedure which is constant. But new marketing troubles will come from time to time in the way of marketing of commodities and services. If the investigation is done in one particular way, then it will not be sufficient. While studying all marketing projects will have to be undertaken to answer new advertising troubles and challenges.
- **Wide and Comprehensive in Scope:** Marketing research is a broad term and it comprises many things, moreover all aspects of advertising I being covered by marketing research. Marketing research covers the following things like Introduction of new goods, classification of probable markets, collection of suitable selling techniques, learning of market contest and customer preferences, introduction of appropriate marketing plan and sales encouragement dealings.
- **Emphasizes on Accurate Data Collection and Criteria Analysis:** Marketing research needs to compose all the data properly, which has been collected. The records which are being collected must be dependable. It should be analyzed in a methodically. This will surely supply the complete picture of the condition and probable solutions.
- **Offers Benefits to the Company and Consumers:** For sponsoring corporation marketing research is very much helpful. It raises the income and profit of the business. It also raises the aggressive capacity and creates goodwill in the marketplace. Consumer oriented market policy can be created with the help of marketing research.
- **Commercial Equivalent of Military Intelligence:** Market research is a kind of marketable aptitude activity. Marketing research made designed activities in the ground of marketing. Study of the circumstances is made prior to pleasing any military action. Marketing research acts as the cleverness tool of organization.
- **Tool for Managerial Decisions:** Market research in a very important potent tool in the hands of organization for identifying and analyzing the troubles which are arising from selling and finding out solutions to them. Decisions making is assisted through this. It suggests probable solutions for the consideration and assortment by managers. Marketing study is an aid to judgments and never an alternate for it.
- **An Applied Research:** Market research is a practical knowledge. It is anxious with exact marketing difficulty and suggests substitute solutions and possible result of each choice.
- **Reduces the Gap between the Producers and Consumers:** Market research is a necessary enhancement of competitive marketing which can be gained with the help of market research. It is very much helpful for understanding the requirements and prospect of the customers. It reduces the gap between producers and customers and adjusts the marketing actions to suit the wants of customers.

6. Concluding Remarks

From the above discussion, it may be concluded that the research methodology is the explicit procedures or practices used to identify, select, process and analyze information about a topic which is to see what everybody has seen and is to think what nobody else has thought in a particular area. Research methods are those which are utilized by the researchers at the time of their research complication and from then the research methodology has started its journey, especially in case of employed research the accessible information and the inexpressible perspectives of the complication have to be concerned to each other to raise the dissolution feasible. Hence, the research methods can be intermingled or intermixed into three categories; such as- at the very beginning there will be techniques which will be related with the heap of information; the second category can be measured which formulate the statistical method which are utilized to set up a correlation between the information and the mystery; the third category should be constructed of those techniques which are utilized to appraise the appropriateness of the consequences earned.

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