

Chapter

1

Research Methodology: An Introduction

1.1 MEANING OF RESEARCH

Research in common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation. Dictionary definition of research is a careful investigation or inquiry specially through search for new facts in any branch of knowledge. Some people consider research as a movement from the known to the unknown. It is actually a voyage of discovery. We all possess the vital instinct of inquisitiveness. When the unknown confronts us, more and more our inquisitiveness makes us probe and attain understanding of the unknown. This inquisitiveness is the mother of all knowledge and the method, which one employs for obtaining the knowledge of whatever the unknown, can be termed as research.

Research is an academic activity and as such the term should be used in a technical sense. According to Clifford Woody, research comprises defining and redefining problems, formulating hypothesis or suggested solutions; collecting, organising and evaluating data; making deductions and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis. D. Slesinger and M. Stephenson in the Encyclopaedia of Social Sciences define research as “the manipulation of things, concepts or symbols for the purpose of generalising to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in the practice of an art.” Research is, thus, an original contribution to the existing stock of knowledge making for its advancement. It is the pursuit of truth with the help of study, observation, comparison and experiment. In short, the search for knowledge through objective and systematic method of finding solution to a problem is research. The systematic approach concerning generalisation and the formulation of a theory is also research. As such the term ‘research’ refers to the systematic method consisting of enunciating the problem, formulating a hypothesis, collecting the facts or data, analysing the facts and reaching certain conclusions either in the form of solution(s) towards the concerned problem or in certain generalisations for some theoretical formulation.

1.2 OBJECTIVES OF RESEARCH

The purpose of research is to discover answers to questions through the application of scientific procedures. The main aim of research is to find out the truth which is hidden and which has not been discovered as yet. Though each research study has its own specific purpose, we mention some general objectives of research below:

- (i) To gain familiarity with a phenomenon or to achieve new insights into it (studies with this object in view are termed as *exploratory* or *formulative* research studies);
- (ii) To portray accurately the characteristics of a particular individual, situation or a group (studies with this object in view are known as *descriptive* research studies);
- (iii) To determine the frequency with which something occurs or with which it is associated with something else (studies with this object in view are known as *diagnostic* research studies);
- (iv) To test a hypothesis of a causal relationship between variables (such studies are known as *hypothesis-testing* research studies).

1.3 TYPES OF RESEARCH

The basic types of research are as follows:

- (i) **Descriptive vs. Analytical:** *Descriptive research* includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. In social science and business research we quite often use the term *Ex post facto research* for descriptive research studies. The main characteristic of this method is that the researcher has no control over the variables; he can only report what has happened or what is happening. Most *ex post facto research* projects are used for descriptive studies in which the researcher seeks to measure such items as, for example, frequency of shopping, preferences of people, or similar data. *Ex post facto studies* also include attempts by researchers to discover causes even when they cannot control the variables. The methods of research utilized in descriptive research are survey methods of all kinds, including comparative and correlational methods. In *analytical research*, on the other hand, the researcher has to use facts or information already available, and analyze these to make a critical evaluation of the material.
- (ii) **Applied vs. Fundamental:** *Applied research* aims at finding a solution for an immediate problem facing a society or an industrial/business organisation, whereas *fundamental research* is mainly concerned with generalisations and with the formulation of a theory. Gathering knowledge for knowledge's sake is termed fundamental research. Research concerning some natural phenomenon or relating to pure mathematics are examples of fundamental research. Similarly, research studies, concerning human behaviour carried on with a view to make generalisations about human behaviour, are also examples of fundamental research. However, research aimed at certain conclusions facing a concrete social or business problem is an example of applied research. Research to identify social, economic or political trends that may affect a particular institution, marketing research, evaluation research are examples of applied research. Thus, the central aim of applied research is to discover a solution for

some pressing practical problems, whereas basic research is directed towards finding information that has a broad base of applications and thus, adds to the already existing organized body of scientific knowledge.

- (iii) *Quantitative vs. Qualitative:* Quantitative research is based on the quantitative measurements of some characteristics. It is applicable to phenomena that can be expressed in terms of quantities. Qualitative research, on the other hand, is concerned with qualitative phenomenon, i.e., phenomena relating to or involving quality or kind. For instance, when we are interested in investigating the reasons for human behaviour (i.e., why people think or do certain things), we quite often talk of 'Motivation Research', an important type of qualitative research. This type of research aims at discovering the underlying motives and desires, using in depth interviews for the purpose. Other techniques of such research are word association tests, sentence completion tests, story completion tests and similar other projective techniques. Attitude or opinion research i.e., research designed to find out how people feel or what they think about a particular subject or institution is also qualitative research. Qualitative research is specially important in the behavioural sciences where the aim is to discover the underlying motives of human behaviour. Through such research we can analyse the various factors which motivate people to behave in a particular manner or which make people like or dislike a particular thing. It may be stated, however, that to apply for qualitative research in practice is relatively a difficult job and therefore, while doing such research, one should seek guidance from experimental psychologists.
- (iv) *Conceptual vs. Empirical:* Conceptual research is that related to some abstract idea(s) or theory. It is generally used by philosophers and thinkers to develop new concepts or to reinterpret existing ones. On the other hand, empirical research relies on experience or observation alone, often without due regard for system and theory. It is data-based research, coming up with conclusions which are capable of being verified by observation or experiment. We can also call it as experimental type of research. In such a research it is necessary to get facts at firsthand, at their source, and actively to go about doing certain things to stimulate the production of desired information. In such a research, the researcher must first provide himself with a working hypothesis or guess as to the probable results. He then works to get enough facts (data) to prove or disprove his hypothesis. He then sets up experimental designs which he thinks will manipulate the persons or the materials concerned so as to bring forth the desired information. Such research is thus characterised by the experimenter's control over the variables under study and his deliberate manipulation of one of them to study its effects. Empirical research is appropriate when proof is sought that certain variables affect other variables in some way. Evidence gathered through experiments or empirical studies are considered to be the most powerful support possible for testing a given hypothesis.
- (v) *Some Other Types of Research:* All other types of research are variations of one or more of the above stated approaches, based on either the purpose of research, or the time required to accomplish research, on the environment in which research is done, or on the basis of some other similar factors. From the point of view of time, we can think of research either as *one-time research* or *longitudinal research*. In the former case the research is confined to a single time-period, whereas in the latter case the research is carried on over

several time-periods. Research can be *field-setting research* or *laboratory research* or *simulation research*, depending upon the environment in which it is to be carried out. Research can as well be understood as *clinical* or *diagnostic research*. Such research follow case-study methods or indepth approaches to reach the basic casual relations. Such studies usually go deep into the causes of things or events that interest us, using very small samples and very deep probing data gathering devices. The research may be *exploratory* or it may be formalized. The objective of exploratory research is the development of hypotheses rather than their testing, whereas formalized research studies are those with substantial structure and with specific hypotheses to be tested. *Historical research* is that which utilizes historical sources like documents, remains, etc. to study events or ideas of the past, including the philosophy of persons and groups at any remote point of time. Research can also be classified as *conclusion-oriented* and *decision-oriented*. While doing conclusion-oriented research, a researcher is free to pick up a problem, redesign the enquiry as he proceeds and is prepared to conceptualize as he wishes. Decision-oriented research is always for the need of a decision maker and the researcher in this case is not free to embark upon research according to his own inclination. Operations research is an example of decision oriented research since it is a scientific method of providing executive departments with a quantitative basis for decisions regarding operations under their control.

1.4 RESEARCH APPROACHES

The above description of the types of research brings to light the fact that there are two basic approaches to research, viz., *quantitative approach* and the *qualitative approach*. The former involves the generation of data in quantitative form which can be subjected to rigorous quantitative analysis in a formal and rigid fashion. This approach can be further sub-classified into *inferential*, *experimental* and *simulation approaches* to research. The purpose of *inferential approach* is to form a data base to infer characteristics or relationships of population. This usually means survey research where a sample of population is studied (questioned or observed) to determine its characteristics, and it is then inferred that the population has the same characteristics. *Experimental approach* is characterised by much greater control over the research environment and in this case some variables are manipulated to observe their effect on other variables. *Simulation approach* involves the construction of an artificial environment within which relevant information and data can be generated. This permits an observation of the dynamic behaviour of a system (or its sub-system) under controlled conditions. The term 'simulation' in the context of business and social sciences applications refers to "the operation of a numerical model that represents the structure of a dynamic process. Given the values of initial conditions, parameters and exogenous variables, a simulation is run to represent the behaviour of the process over time."⁵ Simulation approach can also be useful in building models for understanding future conditions.

Qualitative approach to research is concerned with subjective assessment of attitudes, opinions and behaviour. Research in such a situation is a function of researcher's insights and impressions. Such an approach to research generates results either in non-quantitative form or in the form which is not subjected to rigorous quantitative and analysis. Generally, the techniques of focus group interviews, projective techniques and depth interviews are used. All these are explained at length in chapters that follow.

1.5 SIGNIFICANCE OF RESEARCH

“All progress is born of inquiry. Doubt is often better than overconfidence, for it leads to inquiry, and inquiry leads to invention” is a famous Hudson Maxim in context of which the significance of research can well be understood. Increased amounts of research make progress possible. *Research inculcates scientific and inductive thinking and it promotes the development of logical habits of thinking and organisation.*

The role of research in several fields of applied economics, whether related to business or to the economy as a whole, has greatly increased in modern times. The increasingly complex nature of business and governance has focussed attention on the use of research in solving operational problems. Research, as an aid to economic policy, has gained added importance, both for governance and business.

Research provides the basis for nearly all government policies in our economic system. For instance, government’s budgets rest in part on an analysis of the needs and desires of the people and on the availability of revenues to meet those needs. The cost of needs has to be equated to probable revenues and this is a field where research is most needed. Through research we can devise alternative policies and can as well examine the consequences of each of these alternatives. Decision-making may not be a part of research, but research certainly facilitates the decisions of the policy maker. Government has to chalk out programmes for dealing with all facets of the country’s various operations and most of these are related directly or indirectly to economic conditions. The plight of cultivators, the problems of big and small business and industry, working conditions, trade union activities, the problems of distribution, even the size and nature of defence services are matters requiring research. Thus, research is considered necessary with regard to the allocation of nation’s resources. Another area in government, where research is necessary, is collecting information on the economic and social structure of the nation. Such information indicates what is happening in the economy and what changes are taking place. Collecting such statistical information is by no means a routine task, but it involves a variety of research problems. These days nearly all governments maintain large staff of research technicians or experts to carry on this work. Thus, in the context of government, research as a tool to economic policy has three distinct phases of operation, viz., (i) investigation of economic structure through continual compilation of facts; (ii) diagnosis of events that are taking place and the analysis of the forces underlying them; and (iii) the prognosis, i.e., the prediction of future developments.

Research has its special significance in solving various operational and planning problems of business and industry. Operations research and market research, along with motivational research, are considered crucial and their results assist, in more than one way, in taking business decisions. Market research is the investigation of the structure and development of a market for the purpose of formulating efficient policies for purchasing, production and sales. Operations research refers to the application of mathematical, logical and analytical techniques to the solution of business problems of cost minimisation or of profit maximisation or what can be termed as optimisation problems. Motivational research of determining why people behave as they do is mainly concerned with market characteristics. In other words, it is concerned with the determination of motivations underlying the consumer (market) behaviour. All these are of great help to people in business and industry who are responsible for taking business decisions. Research with regard to demand and market factors has great utility in business. Given knowledge of future demand, it is generally not difficult for a firm, or for an industry

to adjust its supply schedule within the limits of its projected capacity. Market analysis has become an integral tool of business policy these days. Business budgeting, which ultimately results in a projected profit and loss account, is based mainly on sales estimates which in turn depends on business research. Once sales forecasting is done, efficient production and investment programmes can be set up around which are grouped as the purchasing and financing plans. Research, thus, replaces intuitive business decisions by more logical and scientific decisions.

Research is equally important for social scientists in studying social relationships and in seeking answers to various social problems. It provides the intellectual satisfaction of knowing a few things just for the sake of knowledge and also has practical utility for the social scientist to know for the sake of being able to do something better or in a more efficient manner. Research in social sciences is concerned with (i) the development of a body of principles that helps in understanding the whole range of human interactions, and (ii) the practical guidance in solving immediate problems of human relations.

In addition to what has been stated above, the significance of research can also be understood keeping in view the following points:

- (a) To those students who are to write a master's or Ph.D. thesis, research may mean a careerism or a way to attain a high position in the social structure;
- (b) To professionals in research methodology, research may mean a source of livelihood;
- (c) To philosophers and thinkers, research may mean the outlet for new ideas and insights;
- (d) To literary men and women, research may mean the development of new styles and creative work; and
- (e) To analysts and intellectuals, research may mean the development of new theories.

Thus, research is the fountain of knowledge for the sake of knowledge and an important source of providing guidelines for solving different business, governmental and social problems. It is a sort of formal training which enables one to understand the new developments in one's field in a better way.

1.6 RESEARCH METHODS VERSUS METHODOLOGY

It seems appropriate at this juncture to explain the difference between research methods and research methodology. *Research methods* may be understood as all those methods/techniques that are used for conduction of research. *Research methods or techniques, thus, refer to the methods the researchers use in performing research operations.* In other words, all those methods which are used by the researcher during the course of studying his research problem are termed as research methods. Since the object of research, particularly the applied research, is to arrive at a solution for a given problem, the available data and the unknown aspects of the problem have to be related to each other to make a solution possible. Keeping this in view, research methods can be put into the following three groups:

1. In the first group we include those methods which are concerned with the collection of data. These methods will be used where the data already available is not sufficient to arrive at the required solution;

2. The second group consists of those statistical techniques which are used for establishing relationships between the data and the unknowns;
3. The third group consists of those methods which are used to evaluate the accuracy of the results obtained.

Research methods falling in the above stated last two groups are generally taken as the analytical tools of research.

At times, a distinction is also made between research techniques and research methods. *Research techniques* refer to the behaviour and instruments we use in performing research operations such as making observations, recording data, techniques of processing data and the like. *Research methods* refer to the behaviour and instruments used in selecting and constructing research technique. For instance, the difference between methods and techniques of data collection can better be understood from the details given in the following chart:

Type	Methods	Techniques
1. Library Research	(i) Analysis of historical records (ii) Analysis of documents	Recording of notes, Content analysis, Tape and Film listening and analysis. Statistical compilations and manipulations, reference and abstract guides, contents analysis.
2. Field Research	(i) Non-participant direct observation (ii) Participant observation (iii) Mass observation (iv) Mail questionnaire (v) Opinionnaire (vi) Personal interview (vii) Focussed interview (viii) Group interview (ix) Telephone survey (x) Case study and life history	Observational behavioural scales, use of score cards, etc. Interactive recording, possible use of tape recorders, photographic techniques. Recording mass behaviour, interview using independent observers in public places. Identification of social and economic background of respondents. Use of attitude scales, projective techniques, use of sociometric scales. Interviewer uses a detailed schedule with open and closed questions. Interviewer focuses attention upon a given experience and its effects. Small groups of respondents are interviewed simultaneously. Used as a survey technique for information and for discerning opinion; may also be used as a follow up of questionnaire. Cross-sectional collection of data for intensive analysis, longitudinal collection of data of intensive character.
3. Laboratory Research	Small group study of random behaviour, play and role analysis	Use of audio-visual recording devices, use of observers, etc.

From what has been stated above, we can say that methods are more general. It is the method that generate techniques. However, in practice, the two terms are taken as interchangeable and when we talk of research methods we do, by implication, include research techniques within their compass.

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it we study the various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods/techniques but also the methodology. Researchers not only need to know how to develop certain indices or tests, how to calculate the mean, the mode, the median or the standard deviation or chi-square, how to apply particular research techniques, but they also need to know which of these methods or techniques, are relevant and which are not, and what would they mean and indicate. Researchers also need to