

PLANNING FOR RESEARCH

From research idea to research proposal

The research process is:

- ▶ A systematic sequence of steps taken to respond to a research problem.

It ensures:

- ▶ Logical flow
- ▶ Coherence
- ▶ Valid conclusions

SLIDE 2: WHAT IS THE RESEARCH PROCESS?

- ▶ Identify a research problem
- ▶ Review literature
- ▶ Develop objectives & questions
- ▶ Formulate hypotheses (if applicable)
- ▶ Choose research design
- ▶ Collect data
- ▶ Analyze data
- ▶ Draw conclusions

Question:

- ▶ Which step do YOU THINK is the most difficult? Why?

THE RESEARCH PROCESS – STEP BY STEP

A research proposal answers:

- ▶ What is the problem?
- ▶ Why is it important?
- ▶ What do you want to achieve?
- ▶ How will you conduct the study?

Typical structure:

- ▶ Background
- ▶ Problem statement
- ▶ Objectives
- ▶ Research questions
- ▶ Scope
- ▶ Literature review
- ▶ Methodology

THE STRUCTURE OF A RESEARCH PROPOSAL

A research problem is:

- ▶ A clear statement of an issue that requires investigation.

It:

- ▶ Identifies a gap
- ▶ Shows urgency
- ▶ Justifies research

Example:

- ▶ Declining guest satisfaction despite staff training investments.

WHAT IS A RESEARCH PROBLEM?

A good problem is:

- ▶ Clear
- ▶ Specific
- ▶ Researchable
- ▶ Feasible
- ▶ Significant

Mini activity:

- ▶ Improve this weak problem:
- ▶ “Service is bad in hotels.”

CHARACTERISTICS OF A GOOD RESEARCH PROBLEM

- ▶ General topic → Customer satisfaction
- ▶ Narrower topic → Service quality in boutique hotels
- ▶ Research problem → Declining satisfaction despite improved service policies

FROM GENERAL TOPIC TO SPECIFIC PROBLEM

Research objectives state:

- ▶ What the study intends to achieve.

They must:

- ▶ Be clear
- ▶ Be measurable
- ▶ Be aligned with the problem

WHAT ARE RESEARCH OBJECTIVES?



Objectives:

- ▶ Guide the study
- ▶ Determine data needed
- ▶ Shape methodology
- ▶ Keep research focused

Without objectives → Research becomes directionless.

WHY DEVELOP RESEARCH OBJECTIVES?



Use action verbs:

- ▶ To examine
- ▶ To assess
- ▶ To determine
- ▶ To analyze
- ▶ To evaluate

Avoid:

- ▶ To understand (too vague)
- ▶ To study (too broad)

HOW TO STATE RESEARCH OBJECTIVES



General objective

- ▶ Overall purpose of the study

Specific objectives

- ▶ Break the general objective into measurable parts

Example:

General objective:

- ▶ To examine factors affecting guest satisfaction.

Specific objectives:

- ▶ To assess the impact of service quality on satisfaction.
- ▶ To evaluate the role of pricing fairness.
- ▶ To determine the influence of staff responsiveness.

TYPES OF OBJECTIVES

Research questions:

- ▶ Translate objectives into questions
- ▶ Guide data collection
- ▶ Define variables

WHAT ARE RESEARCH QUESTIONS?

A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.

Objective:

- ▶ To examine the impact of service quality on customer loyalty.

Research Question:

- ▶ What is the impact of service quality on customer loyalty?

Rule:

- ▶ Each specific objective should have a corresponding research question.

LINKING OBJECTIVES AND RESEARCH QUESTIONS

A hypothesis is:

- ▶ A testable statement predicting a relationship.

Example:

- ▶ H_0 : Service quality has no significant effect on customer loyalty.
- ▶ H_1 : Service quality significantly affects customer loyalty.

HYPOTHESES (IF REQUIRED)

Everything must align:

▶ Problem → Objectives → Questions → Methodology

If they do not align, the proposal becomes weak.

Can you collect data that does not answer your research question?

ALIGNMENT IN RESEARCH PLANNING



- ▶ Problem too broad
- ▶ Objectives not measurable
- ▶ Questions not aligned
- ▶ Mixing descriptive and explanatory approaches
- ▶ Writing methodology before defining objectives

COMMON MISTAKES STUDENTS MAKE



Weak example:

- ▶ Problem: Customer loyalty is declining.
- ▶ Objective: To explore marketing strategies.
- ▶ Question: What is customer loyalty?

What is wrong with this alignment?

- ▶ Discuss corrections.

CLASS ACTIVITY – ALIGNMENT CHECK



Today we learned:

- ▶ Research follows a process
- ▶ A proposal is a research plan
- ▶ A strong research problem is critical
- ▶ Objectives guide the study
- ▶ Questions must align with objectives
- ▶ Alignment determines research quality

SUMMARY