

Research Methodology: Introductory Issues

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Abstract - As we know, research is about seeing what everyone has seen and thinking about what no one else has thought about. So, research has a very deep meaning. Studies show what an ordinary person can show and see. It is to ponder about things that no one else has ever thought of. Research is very significant. Here, in the study of research methodology, an introductory issue of the study is evaluated. Methodology, purpose of research, type of research, research approach, significance of research, research method vs methodology, the difference between methods and techniques, research and scientific methods, standards of good research, problems encountered by Indian researchers, market research and their characteristics. Research is significant in solving several operational and development problems in business and industry. It surveys about business research and market research also, along with motivational exploration. The study also measures various methodologies that can achieve beneficial results. Market research is a study of the structure and growth of the market aimed at solving the bordering on efficient policies for acquisition, production and sales. Operation probe is the process of feeding a reference to the demands of a scientific, logical and orderly system, it also highlights about the key factors to business glitches, and the cost of minimizing or maximizing revenue, or what can be named as difficulty optimization. So, specifically, it is intended for researchers to get to know better about their research process and research methodology as how to approach research activities.

research term actually constitutes judgment and re-judgment of complications, preparation of conjectures or proposed interpretations, collection of information, classification and evaluation, making erasure, achieving conclusions and ultimately correcting conclusions to describe the development of the presumption. In the study, with the help of technical methodology, you can find the expected answer that can be given to any question. Whenever you are doing research, there are some common objects, and there are some special objects.

I. For an astounding increase in knowledge or to spread new insights into it.

II. Diacritics or specific research analysis.

III. The purpose also includes regulating the occurrence in which something occurs or it is associated with something else.

IV. Test suggestions aimed at links between variables.

Research Hypotheses According to the theory, research types are of various types. Some of the basic types of research analysis are mentioned below:

a) Narrative vs. systematic research.

b) Practical anti-elemental research.

c) Quantity vs. Standard related studies.

d) Theoretical and empirical research.

e) and some other different types of research.

Key Words: Research Approaches, Research Process, Research Methodology, Good Research, Marketing Research

1. INTRODUCTION

The term research has a very large meaning. The term research includes the concept of knowledge. Knowledge can be defined into two categories: existing knowledge and new knowledge. Research means the use of existing knowledge and the use of new knowledge, which allows us to create new ideologies, concepts and methodologies. In simple terms, the term research implies traces of information. For research the study should be done on a specific subject or set of data. This survey can be conducted as a methodological survey or as a technical survey. Research is the exploration of various things technically. There is a certain knowledge that already exists, and research means a new way of exploring knowledge within existing knowledge with the help of new incidents in any section or segment of knowledge. Many people knowingly or unconsciously adapt the methodology of research. Through research, we can find a lot. It's a journey to detect new things with the help of new data. According to Clifford-Woody, this

2. LITERATURE REVIEW

Coombes (2001) explained that research is primarily a measurement or conference information procedure to solve specific problems in society.

Kothari (2004) found that research design is informed by the research purpose and character of the research subject.

R.Kumar (2005) described the most important classification of research design for research methodology. It can be classified into 3s, namely - descriptive, exploratory and descriptive.

Zainuddin (2010) described research methodologies emerging in understanding the character of research difficulty associated with the narration of the population under study.

Zikmund (2010) detailed that research methodology is integrated with survey methods for data collection and statistical measures such as PLS path modeling for hypothesis testing.

Pavan and Kulkarni (2014) concluded about the fact that the study is a method of discovery dating back to ancient times. Innovation and discovery are two things that have great importance in society. It is the fact that research is a process

that continues until the time society is about to exist, which is why it is called an immortal process.

Diaz Ramirez (2014) had an opinion that the level of trust among students learning English can be increased with the help of project-based learning. The findings enlightened us in how students will be able to improve their writing skills in areas such as structure, length and ideas.

Costely and Abukari (2015) were analyzing work-based research projects applicable at the graduate level. Those who are conducting research projects at the graduate and doctoral levels can have a significant impact on the context of their work and have a developmental impact on the employees who are conducting research projects.

Terkikh (2015) gives an opinion on the fact that project activities are a very important way about teaching master's students on the subject of social advertising. Creatively these can solve students' real-world problems, thereby balancing theoretical academic knowledge and practical useful skills.

Roy (2016) expressed the opinion that research is about seeing what everyone has seen and thinking about things that no one else has ever thought about. Through his research, he evaluated the various feathers of research design and discussed the various prospects of research design and its structure.

3. ABOUT THE STUDY

Objectives of the Study

As we know, the research objective outlines exactly what the effort is trying to achieve. However, while the initial aim of this study is to make researchers familiar with the term research methodology and its various wings, it also specifically assesses: * Ensure that researchers are well aware of the research process.

* Discuss and explain how research activities should be approached

Research Methodology

Here, since research methodology is descriptive and exploratory in nature, relying on existing literature in the field as secondary data, such as data available from books, magazines and various websites, research methodology describes the research work in detail and also takes up various research-related components and is described in detail

4. VARIOUS RESEARCH APPROACHES

Research work can basically be subdivided into two categories; these two categories can be called quantitative methods and qualitative methods. Thus, the various types of research work discussed above can illuminate certain points where research work can ultimately be subdivided into two categories, and in research methodology, we can find quantifiable forms of data that may be subject to rigorous quantitative investigation in a formal and stubborn way. This approach can be further classified into an inference approach and a simulation approach of research. We need a method that can be exposed to rigorous quantitative investigation in a formal and stubborn way. This data can be found in a quantifiable format. Inference techniques are methods of determining the characteristics and relationships of the population in a database to achieve. This can also mean the examination of the survey in which the population of the

sample f is measured to regulate its characteristics, experimental techniques can also be divided into several subcategories, it is classified by much greater control, on the examination atmosphere, in this situation, some variables are used to detect its results in other variables. It has been a long time since I was a child. Subjective assessments of attitudes, decisions and actions can be found in surveys called cumulative techniques. Researchers' insights and simulations can be found through research. Such research methods conduct the results in a non-quantitative form or in a form that is not exposed to rigorous quantitative investigation.

5. SIGNIFICANCE OF RESEARCH

Technology and simulated contemplation can be found with the help of research, and it will always strengthen the mediation and improvement of the rational exercise of the institution. The significance of the study has been introduced in many diverse areas of guided finance, whether it concerns corporations or finance as a whole, this is very much growing day now The growing complexity of the nature of the business and governance is concentrated on the usefulness of the importance of the study, in case there is a functional complexity that can be solved. In addition, as a support for monetary policy, research methodology has achieved both the impact of management as well as trade.

The basis of all government rules in our economic system is controlled by research transport. Government finances, for example, depend in part on the study of people's necessities and requirements and the availability of income to meet those needs. The possible income must be associated with the cost of necessities, and this is the ground on which the survey is most obligatory. Additional strategies can be planned through research, and surveys are the most obligatory on this ground. Through research, we can plan additional strategies and at the same time we can also consider each proposal of alternatives. Selection may not be included in the study, but the examination can certainly allow the verdict of policy makers, now-days a large staff of all government reservation inquiry experts and experts will continue to work. Government research When it is used as a tool of economic policy, it will have 3 different stages of the process, these 3 stages are listed below.

- i) Inspection of the financial structure through repeated collection of facts;
- ii) Examination of the actions being taken and the search for forces essential to them
- iii) Forecast, i.e., estimation of future development.

6. RESEARCH METHOD VS. METHODOLOGY

The turning point of research lies in the fact that we can make a difference between research methods and research methodologies. The method of study to be conducted will understand all the procedures utilized for the guidance of the study. This is why research methodology implies technology, and researchers take advantage of research functions. Alternatively, the research method is one that is utilized by the researcher at the time of the complication of the study. From the time research methodology began its journey, especially in the case of adopted research, accessible information and an unrepresentable perspective of complications must be related

to each other to make dissolution feasible. Therefore, the research methods can be mixed or mixed into the following 3 categories:

- a) Initially, there are technologies related to the heap of information.
- b) A second category can be measured to formulate statistical methods utilized to set the correlation between information and mystery.
- c) The third category should consist of techniques utilized to assess the validity of the results obtained.

7. RESEARCH AND SCIENTIFIC METHOD

Research and scientific methods: For a clear appreciation in connection with the study of words, the importance of scientific technology should be acquired by anyone. The two-word research and science and technology are very closely related to each other and related to each other. Researchers are typically complex in accurate results, repetition of those results, and promotion. Again, there is this knowledge that is interrelated with all the test results and systems, but they vary provocatively from one science to another. In this context, Carl Pearson says, "The scientific method is the same in the (science) branch, and the method is the method of all logically trained minds.....The unity of all sciences is composed alone in its way and not material." The person who classifies certain facts, sees their interrelationships and describes their order is the man of science, who is applying scientific methods."Logical thinking is stubborn, scientific methods are as stubborn as logical thinking, and scientific methods also try to find the truth.

However, the scientific method is based on some basic proposals, such as:

- a) It believes in practical testimony.
- b) It was a proper idea.
- c) Will be executed only against the actual judgment.
- d) It is intended only to constitute a sufficient and adequate representation of the population.
- e) its effect on a feasible prognosis.
- f) Its technique is for practicality, which is familiar to everyone who is formed and connected for serious investigation.

Explore conclusions through transcription.

It is going to create the most common truth. In this way, the scientific technique stimulates the technique of exposing the strict technique, the coordination of the intestine, which the researcher is carried out by the law of rational argument

8. RESEARCH PROCESS

Previously, it employed trifles of research procedures and techniques, but it seems appropriate to display a short overview of research methodology. A concise depiction of the research process should be presented as follows:

- a) Make up the complexity of the study.
- b) Observation of huge literature.
- c) Improvement of assignment theory.
- d) Corresponding to the research model.
- e) Determination of sample model.
- f) Pluck information.
- g) Project achievement.
- h) Testing of information.
- i) Guess scrutinize.

- j) Observation and explanation.
- k) Review or theory appeal.

9. CRITERIA OF GOOD RESEARCH

Scientific research can be expected by anyone to satisfy or reconcile the principles that follow. It is necessary to clearly identify the purpose of the study and use general ideas.

- a) The usefulness of research methodology should be talked about in the appropriate aspects to allow other researchers to repeat research for better development.
- b) Systematic patterns of research should be considered diligently to devote possible substantial results.
- c) The researcher should evaluate the results on discovery, related to the defects of the overall openness, orderly pattern.
- d) The experiment of information should be sufficient to expose its sharpness, and the procedure of the applied experiment should be perfect. In addition to this, the legitimacy and authenticity of information should be carefully identified.
- e) The finish should be surrounded by objects identified by the information of the research analysis and limited to those whose information contributes to a sufficient basis.
- f) Significant reliability in research theory or analysis is predicted if the researcher is experienced. The criteria for a good study can be identified by methodological, legal, experimental and reproducible criteria. This can be identified in another way.

The ability of good research can be defined as

i) **Good research is systematic:** This means examination should be thoughtful and thus steps to be taken in a quantified manner, these steps should be taken according to a well-defined set of sequences. Imaginative thinking can not be ruled out by orderly characteristics, but unconditionally cast off the use of prediction and consciousness. Imaginative thinking does not exclude systematic features of examination, but unconditionally excludes conclusion prediction and consciousness.

ii) **A good study is logical:** A survey is conducted in a certain way, and a survey is conducted that proposes to focus on the logical process of guidance and guidance of wise reasoning, allowing to draw conclusions about the excessive value of conducting the study. The conclusion can be called that it is the excessive value of conducting research. This is the fact that logical reasoning always makes the study more alive within the framework of choice.

iii) **A good study is replicable:** First in this respect, we establish a study and thereby establish a basis for decisions that this can be made through a unique permitting study.

iv) **A good study is practical:** It has always been proposed that the study is always fundamentally related to the real state and one or more structures of agreement with a clear dada, trying to provide the basis for the purpose of external legitimacy to the research results.

10. PROBLEMS FACED BY INDIAN RESEARCHERS

There are various problems that Indian researchers are facing. For those who are closely involved in the process of experimental research analysis specifically for Indian researchers, researchers observe the complications of various studies and these are listed below.

- a) In our country, the lack of technical training in research procedures is a major obstacle for researchers.
- b) There is insufficient cooperation between the research departments of the university and research institutions such as corporate and government departments.
- c) Most business organizations in our country rely on researchers, believing that they will pass the information properly.
- d) Research analysis is considered very often due to the demand for sufficient data.
- e) There is no teaching ciphertext for researchers.
- f) Most of the researchers in our country also observe the hardness of sufficient and temporary secretarial cooperation.
- g) There is also no availability of information in the libraries of our country. Research methodology can be understood very easily with the help of this type of analysis. If a researcher is going through a very simple process, he/she can benefit greatly from this process.

11. MARKET RESEARCH

The likelihood of evaluating a new product or service is very different. These procedures will help you find the future market, accumulate and prove opinions and make knowledgeable decisions. One can conduct market research by making a plan or it can be outsourced by an institution that has the capacity in this procedure Development of market research can be done by deploying a survey and interaction with a set of people will also be recognized as a sample. Companies can conduct interviews and take other measurable steps.

[illegible]

Management: With the help of administrative market research measurements can be done regarding business growth, through proper arrangement, organization and human resources and material resource management, and in this way I can guarantee all clear requirements within the market site at very right times.

Social: If the product is going to meet those requirements, the customer has specific needs, then the customer will be very happy. Therefore, it is time's need for a product or service that should comply with the requirements within the market, at the appropriate time.

Economical: First in this regard, we need to find an inexpensive degree of breakdown or achievement that a company can have while new to the market. Or can introduce new goods or services again, and thus can provide a guarantee to all events to be implemented.

12. USES OF MARKET RESEARCH

Marketing search can be called the assembly, recording and analysis of market information that is highly relatable to the exact trouble of marketing goods or services. The main uses of marketing research are described as follows:

- i) Market and Economic analysis:** Market research mainly involves analyzing the factors of the market section to establish a possible market for a given result or service. Marketing investigators gather market information and analyze the factors that affect sales in a particular market section.

Financial analysis is also used by the marketing research department to make decisions

- How actively should companies market in a particular market section?
- How much currency should it devote in marketing to that section?
- How long you may have to manufacture to complete the requirements of the market section?

Economic analysis often includes monetary forecasts that try to analyze and estimate increasing market trends and demand.

- ii) Marketing research for new products:** The behavior of the marketing research department produces research for a variety of reasons such as

- a) New measurable shooting.
- b) Finding upgrades or additions for accessible products.
- c) Making changes or improvements in the packaging of manufactured goods.
- d) Determine the conformity of the product to the products of competitors;

When a new creation is being developed, the marketing research department provides a test of product ideas used to see how customers may respond to a new product.

13. CUSTOMER SATISFACTION SURVEYS

Marketing surveys also include customer satisfaction surveys. The customer Satisfaction survey focuses on the perception of customers with knowledge of shopping and buying. Many companies try to understand the customer's perception about the facts about the shopping and buying experience, about the fact that working on new customers has proven to be much more expensive than keeping old customers. Many people are perceived in the study of the "business to customer" (B2C) or retail stage, but too many "business to business" (B2B) or wholesale points.

Types of Customer Satisfaction Surveys:

- ◆ **Descriptive or documentary research:** Many clients have met studies that may be intentional or unintentional, where they study the attitude of the buyer, but if this study is occasionally administered to a group of clients, it is possible to depict the well-being of the buyer over time.

- ◆ **Viral Marketing Research:** Viral marketing Research is a kind of marketing research that can be used by a division of marketing research. This viral marketing research procedure also compares the return on investment (ROI) about the publicity and announcement strategies they plan to develop on social networks.

14. THE SIGNIFICANCE OF MARKET RESEARCH

- i) Valuable information:** Through valuable information, you can get the cost of acquiring new goods and thus consequently support your commerce plan and strategy.
- ii) Customer-centric:** Through customer-centric things, we determine what clients need and what they want. Marketing is consumer-centric and this helps consumers find and identify

their needs, and the needs of consumers and their requirements are best met in suit time.

iii) Forecasting: If a business can understand the demand in the market, they can design the demand and also create inventory to be able to meet the demand.

iv) Competitive Advantage: If any company wants to stay ahead in the competition, it is very necessary to develop a business strategy. This business strategy provides cutting edge to the business. A business can develop a business strategy that will help them to move ahead of their competitors

15. ADVANTAGES OF MARKETING RESEARCH

♦ **It helps businesses strengthen their position:** Information is always power. Market research can be used to better enhance perspective, thereby allowing the company's business to be known to the market or to move forward in the market, which in this way allows the company to create its own customer base.

♦ **It minimizes investment risk:** This is a simple process, at the same time significantly increases the strength and often saves the business from risky considerations. It helps to save losses and losses can be minimized by researching and testing the market, manufactured goods, sound business sense.

♦ **Clarify potential threats and opportunities:** Both chief research (fieldwork) and minor research (desk research), insurance plans for the purpose of clearing hazards on the road ahead This may be combined with a qualitative survey for the purpose of a deeper survey that can highlight clear opportunities or may have otherwise been omitted.

♦ **It facilitates strategic planning:** If the business spends time on facts to improve the strategy. One can be very confident and ultimately ensure that the business will achieve your business goals.

♦ **It helps in the speck of emerging trends:** A business should stay ahead of its competitors; it is an important regulation to repeatedly "pulse" what is hot and what is not in your business the steps that the business did not think about other businesses.

♦ **It will help companies to stay ahead of the competition:** The basic demand of business is to acquire the basic rights, this will promote the business to move ahead in life, joint with the interest and preparation to innovate. A business should have the knowledge to remove obstacles that come into the business way and the insights that the business is gaining from the market, those businesses should use in the proper way. Spectator research and information research are 2 key keys to moving your business forward and moving forward from competitors.

16. DISADVANTAGES OF MARKETING RESEARCH

Offers suggestions, not decisions: the selection process is not an option for marketing exploration. It is impossible for researchers to provide ready-made remedies for the problem. No research to be relevant market, it will solve the problem very quickly. It only helps to make decisions and structure procedures in solving difficulties.

Can not accurately predict: In the case of marketing research, the future situation will be predicted by the workers. For this, various research studies are being conducted.

However, predictions are not always correct. It is very difficult to predict the future, the future is forever doubtful, and accurate predictions about the upcoming events can be achieved through marketing exploration.

Not all marketing problems can be studied: Marketing research, especially in situations where it is difficult to assemble the relevant data, like all Ma, research research is not likely to be engaged in valuable judgment. Therefore, all marketing troubles are not researchable, and all search troubles are not answered.

Time-consuming activities: Market research is always a time-consuming action. For the sake of investigation, it generally takes a long time to find the truth, and if it is discovered soon, it can change in the future due to changes in the environment and circumstances.

Expensive/expensive activities: Research work in the market requires a high level of investment and higher training in finance, computer skills, sociology, etc. It is also very indispensable part of the components of the research staff. Even giving publicity organizations and management advisers responsibility for research work is expensive.

Lack of qualified staff: It is very difficult to find a professional person for scientific market exploration, and requires a professional marketing researcher who has the appropriate experience, experience and adulthood. Among the shortage of such professional staff, it is quite obvious that the research work is likely to be unfinished or unreliable.

Complexity of the subject: Accurate leadership can guide the organizational market research process towards the appropriate direction. This is due to the fact that market research is not an exact science. Human performance effect market research that is always very difficult to predict. As a result, the conclusions and recommendations drawn are not accurate.

Conclusion uncertainty: Marketing research is surrounded by customers. However, it is difficult to accurately and accurately predict the buying motivation of consumers. This brings several classes of questions to tense conclusions from market research.

Limitations of the data used: Market research is highly dependent on the information collected and analyzes marketing troubles for the purpose of drawing conclusions and recommendations for preparation. However, this is a major problem that the entire procedure becomes a risk if the configured data is insufficient and unreliable.

17. FEATURES OF MARKETING RESEARCH

The various features of marketing research are as follows-

Systematic and continuous activity/process: Market research is a constant procedure. But new marketing troubles will sometimes come in the way of marketing goods and services. If the investigation is done in a certain way, it is not enough. While studying every marketing project, you need to set out to answer new advertising troubles and challenges.

Wide and comprehensive in scope: Marketing studies are a broad term and make up i covered by marketing studies from many things, in addition all aspects of advertising. Marketing research covers the following things like introducing new products, classifying possible markets, collecting appropriate sales techniques, learning market competition and customer preferences, introducing appropriate marketing plans, and sales incentive transactions.

Focus on accurate data collection and standard analysis:

Marketing research must properly structure all collected data. The records being collected must be reliable. It should be systematically analyzed. This certainly provides a complete picture of the conditions and possible solutions.

Provides benefits to companies and consumers: It is very useful for sponsoring marketing studies in corporations. It increases the income and profits of the business. It also raises aggressive capacity and creates goodwill in the market. Consumer-oriented market policies can be created with the help of marketing research.

Commercial equivalent of military intelligence: Market research is a kind of marketable fitness activity. Marketing research has done designed activities on the marketing ground. The study of the situation is carried out before pleasing any military action. Marketing research acts as the cleverness tool of the organization.

Tools for management decisions: Market research with a very important powerful tool in the hands of organizations to identify and analyze the troubles that are arising from sales and find solutions to them. Decisions are assisted by this. This suggests a possible solution for consideration and assortment by the administrator. Marketing research is an aid to judgment and in no way an alternative for it.

Applied research: Market research is practical knowledge. It worries with the difficulties of strict marketing and suggests alternative solutions and possible results for each option.

Reduce the gap between producers and consumers: Market research is an essential enhancement of competitive marketing that can be obtained with the help of market research. It is very useful for understanding the requirements and prospects of customers. It reduces the gap between producer and customer and adjusts the marketing action to suit customer's desire

18. CONCLUSION

From the above discussion, it can be concluded that research methodology is an explicit procedure or practice used to identify, select, process and analyze information on a topic that is to see what everyone sees and what no one else thinks in a particular area. Research methods are those that are utilized by researchers at the time of the complications of their studies, and then research methodologies have begun their journey, especially in the case of adopted studies, accessible information and an indescribable perspective of complications must concern each other to increase the feasible dissolution. Therefore, research methods can be mixed or mixed into three categories, such as - the very first there will be techniques related to the heap of information; the second category can be measured formulating statistical methods utilized to set the correlation between information and riddles; and the third category can be used to assess the validity of the obtained results. It should be built from those technologies that will be used in the future.

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