



**ROHINI COLLEGE OF ENGINEERING AND TECHNOLOGY, PALKULAM**  
**BUSINESS RESEARCH METHODS**

**UNIT – I Research Process**

**RESEARCH PROCESS**

Define research Problem

Review Of Literature

Developing Hypothesis

Research Design

Sample Design

Data Collection

Analysis Of Data

Hypothesis Testing

Interpretation

Report Preparation

## 1. DEFINING THE RESEARCH PROBLEM:

Defining the basic problem, constitute the first step in a scientific enquiry. A Research question or Problem is the choice hypothesis that best states the objectives of the research study. It is a more specific management question which must be answered.

## 2. Review Of Literature

It is a stage in which the researcher makes himself familiar with all the previous studies and their findings relevant to his field of work. He learns the methodology and approach developed by these past studies. He evaluates the conclusion of the previous studies in the light of the data he has collected. He questions these conclusions and tries to develop the alternative, possible better conclusions.

## 3. Developing the hypothesis:

Hypothesis is a statement developed on the basis of suspected or anticipated relationship among various factors studied. Normally at the beginning of the research, the scholar would formulate a working hypothesis. It enables him to avoid collecting irrelevant data and facts. It helps him in focusing his attention on a particular aspect thereby eliminating wastage of time and resources.

## 4. Research Design

Research design is a description of conceptual structure within which the research will be conducted. Here the researcher indicates the method of data collection the skills at the command of the researcher, the execution plan collection of data, the time and other resources available the financial implication etc,

## 5. Sample Design

The researcher has to make a careful selection of a few elements from the population and then study them intensely and reach conclusion, which can be safely applied to the population. The selection of sample is a very important task. The researcher should determine the size of sample, the method of sampling, the test of sample etc.

## 6. Collecting Data

The researcher at this stage should clearly spell out the sources of data for his work. He could use both primary as well as secondary data. While the former refers to the data collected for the first time by the researcher himself from the informants or the sample respondents specifically for his work. The latter means the data already, published or unpublished & available for use. The quality of data collected will ultimately decide the findings of the research work and so the researcher should arrange for surprise checks and controls over the collection of field data.

## 7. Analysis Of data:

Once the data are collected they should be classified and tabulated. Then the analysis of the data should be undertaken. At this stage, the researcher should select the tools of analysis, which are consistent with the objectives of the study. The tendency to carry out irrelevant analysis should be avoided. He should be strong in reasoning, drawing inferences and reaching conclusions.

## 8. Testing Hypothesis:

After analyzing the data as stated above the researcher is in a position to test the hypothesis, if any he had formulated earlier. Statistician has developed various tests such as chisquare test, t-test, F- test for the purpose. The hypothesis may be tested through the use of one or more of such tests, depending upon the nature and object of research inquiry. The test result may result in either accepting the hypothesis to start with , generalization established on the basis of data may be stated as hypothesis to be tested by subsequent researches in time to come.

## 9. Generalization & interpretation:

If a hypothesis is tested and upheld several times it may be possible for the researcher to arrive at generalization, The real value of the researcher lies in its ability to arrive at certain generalizations. If the researcher had no hypothesis to start with he might seek to explain his findings on the basis of some theory. it is called as interpretation. The process of interpretation may quite often trigger off new questions that in turn may lead to further researchers.

## 10. Report Preparation:

Finally the researcher has to prepare the report of what has been done by him. Writing of report must be done with great care. The report should clearly indicate the justification of the study,

period of study, sample size, sources of data, tools of analysis, bibliography, review of past studies etc. It should also have a separate chapter on results and discussions where the researcher would report all his findings and give his interpretations. Care should be taken to incorporate relevant tables, diagrammed etc at the appropriate places.

### **CRITERIA OF GOOD RESEARCH**

1. The purpose of the research should be clearly defined and common concepts be used.
2. The research procedure used should be described in sufficient detail to permit another researcher to repeat the research for further advancement, keeping the continuity of what has already been attained.
3. The procedural design of the research should be carefully planned to yield results that are as objective as possible.
4. The researcher should report with complete frankness, flaws in procedural design and estimate their effects upon the findings.
5. The analysis of data should be sufficiently adequate to reveal its significance and the methods of analysis used should be appropriate.
6. Conclusion should be confined to those justified by the data of the research and limited to those for which the data provide an adequate basis.
7. Greater confidence in research is warranted if the researcher is experienced has a good reputation in research and is a person of integrity.

### **QUALITIES OF GOOD RESEARCH**

#### **Good research is systematic:**

It means that research is structured with specified steps to be taken in a specified sequence in accordance with the well-defined set of rules. Systematic characteristics of the research do not rule out creative thinking but it certainly does reject the use of guessing and intuition in arriving at conclusions.

#### **Good research is logical:**

This implies that research is guided by the rules of logical reasoning and the logical process of induction and deduction are of great value in carrying out research.

**Good Research is empirical:**

It implies that research is related basically to one or more aspects of a real situation and deals with concrete data that provides a basis for external validity to research results.

**Good Research is Replicable:**

This allows research to be verified by replicating the study and thereby building a sound basis for decisions.

