**Effectiveness of Research methods**

**Introduction -**

This report will examine the effectiveness of research methods applied for meeting objectives of the business research project. Also, consider alternative research methodologies and lessons learnt in view of the outcomes. It involves further steps in collecting resources and data that can be used to perform analysis based on the environmental situations.

**Research used -**

This report will cover the types of research methods that are used in conducting a research with the help of different methods.

**Primary Research :**

This research method involves first hand collection of data by an individual for analysis, study, research, or documentation of the collected information.

**Questionnaire** - This research involved getting data through questionnaires that were designed to get the customer's consent and approval to gather data form them for the purpose of the research. This type of research is done by an individual with specific questions relating to a topic of interest. This information is collected to further develop in the future and give a wider range of view to a specific topic.

**Google Forms** - These are data forms which are collected from groups of people about a certain issue that bothers or might have issues with, and satisfying solutions to resolve. These are data forms which are collected from groups of people about a certain issue that bothers or might have issues with, and discuss a satisfying solution to resolve the issue.

**Other Primary research Methods that could have been used -**

**Interviews** (telephone or face-to-face) **-**

This research method can either involve communicating through telephone or by speaking face-to-face interaction. This would greatly benefit in gathering data directly from the participant and get to personally ask them questions they would normally otherwise tend to not answer to.

**Surveys** (online or mail) **-**

Surveys are a great way to spread as much area as possible and gain sufficient data to come to a more definitive conclusion. It can be accessible online or through written means. It helps to focus on more coverage and is more efficient in collecting data around other parts in a particular area.

**Focus group -**

These are small groups which conduct qualitative market research on a particular area and conduct studies which are open to discuss with the public and gather data by getting in touch with their participants.

**Visits to competitors' locations** **-**

These are researches conducted by visiting the competitors locations and collecting data with the required permission to do so. This unlikely case as competitors already prepare a report which contains the required information that is necessary to conduct a research upon.

**Good Points of Primary Research -**

Primary research can be a really effective way of using resources to perform research. The advantages and pros of primary research methods which will be covered and be discussed below -

**Efficiency of information -**

It helps to focus all the resources on a specific area and get as much data that is needed to perform research. It collects data which identifies specific issues based on the topic you have at hand. With the proper tools and techniques used in performing the research the efficiency of collecting information increases. It is more efficient and gets the data which is necessary for the research and does not collect unnecessary data.

**Better Control -**

With all the data that is collected there is greater control over what information is collected and which is discarded from the vast array of responses from the research performed. By performing primary research the researcher has greater control over their surrounding and gets first hand data which would otherwise be inaccurate.

**Gathers Specific research -**

Since information gathered is based on a specific topic of interest it can use Google Forms is really convenient as it can collect data over the internet without having to go place to place, and gather as much data with a click of a button. Questionnaires help to get first hand data which could be beneficial to the researcher.

**Bad Points of Primary Research -**

Primary research can not always be the best way to go about doing the research.The limitations and cons of Primary research will be covered in this section discussing those points below -

**Not always Possible -**

It is not possible to interview each and every person and get their feedback as it requires an insufficient amount of resources to go about performing those research. Questionnaires can be lengthy and the participant may not have time to go through each and every question at once.

**Time Consuming -**

As collecting first hand data using primary research methods, it would take up massive amounts of time giving out questionnaires and forms and waiting for a reply from the participants would not be efficient in carrying out the research if there is a deadline which needs to be met.

**Cost -**

It can also be expensive to conduct primary research as resources used to conduct research can cost more to invest into, rather than get data which has already been collected by someone else which can cut cost and increase efficiency of the research.

**Secondary Research :**

This research method involves second hand collection of data by an individual for analysis, study, research, or documentation of the collected information.

**Data available online -**

These are data that are available online that can be used to support the research. Data gathered from different resources that are proven by experts and professionals in the field. This is one of the most popular forms of research methods. It is free to use in some cases or may be charged some amount to use the data.

**Public libraries -**

This is the most convenient of research that is used to gather data for research which are filled with hundreds of books with research articles, documentations, journals, newspapers that are preserved from the past to be analysed. They also have huge collections of selections from different publishers and authors for the public to use.

**Commercial information sources -**

These are commercial outlets that include newspapers, journals, magazines, radio and T.V stations are great resources and for reviews. Commercial information are data that are collected recently which may consist of marketing research, demographic segmentations political agenda and can be used in documentation, economic development

Type of research approach and methodologies you are likely to use, and reasons for your choice:

**Secondary research Methods -**

**Quantitative Research**-

This type of research is based on data that is collected in general which is from a specific region or area which allows to indicate how different regions reflect upon a specific data.

**Qualitative Research-**

This type of research is done to identify the reason and motivation for a problem and offers ideas to the problem with hypotheses to predict the outcome and following trends of the data.

**Mixture Research-**

This type of research involves both Quantitative and Qualitative researches that include collecting, research, analysing data that have been collected with a better understanding of the research problem which are Quantitative or Qualitative.

**Other Secondary research Methods that could have been used -**

**Other population demographics collected by municipality -**

This is data that has been collected by the municipality in other parts of the area and can be used in any type of research. These data are usually collected to keep a record of things and have a clear picture of how things are going and to have a view.These can be used in secondary research to further process the data collected.

**Provincial or federal government agencies -**

Provincial or federal government agencies provide data that is essential for the whole country as it takes into consideration all the statistical and economical data that has been collected over time and must have a decent collection of information that can be compared and contrasted with each other.

**Reports issued by research institutions -**

These reports are collected by dedicated institutions that collect data on a regular basis and prepare a report based on the research conducted. They also conduct primary research to obtain their data so that it can be useful for public use.

**News reports -**

The news reporter gathers first hand data from the public by going about and conducting surveys and interviewing the public. They then process the data and file a report that can be understood and made sense to the general public.

**Academic journals -**

The academic journals contain research data that had been already gathered before and documented into a journal to record important milestones throughout history. These academic journals come in handy when referring through past researches that have been collected to further process current data to come to a final conclusion.

**Newsletters -**

The newsletters provide internal information about how things work around in an organisation. The data that are gathered by these organisations provide an overall view by comparing them to external data that is published by the same organisation to the public.

**Magazines and newspapers -**

The magazines and newspapers are a great source of secondary research material as it contains documentations of events and resources and the way how it is affecting the society. It is a piece of history that is printed to be stored for the future generation to come.

**Pamphlets -**

Pamphlets let you know everything there is to know regarding a massive load of information into a small and convenient piece of folded paper. They are really portable and can provide important information in a short and brief section for a quick browse. They come in handy while collecting data and making a report for a research.

**Good Points of secondary research -**

Secondary research can be a really effective way of using resources to perform research. The advantages and pros of secondary research methods which will be covered and be discussed below -

**Clarification of Questions -**

It helps clarify any questions the researcher is facing as the process of learning never stops. This can be an insight into what was not heard about at first and was clarified by other research conducted by others in the field. It helps larger scale research which helps develop a broader view of the topic and adds more to it when it is used by other researchers in the field.

**Cost less to obtain data -**

It costs less to get secondary research data as it requires less resources than compared to primary research. It makes it more appealing to researchers to obtain secondary research data with ease and not to spend over a massive amount of resources on the research.

**Easier Access of Information -**

Now a day technology has evolved where we could just get information by just looking it up online and finding numerous amounts of research already conducted and recorded on websites which makes it easier to gather information from them and have an overall view of the research. This immensely benefits the researchers in moving forward in their overall result.

**Bad Points of secondary research -**

Secondary research can not always be the best way to go about doing the research.The limitations and cons of Secondary research will be covered in this section discussing those points below -

**Out of Date data -**

Secondary data is not always up to date and can not be reliable. It may be conducted years back and may have been abandoned by the researcher. It holds no value in current times and is just a part of the history records in the past detailing in that period of time.

**Information is Incomplete -**

The secondary data the researcher gathered may not be complete, or may have missing data in the research. It may be a small scale research the researcher may have conducted, which may have resulted in incomplete data. It may also be a sample research conducted which may not have all the data.

**Researchers Requirements -**

Secondary research may provide data based on the topic but it may not be what the researcher intended to use. It may be out of context and not at all related to the research which the researcher is performing at the moment. This could affect the way the researcher conducts their research and will have to resort to other ways to acquire information.

**Research Methodologies used -**

**Ontology -**

It is a broader study of concepts which are based on reality and beliefs that is based on general knowledge which is real and not based on studies and researches that have been done by experts and professionals.

**Epistemology -**

It is based on theoretical knowledge which has been proven with extensive research and analysed thoroughly through documentation and historical data that have been proven with evidence supporting theories and knowledge with research data, statistics, analysis, evaluations and philosophies to come to a conclusion.

**Conclusion -**

In conclusion, this report examines the effectiveness of research methods applied for meeting objectives of the business research project. Also, consider alternative research methodologies and lessons learnt in view of the outcomes. It involves further steps in collecting resources and data that can be used to perform analysis based on the environmental situations.

**Resources -**

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