

BUSINESS research METHODS



2 EDITION

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Brief Contents

<i>Preface</i>	<i>xi</i>
Chapter 1 ✓ Research Methodology and Market Research	1
Chapter 2 ✓ Scientific Method in Research	15
Chapter 3 ✓ Organisation of Marketing Research	23
Chapter 4 ✓ Research Process	31
Chapter 5 ✓ Research Problem Formulation	45
Chapter 6 ✓ Research Design	49
Chapter 7 ✓ Causal Research	65
Chapter 8 ✓ Secondary Data	83
Chapter 9 Literature Review	93
Chapter 10 ✓ Primary Data	99
Chapter 11 ✓ Qualitative Techniques of Data Collection	123
Chapter 12 ✓ Sampling	139
Chapter 13 ✓ Attitude Measurement and Scaling Techniques	163
Chapter 14 ✓ Data Processing and Interpretation	183
Chapter 15 ✓ Statistical Analysis of Business Research	211
Chapter 16 ✓ Hypothesis Testing	241
Chapter 17 ✓ Research Report	265
Chapter 18 ✓ Ethical Issues in Business Research	275
Chapter 19 Market Information System	279
Chapter 20 Recent Trends in Business Research	285
Chapter 21 Application of Marketing Research	291
Chapter 22 Case Studies in Indian Context	321
Chapter 23 Guidelines for Project Work	339
<i>Statistical Tables</i>	361
<i>Bibliography</i>	387
<i>Glossary</i>	389
<i>Index</i>	395

Detailed Contents

<i>Preface</i>	<i>xi</i>		
Chapter 1: Research Methodology and Market Research	1		
1.1 The Meaning of Research	1	3.4 Importance of Marketing Research (Role)	27
1.2 The Objectives of Research	2	3.5 Marketing Research and Market Research Distinguished	28
1.3 The Types of Research	2	3.6 Uses of Marketing Research	28
1.4 The Need for Market Research	6	Summary	29
1.5 What are the Criteria or Characteristics of a Good Research?	7	Keywords	30
1.6 Problems Encountered By Researchers	8	Review Question	30
1.7 The Marketing Research	9	Assignment	30
1.8 The Limitations Of Marketing Research	9	Chapter 4: Research Process	31
1.9 Distinction Between Marketing Research for Industrial Goods And Consumer Goods	10	4.1 What is A Research Problem?	31
1.10 Utilities of Marketing Research to the Economy	10	4.2 What is Research Methodology?	32
Summary	11	4.3 Research Design/Plan	32
Keywords	12	4.4 Steps Involved in Preparing Market Research Plan or Designing a Research	33
Review Questions	12	4.5 Distinction Between Management and Research Problem	39
Assignment	13	4.6 Difference Between a Manager and a Researcher	41
Chapter 2: Scientific Method in Research	15	Summary	42
2.1 Marketing Research – A Definition	15	Keywords	42
2.2 Scientific Method In Research	16	Review Questions	42
2.3 Characteristics of Scientific Method	16	Assignment	43
2.4 Why MR Cannot be Considered Scientific	17	Chapter 5: Research Problem Formulation	45
2.5 Distinction Between Scientific and Unscientific Methods	17	5.1 Formulating the Problem	45
2.6 Difficulties in Applying Scientific Methods to Marketing Research	19	5.2 Sources for Problem Identification	46
Summary	20	5.3 Self Questioning by Researcher While Defining the Problem	47
KeyWords	21	Summary	48
Review Questions	21	Keywords	48
Chapter 3: Organisation of Marketing Research	23	Review Questions	48
3.1 Introduction	23	Chapter 6: Research Design	49
3.2 External Organisations for Conducting Marketing Research	24	6.1 Meaning	49
3.3 Market Research Organisation	27	6.2 Types of research design	50
		6.3 Research Design Frame Work	50
		6.4 Exploratory Research	51
		6.5 Under What Circumstances is Exploratory Study Ideal?	51

6.6 Hypothesis Development at Exploratory Research Stage	52	9.2 Use of Literature Review	94
6.7 Exploratory Research Methods	53	9.3 Search for Related Literature	95
6.8 Conclusive Research	56	9.4 Reading the Literature	95
6.9 Difference Between Exploratory Research and Descriptive Research	61	9.5 Guidelines for Information Presentation	95
Summary	61	9.6 Process of Literature Review	96
Keywords	62	Summary	97
Review Questions	62	Keywords	97
Assignment-1	63	Review Questions	97
Assignment-2	63	Chapter 10: Primary Data	99
Chapter 7: Causal Research	65	10.1 Meaning of Primary Data	99
7.1 Causal Research or Experimental Research	65	10.2 Methodology for Collection of Primary Data	100
7.2 Types of Extraneous Variables	67	10.3 Observation Method	100
7.3 Concomitant Variable	70	10.4 Designing the Questionnaire	103
7.4 Systematic Approach in Solving a Research Problem	71	10.5 Different Types of Questionnaire	104
7.5 Experimental Designs	72	10.6 Process of Questionnaire Designing	106
7.6 Types of Errors Affecting Research Design	74	10.7 Mail Questionnaire	115
7.7 System Approach To Research Design	78	10.8 System Approach To Data Collection	116
Summary	78	10.9 Sample Questionnaires	117
Keywords	79	Summary	120
Review Questions	79	Keywords	120
Assignment-1	80	Review Questions	121
Assignment-2	80	Assignment-1	122
Assignment-3	81	Assignment-2	122
Assignment-4	81	Assignment-3	122
Chapter 8: Secondary Data	83	Chapter 11: Qualitative Techniques of Data Collection	123
8.1 Secondary Data	83	11.1 Qualitative Techniques of Data Collection	123
8.2 Internal Secondary Data	84	11.2 Conditions for a Successful Interview	131
8.3 External Secondary Data	84	Summary	135
8.4 Special Techniques Of Market Research or Syndicated Data	84	Keywords	136
8.5 Miscellaneous Secondary Data	87	Review Questions	136
8.6 Advantages And Disadvantages of Secondary Data	88	Assignment	136
Summary	89	Chapter 12: Sampling	139
Keywords	90	12.1 Introduction To Sampling	139
Review Questions	90	12.2 Sampling Process	140
Assignment	90	12.3 Types of Sample Design	142
Chapter 9: Literature Review	93	12.4 Probability Sampling Techniques	142
9.1 Review of the Literature	93	12.5 The Advantages v/s Disadvantages of Probability Sampling?	151
		12.6 Non-probability Sampling Techniques	151
		12.7 The Distinction Between Probability Sample and Non-probability Sample	155
		12.8 Errors in Sampling	155

12.9 How to Reduce Non-sampling Error	157	15.8 Trend Analysis	236
12.10 Sample Size Decision	158	15.9 Spss Application in MR	238
Summary	160	Summary	238
Keywords	161	Keywords	239
Review Questions	161	Review Questions	239
Assignment-1	162	Assignment	240
Assignment-2	162	Chapter 16: Hypothesis Testing	241
Chapter 13: Attitude Measurement and Scaling Techniques	163	16.1 What is Hypothesis ?	241
13.1 Introduction to Attitude	163	16.2 Steps Involved in Hypothesis Testing	246
13.2 Determinants of Attitude (What Alters The Attitude?)	164	16.3 Errors in Hypothesis Testing	249
13.3 Scaling Techniques	164	16.4 Types of Tests	250
13.4 Scales Used In Attitude Measurement	167	16.5 Univariate/Bivariate Data Analysis	251
13.5 Multi-dimensional Scaling	172	16.6 Types of Parametric Tests	251
13.6 Criteria for the Good Test	176	16.7 Types of Non-parametric Tests	255
Summary	178	Summary	261
Keywords	178	Keywords	261
Review Questions	179	Review Questions	262
Assignment-1	180	Assignment	262
Assignment-2	180	Chapter 17: Research Report	265
Assignment-3	181	17.1 Oral Report	265
Assignment-4	182	17.2 Types of Written Reports	268
Assignment-5	182	17.3 Distinguish Between Oral and Written Report	269
Chapter 14: Data Processing and Interpretation	183	17.4 Preparation of Research Report	269
14.1 Data Processing	183	17.5 How to Write a Bibliography	272
14.2 Steps in Processing of Data	184	Summary	273
14.3 Statistical Estimation	200	Keywords	273
14.4 Interpretation of Collected Data	207	Review Questions	273
Summary	208	Chapter 18: Ethical Issues in Business Research	275
Keywords	208	18.1 Ethical Issues in Business Research	275
Review Questions	208	Summary	277
Assignment-1	209	KeyWords	277
Assignment-2	210	Review Questions	277
Assignment-3	210	Assignment	278
Chapter 15: Statistical Analysis of Business Research	211	Chapter 19: Market Information System	279
15.1 Bivariate Analysis	211	19.1 Market Information System (MIS)	279
15.2 Chi-square Test	212	Summary	283
15.3 Multivariate Analysis	213	Keywords	283
15.4 Correlation	224	Review Questions	283
15.5 Regression	227	Chapter 20: Recent Trends in Business Research	285
15.6 Analysis of Variance (Anova)	229	20.1 Introduction	285
15.7 Swot Analysis	235	20.2 Online – Surveys	286

Preface

Business Research Methods is a course offered in many universities for the M.B.A. programme. Research is the all pervasive key and the brain for decision-making in any organization. Hence it is the importance of the subject 'Business Research'. A study of research will enable organisations in decision-making. In this book, the subject-matter of Business Research is included at large and also at a micro level.

The subject of Business Research is concept based and hence needs a capsuled and itemised publication encompassing concepts and illustrations. This book aims at covering various aspects of Business Research, such as problem formulation, data gathering, analysing, interpretation of data, report-writing, use of statistical methods etc.

The objectives of writing this book on Business Research are three fold. First, we want to provide facts and knowledge which are easy to understand. Secondly, the students should know the tools and skills necessary to solve business problems. Thirdly, the students should be able to apply research techniques in a changing marketing environment.

The students of today are the future decision-makers of Indian industry. When these students join the corporate world, they need to know the methodology to be adopted to conduct research, in terms of gathering data, interpretation and report-writing and also the use of statistical techniques. Keeping this in view, relevant illustrations have been drawn.

Considering the fact that the market has become customer centric, with changing life styles, tastes, preferences of the customer, customerisation is the watchword of this millennium, and hence this book on Business Research.

The appendix includes case studies which the students will find useful to analyse and hence conceptualize the subject. This book is divided into 23 chapters and the research techniques and processes are well explained with illustrations.

We are thankful to our Director, Prof. M.R. Holla; Principal, Dr. H.N. Shivashankar and Registrar, Mr. Narayana Raju, without whose encouragement and guidance, publishing this book would not have been possible.

Despite our earnest efforts and help received from various quarters, certain shortcomings might have remained unnoticed. We shall be glad if our esteemed readers bring these to our notice so that the same can be rectified in subsequent editions.

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