

Research Methodology



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***Research
Methodology***

Research Methodology

A Theoretical Approach



D. Napoleon
B. Balaji Sathya Narayanan

SIX STEPS OF MARKET RESEARCH



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Meaning

Research refers to a **SEARCH FOR KNOWLEDGE.**

Once can also define refine research as a scientific and systematic search for pertinent information on a specific topic.


The search for knowledge through objective and systematic method of finding solution to a problem is research.



who?



where?



when?



how?



what?



why?

Definition

“Redman and mory define research as a “Systematized effort to gain new knowledge”

Some people consider research as a movement , a movement from the known to the unknown.

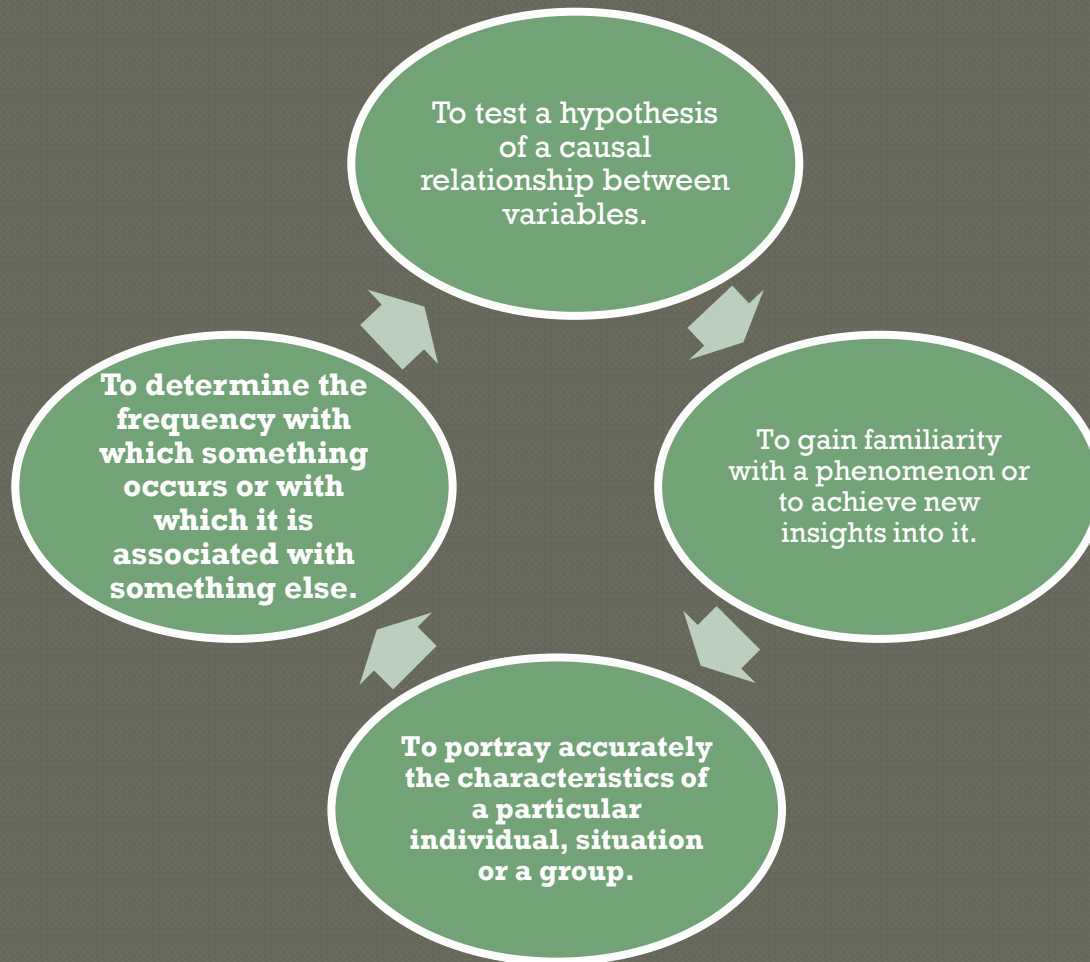
Objective of Research

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 truth which is hidden and which has not been discovered as yet.

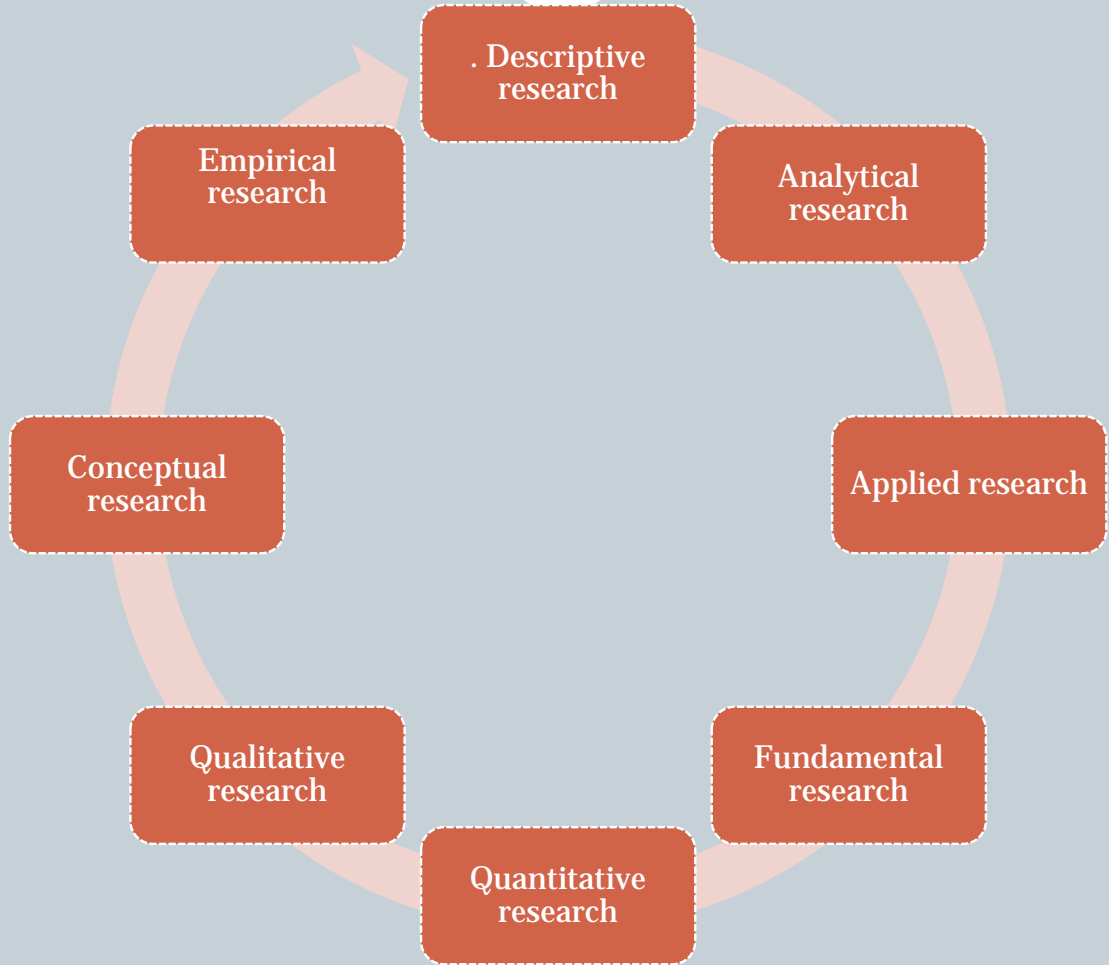
Through each research study has its own specific purpose, we may think of research objectives as falling into a number of following broad grouping.

Four Objective





Types of research



Descriptive research

Analytical research

Applied research

Fundamental research

Quantitative research

Qualitative research

Conceptual research

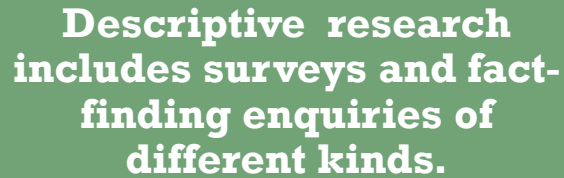
Empirical research



Descriptive research



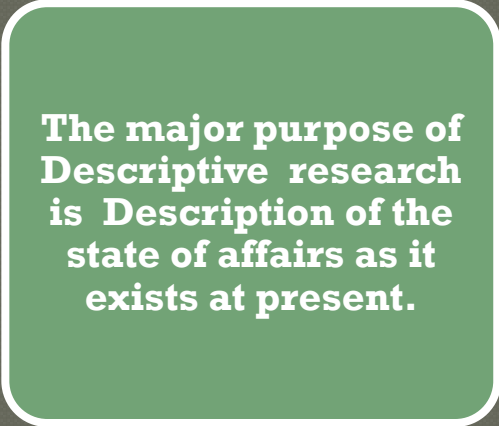
Descriptive research
includes surveys and fact-
finding enquiries of
different kinds.



In social science and
business research we
quite often use the term
**EX POST FACTO
RESEARCH** for
Descriptive research
studies.

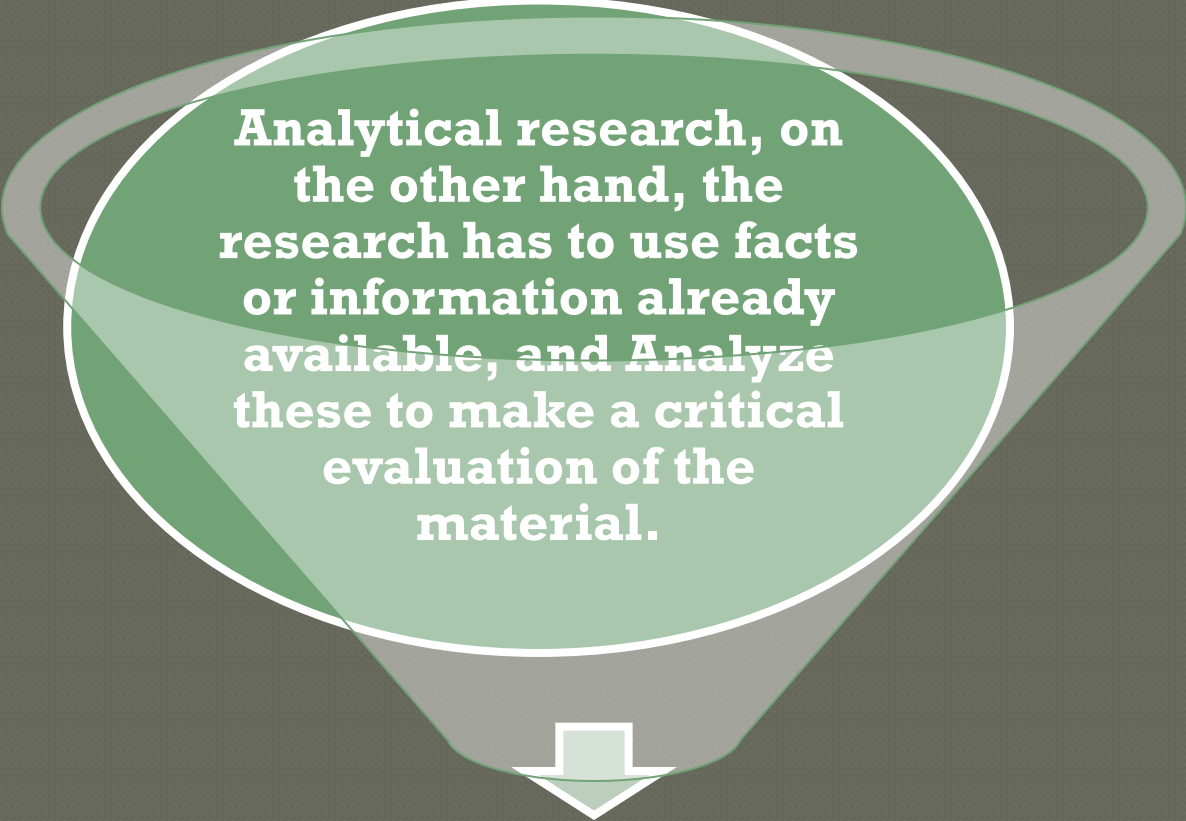


The major purpose of
Descriptive research
is Description of the
state of affairs as it
exists at present.





Analytical Research



Analytical research, on the other hand, the research has to use facts or information already available, and Analyze these to make a critical evaluation of the material.

Applied research

Applied research aims at finding a solution for an immediate problem facing a society or an industrial / business organization.

The study and research is used in business, medicine and education in order to find solutions that may cure diseases, solve scientific problems or develop technology.

Applied research is a methodology used to solved a specific, practical problem of a individual or group.

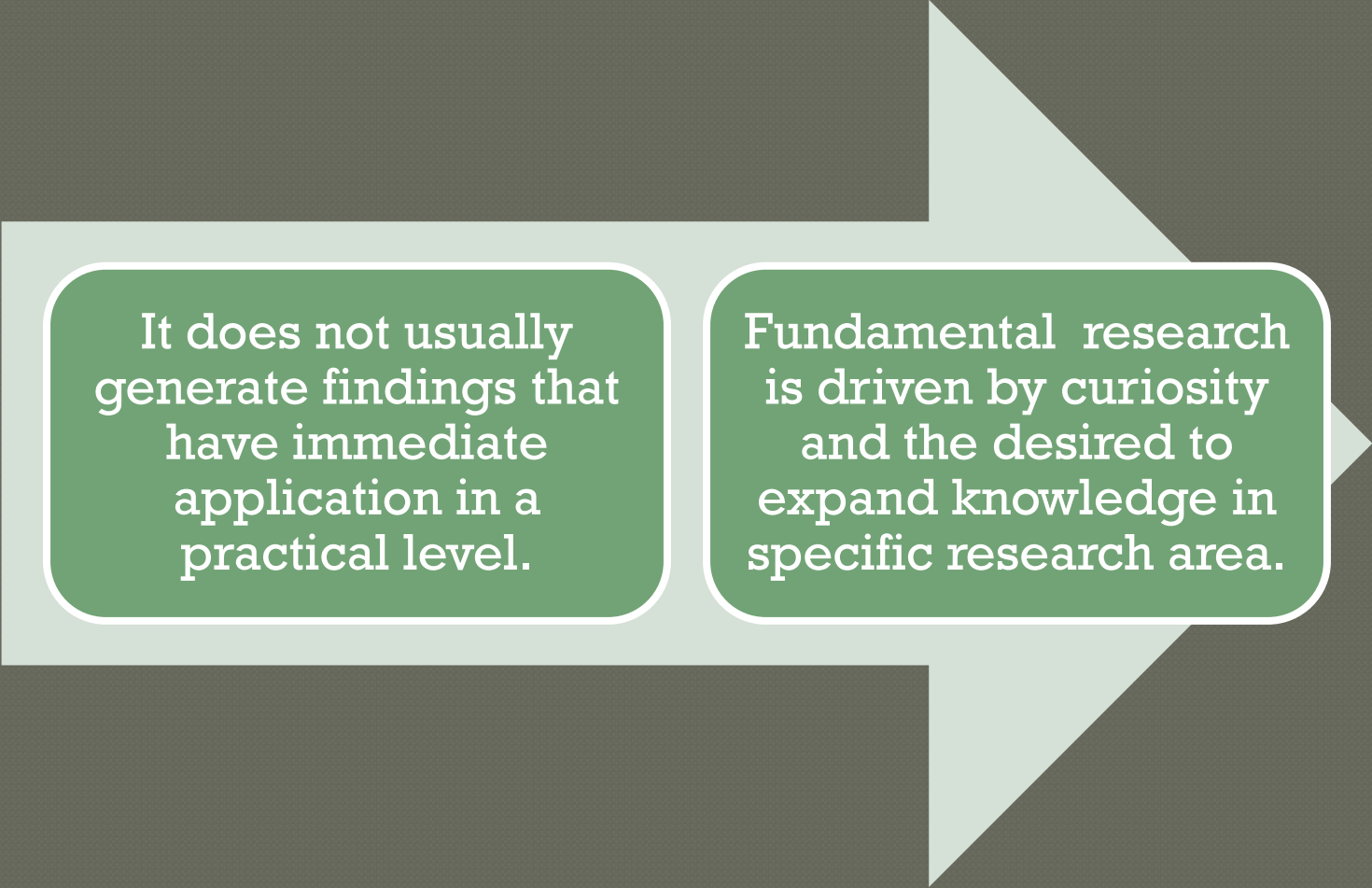
Fundamental Research

**Basic or
pure
Research**

Fundamental research is mainly concerned with generalisations and with the formulation of a theory.

GATHERING
KNOWLEDGE
FOR
KNOWLEDGE'S
SAKE.

Research concerning some natural phenomenon or relating to pure mathematics are examples of Fundamental research.



It does not usually generate findings that have immediate application in a practical level.

Fundamental research is driven by curiosity and the desired to expand knowledge in specific research area.

Quantitative Research

Quantitative Research is based on the measurement of quantity or amount.

It is applicable to phenomena that can be expressed in terms of quality.

Quantitative Research is specially important in the behavioral sciences where the aim is to discover the underlying motives of human behaviour.

Qualitative Research



Qualitative Research on the other hand, is concerned with Qualitative phenomenon.




i.e. Phenomenon relating to or involved quality or kind.



For instance, when we are interested in investigating the reasons for human behaviour.

Motivation Research, an importance type
Qualitative Research.



This type of research aims at discovering the
underlying motives interviews for the
purposes.



Qualitative Research is specially
importance in the behavioral sciences where
the aims is to discover the underlying
motives of human behaviour.

Conceptual Research



Conceptual Research is that related to some abstract idea or theory.

It is generally used by philosophers and thinkers to develop new concepts or to reinterpret existing new.

Conceptual Research is defined as a methodology wherein research is conducted by observing and analyzing already present information on a given topic

i.e. Copernicus used conceptual research to come up with the concepts about stellar constellations based on his observation of the universe.

Empirical Research



It is research
using
Empirical
evidence



It is a way of gaining
knowledge by
means of direct or
indirect observation
or experience.



Empiricism values
such research more
than other kinds



Empirical
evidence can
be analyzed
quantitatively
or
qualitatively.



Thanking
you