

QUANTITATIVE TECHNIQUES  
for  
BUSINESS RESEARCH

Suresh T S  
com

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# MEANING OF RESEARCH

- ❑ Research means search for **knowledge**.
- ❑ It aims at finding out **truth**.
- ❑ Art of **Scientific investigation**
- ❑ Way of **thinking**, Critically examining aspects of daily life.
- ❑ Fact finding **process**. A movement from the **known to unknown**.



# DEFINITION OF RESEARCH

According to Clifford Woody (Kothari 1988) research comprises of ,  
“Defining and redefining problems, formulating hypotheses or suggested solutions; collecting, organizing and evaluating data; making deductions and reaching

According to Redman and Mory (1923), defined research is a

"systematized effort to gain new knowledge“.

In the Encyclopedia of Social Sciences, D. Slesinger and M. Stephenson (1930) defined research as

"the manipulation of things, concept or symbols for



## **Objectives of research (Aim or Purpose)**

1. To gain familiarity with a phenomenon or to achieve new insights into it
2. To portray accurately the characteristics of a particular individual, situation or a group
3. To determine the frequency with which something occurs or with

# Characteristics of Research

1. Reliability
2. Validity
3. Accuracy
4. Credibility
5. Generalizability
6. Empirical



## Significance of research (Importance or Use)

famous Hudson Maxim,

*“All progress is born of inquiry. Doubt is often better than overconfidence, for it leads to inquiry, and inquiry leads to invention”*

➤ Research encourages scientific and inductive



- The role of research in applied economics in the context of an economics or business is greatly increasing in modern times
- Research assumes a significant role in the formulation of economic policy for both, the government and business
- Research is also necessary for collecting information on the social and economic structure of an economy to understand the process of change occurring in the country
- Research also assumes significance in solving various operational

# Business Research

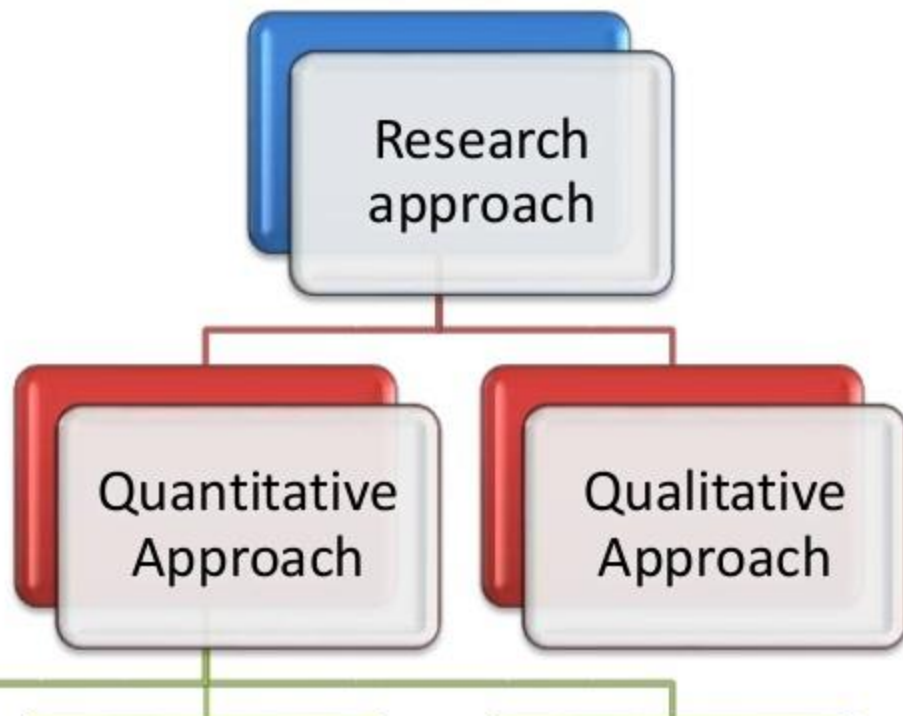
Business research is defined as

‘The systematic and objective process of collecting, recording, analyzing and interpreting data for aid in solving managerial problems’

## Business aspect- Research issues

Consumer behavior	Buying habits, brand preference, consumer attitudes
Human resources	Employee attitudes, staff retention, material incentives
Product	

# Research Approach.



# Research Methods Vs Research methodology

Research Methods	Research Methodology
Research methods are the methods by which you conduct research into a subject or a topic.	Research methodology explains the methods by which ,you may proceed with your research
Research methods involve the conduct of experiments, tests, surveys and the like	Research methodology involves the learning of the various techniques that can be used in the conduct of research and in the conduct of tests, experiment surveys and critical studies.



A blue envelope is shown with its flap open, revealing a yellow sticky note inside. The sticky note has the words "Thank you!" written in a black, cursive script. The envelope is set against a plain white background.

*Thank you!*