



The word **research** comes from two syllables, re and search.

Re is a prefix meaning again, anew or over again. Search is a verb meaning to examine closely and carefully, to test and try, or to probe.

Together they form a noun describing a careful, systematic, patient study and investigation in some fields of knowledge, undertaken to establish facts or principles.

- **Research is exploration combined with learning. It is a "detailed study of a subject in order to discover information or achieve a new understanding of it."**
- Research invariably leads to a better understanding of and a deeper appreciation for the discipline under investigation
- Research is a process of collecting, analyzing and interpreting information to answer questions ... (Asika, 1991).
- But to qualify as research, the process must have certain characteristics which include being controlled, rigorous, systematic, valid and verifiable, empirical and critical.
- **Research** is a process of searching, discovering, and investigating information, as well as collecting, interpreting, and evaluating the information you find.
- One must know how to apply the tools and techniques for finding, evaluating, and using information effectively— a set of skills known as **information literacy**.

**Research contributes to an expansion of knowledge through inquiry, investigation or experimentation aimed at the discovery of facts, theories, or laws.**

- Serves a purpose (objective) and is relevant
- Clearly focused and scoped
- Scientific (depends on context)
- Uses appropriate methods of data collection
- Findings are presented as objectively as possible
- Conclusions are based on the findings
- Sources of information / ideas clearly attributed

**Research** is a systematic process of inquiry aimed at discovering, interpreting, or revising facts, events, behaviors, or theories. It involves the collection, analysis, and interpretation of data to answer specific questions or solve problems. Research can be conducted in various fields, including science, social sciences, humanities, and technology, and it typically follows a structured methodology to ensure the validity and reliability of the findings. The ultimate goal of research is to contribute to the existing body of knowledge, inform decision-making, and advance understanding in a particular area of study.

Research can be classified into two perspectives:

1. Quantitative Research
2. Qualitative Research

Quantitative research



- The emphasis of Quantitative research is on collecting and analyzing numerical data; it concentrates on measuring the scale, range, frequency, and mean of phenomena or variables. This type of research, although harder to design initially, is usually highly detailed and structured and results can be easily collated and presented statistically.

Quantitative research is classified into Experimental and non –Experimental Research.

### What isn't Research

- Gathering information from resources such as books or magazines isn't research.
- No contribution to new knowledge.
- merely transporting facts from one resource to another doesn't constitute research.
- No contribution to new knowledge although this might make existing knowledge more accessible.

### What is Business Research?

- ❖ An organized, systematic and objective oriented scientific inquiry or investigation into a specific problem encountered in the work settings of a business, undertaken with the objective of finding solutions (short or long term) to it is known as BUSINESS RESEARCH.

**Business research** is a process of acquiring detailed information of all the areas of business and using such information in maximizing the sales and profit of the business. Such a study helps companies determine which product/service is most profitable or in demand. In simple words, it can be stated as the acquisition of information or knowledge for professional or commercial purpose to determine opportunities and goals for a business.

For example – starting a business in a new location or adding a new product category or understanding customers in a better manner, all require systematic investigation

▫ People involved in business research are in most cases internal i.e. the employees and the management, however, there are other stakeholders involved as well as different stages depending on the research objectives. For example – If the sales are down then the inclusion of suppliers and related people is inevitable.