

Lecture 2

Research design



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Agenda

1. **Scope of Business Research**
2. **Basic Research and Applied Research**
3. **Factors Affecting Business Research**
4. **Steps in the Research Process**



1. Understand the meaning of research design, select and develop appropriate research design to solve the concerned management dilemma.
2. Understand the basic difference between the three research designs: exploratory, descriptive and causal research designs.
3. Identify the mode, techniques and plan for data collection for collecting necessary information to solve business research problem.





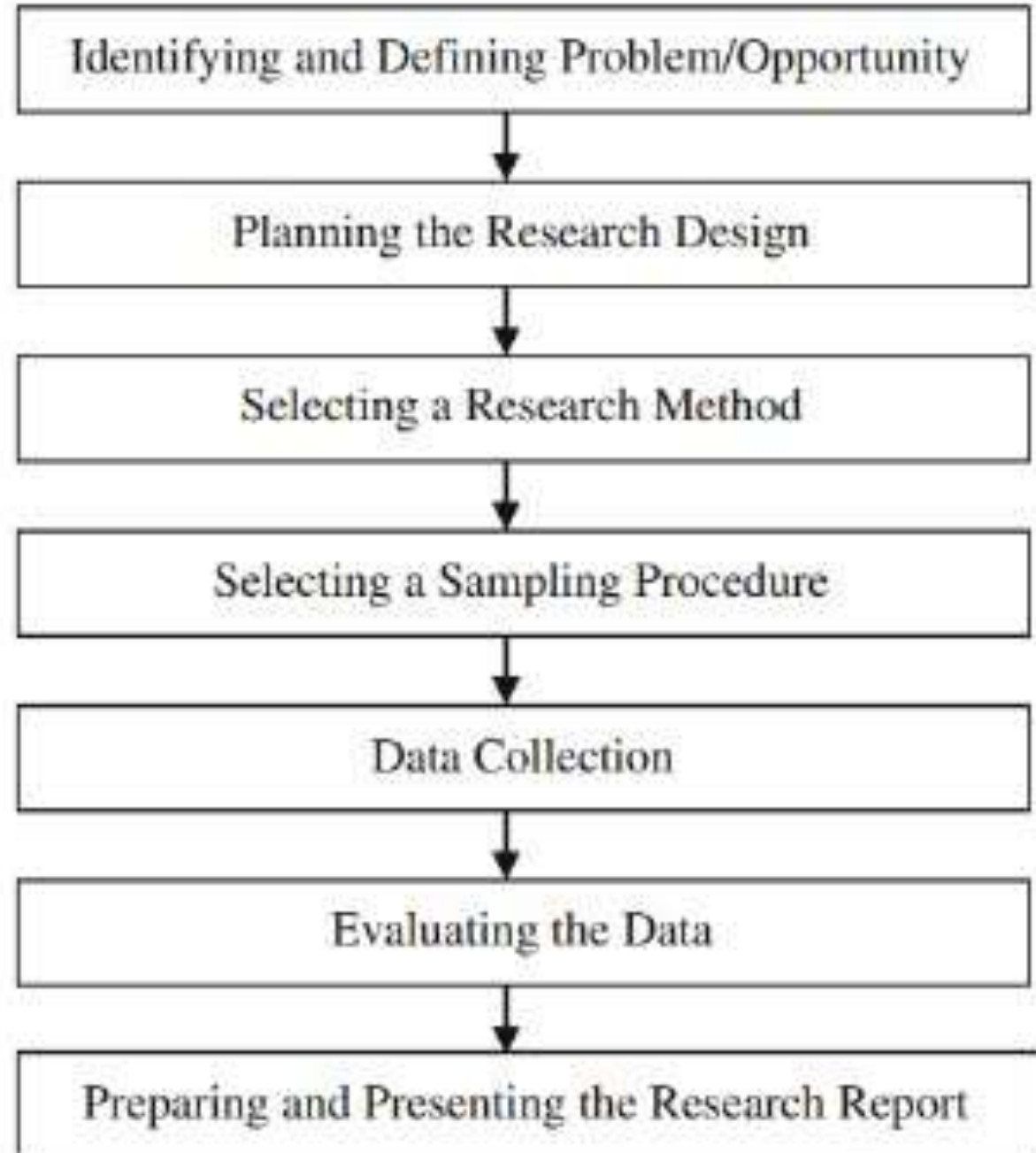
Business research can be defined as a systematic and objective process of gathering, recording and analysing data that provide information to guide business decisions.

Two categories of business research studies, research and applied research.

Steps in the decision-making process



Steps in the Research Process



Research design

(Exploratory): Define and formulate the search problem more precisely, recognize alternative course of action, way to develop hypotheses and gain deeper insights and establish priorities for further research

(Descriptive): Describe the characteristics and behaviour of some objects, events, individual or group, identify the association between variables and make some specific predictions

(Causal): Identify cause-and effect relationships

Say, Mr. Anto why did customer foot print in our hotel chains reduced so sharply last summer?

How many people in the city realise that we sponsored a littlele ague team last summer?

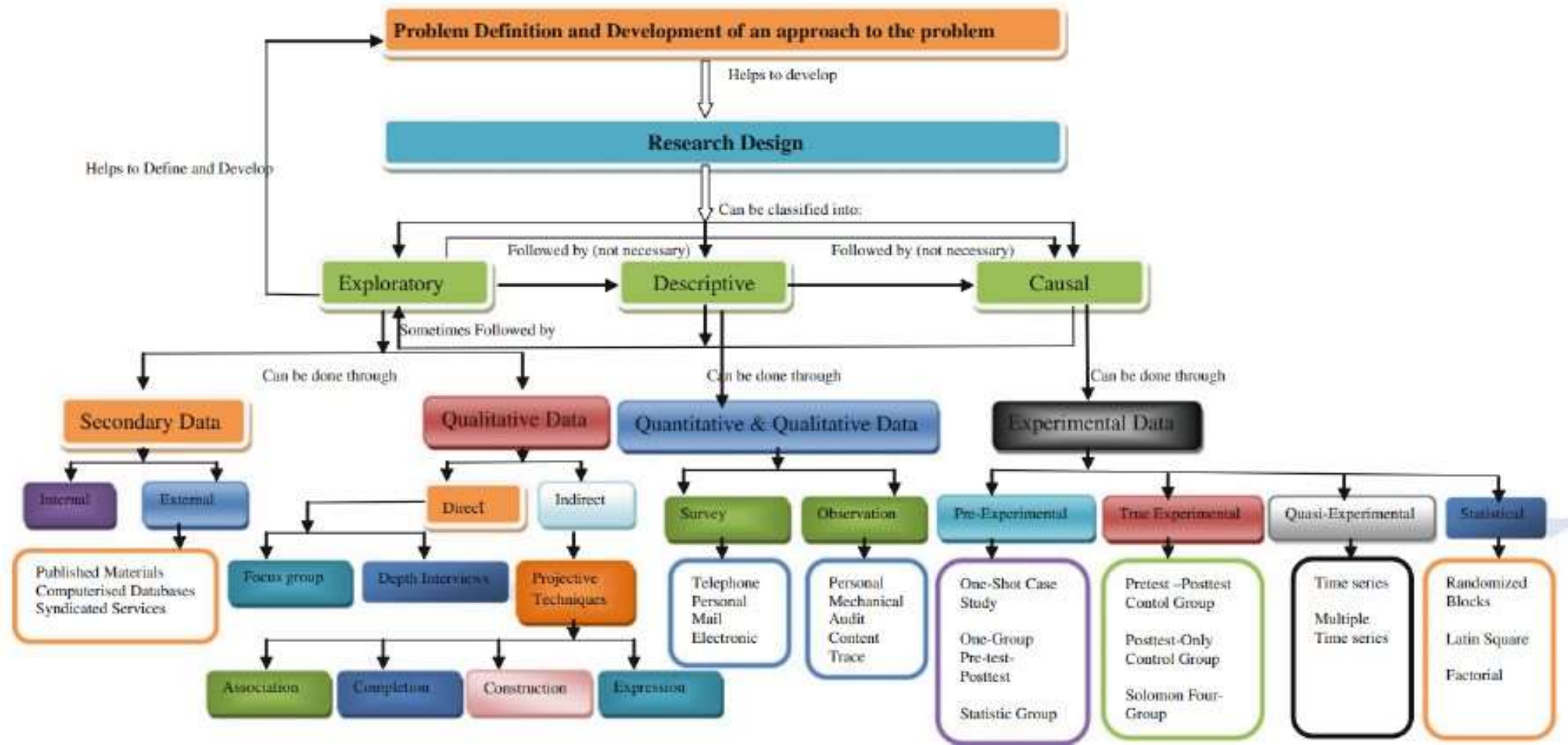
How are we doing in the "Loyal customer" segment of the market?

Does the new advertisement the me really convince people that our hotels are much safer today than they were in two years ago?

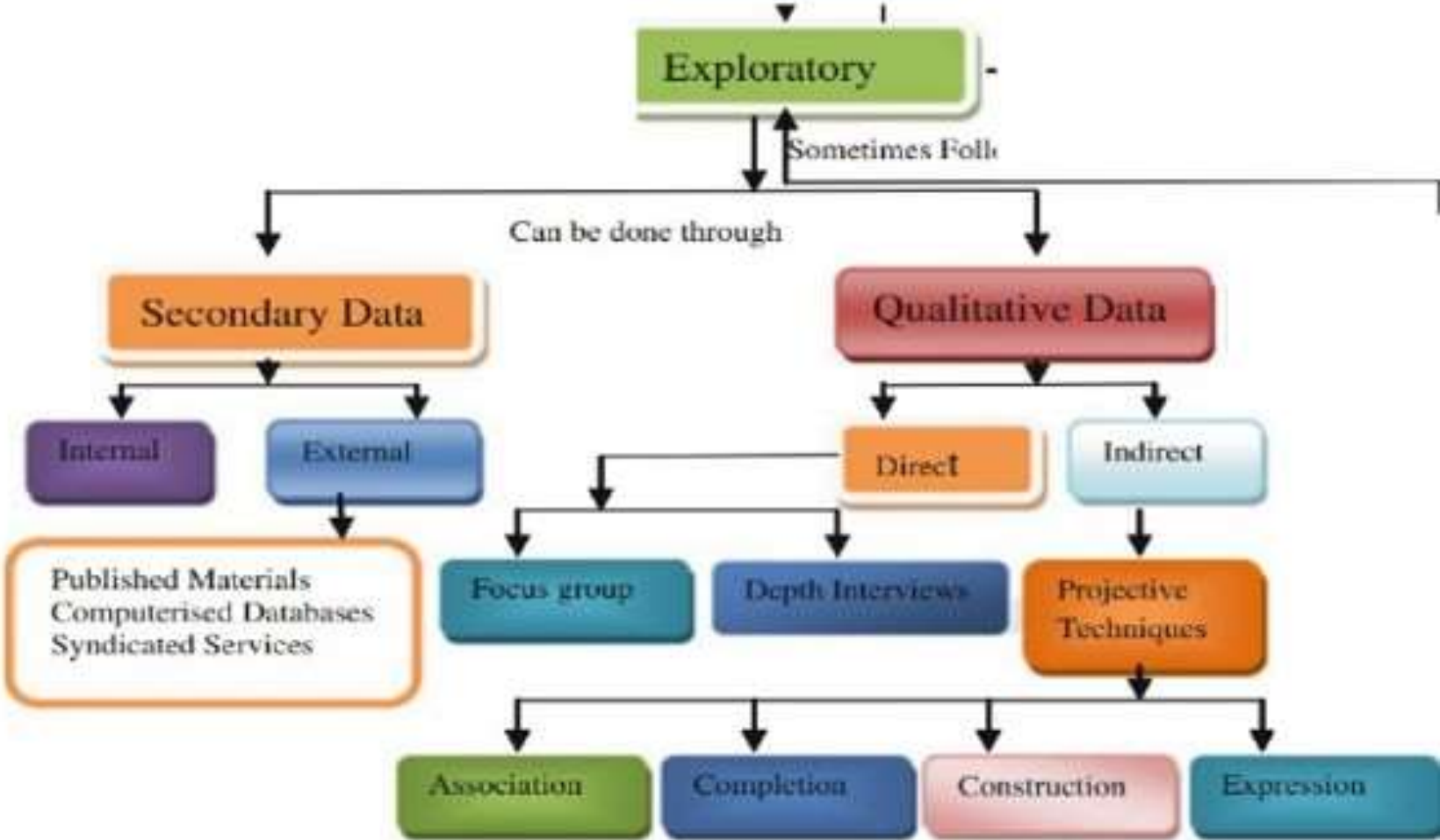
What type of research would you conduct for determining a coherent marketing strategy for the various hotels owned by our group?



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Research design



Classification of secondary data

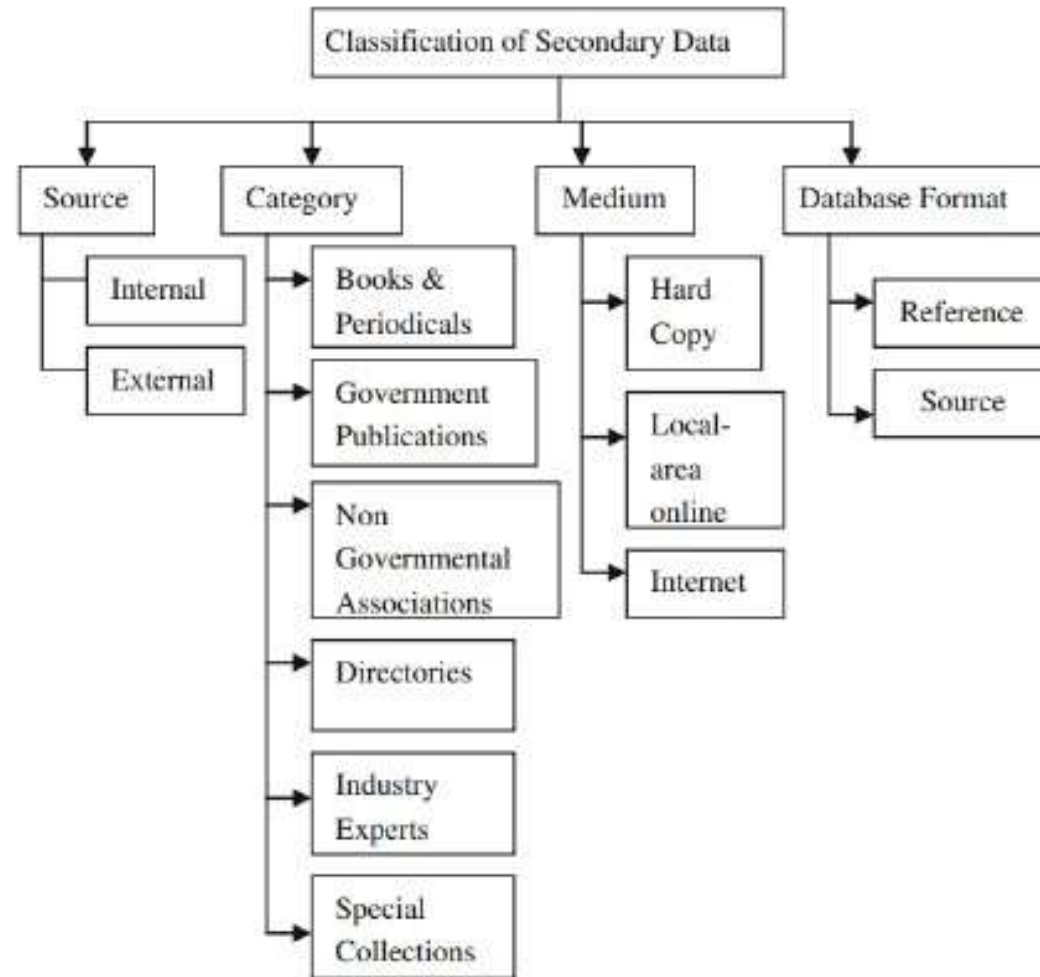
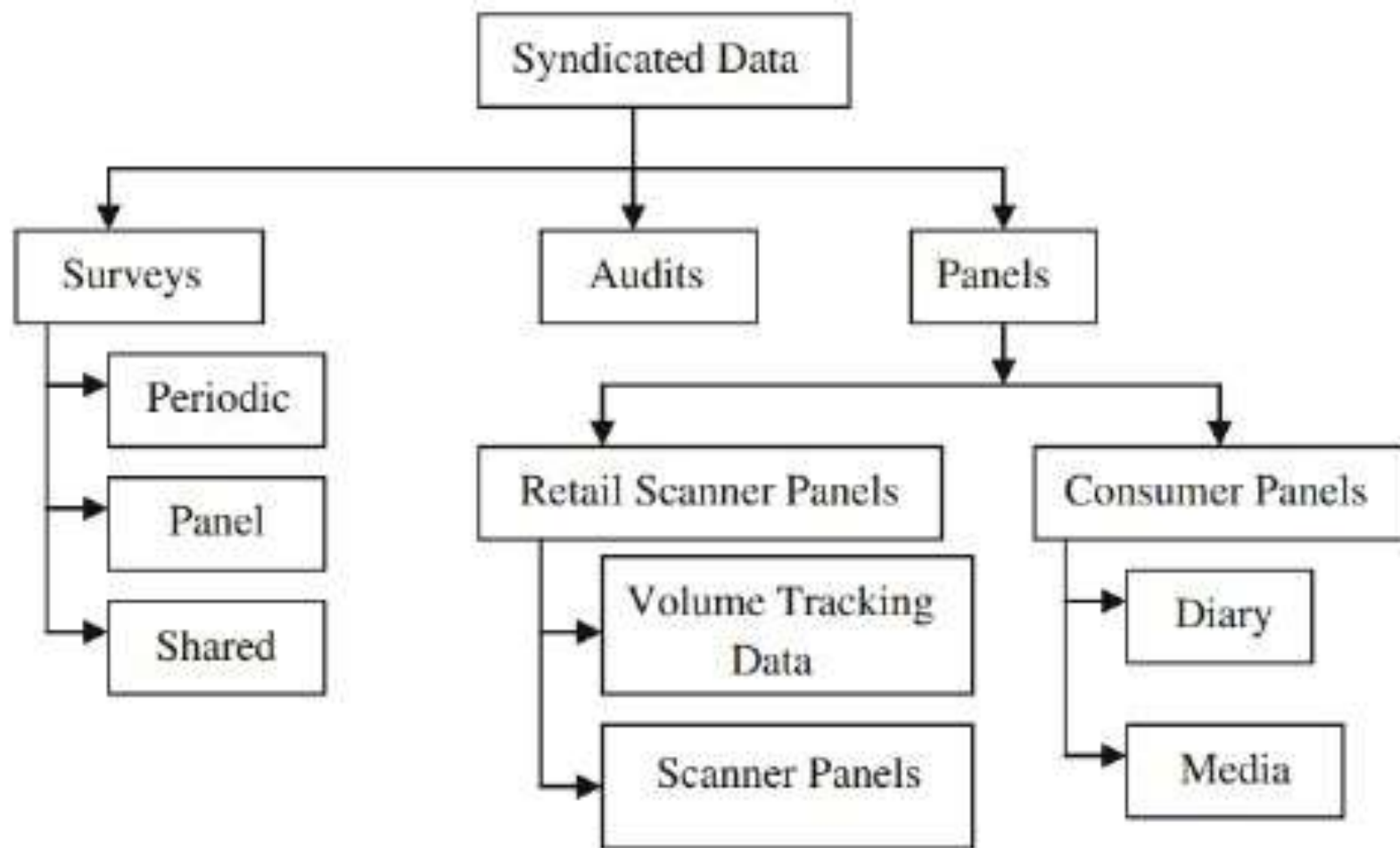
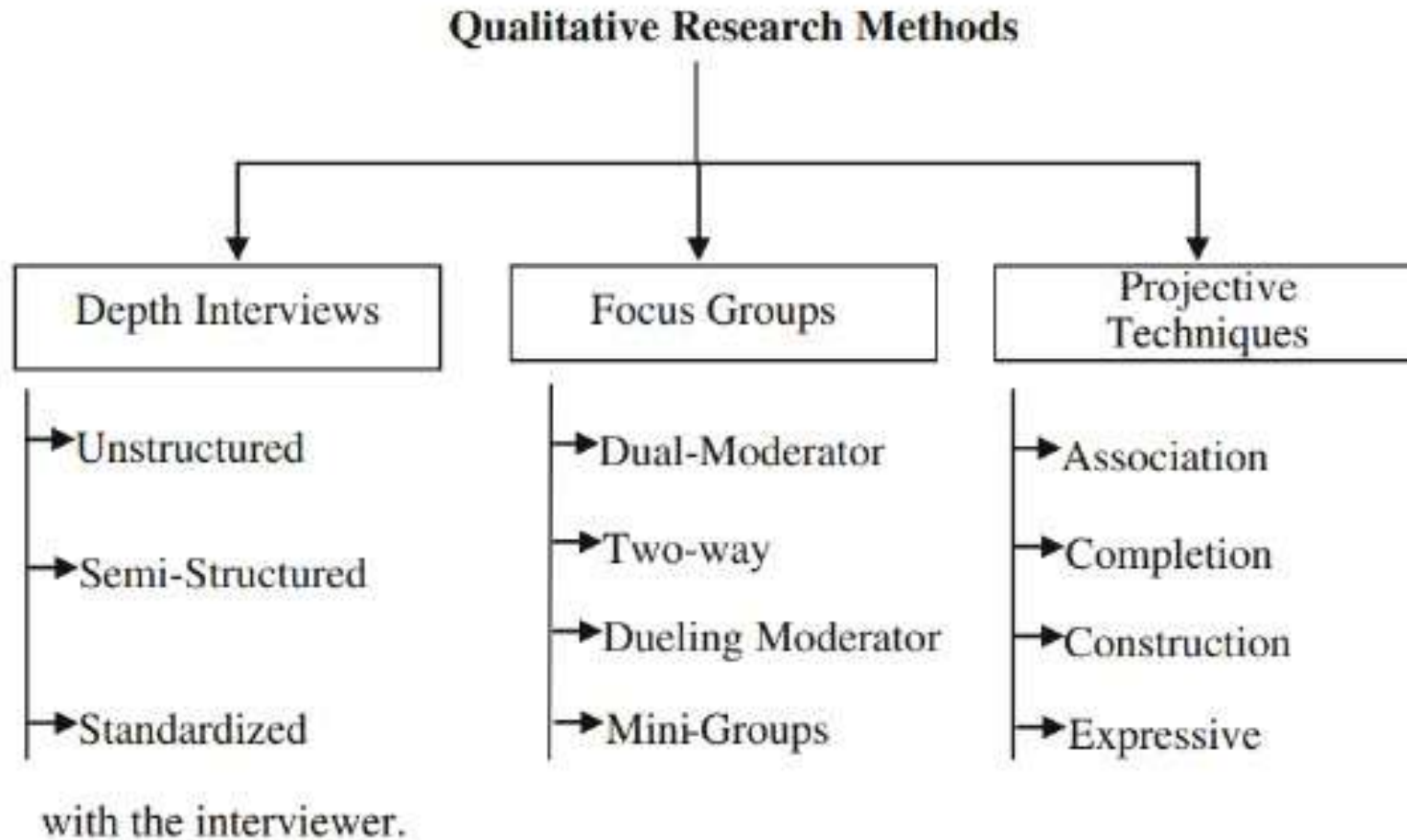


Fig. 3.2 Classification of secondary data



Classification of qualitative research methods



Classification of qualitative research methods

