

## **Chapter 3**

### **3. Research methodology**

My research regarding Consumer's attitude towards online shopping is a descriptive research because I just want to draw a picture of my topic as what are the factors that influence consumers to shop online. In general two types of research methods are being used quantitative and qualitative. I would like to go for quantitative method in my research as it is a precise way. According to Creswell (1994) time is vital attribute for decision making while selecting research method. Saunders, Lewis, and Thornhil (2000) suggests that quantitative research can be faster as compare to qualitative as it is possible to forecast the time schedule, whereas qualitative can be relatively long in duration. Research projects normally done for academic reasons are limited to time as our research is also being done for academic purpose and is time limited so that is why we are going to prefer quantitative approach.

#### **3.1 Data collection**

When it comes to data collection there are two methods in general used by researchers to collect data, primary and secondary method. If i talk about primary data it includes observation method, Interview/ questionnaire method, case study method, projective techniques. Whereas, secondary data is one which is already collected by some other researchers not for the reason of particular study or research.

I would like to go for primary data collection method that will include questionnaire from consumers as what are the factors that influence consumers to purchase online. As my study covers Guinea online shoppers so i feel it would be easy for me to distribute the questionnaire and then analyse the situation. As my respondents are geographically scattered and Kumar (1999) suggests that use of questionnaire may be the only choice of data collection as if respondents are geographically scattered.

### **3.2 Sampling**

In general there are two types of sampling techniques probability sampling and non probability sampling. In Probability sample there is a nonzero equal chance for each population element to be selected, Bryman and Bell (2007). There are four types of probability sampling as stated by Bryman and Bell (2007) simple random sample, systematic sample, stratified random sampling and multi stage cluster sampling. Whereas, in non-probability sampling there is no random sampling. As stated by Bryman and Bell (2007) there are three types of non probability sampling i.e. Convenience Sampling, snowball sampling and quota sampling. According to Bryman and Bell (2007) Convenience sample is one that is conveniently available to the researcher with its goodness of accessibility. The problematic facet of this type of non probability sampling as stated by Bryman and Bell (2007) is that it is impracticable to generalize the results but at the same time in Bryman and Bell (2007) words convenience sampling more remarkable role than supposed. And as Bryman and Bell (2007) explains in business and management field this technique is more worthy as compare to sample based on probability sampling. By keeping in view the limitations of time, resources and population writers have decided to apply

convenience sampling technique for the purpose of collecting empirical material. As time and resources are one of the constraints faced by the researchers convenience sampling is helpful, and it seemed suitable for my research purpose as i am unaware of the online shoppers in Guinea and besides this i could not get the list of online shoppers as it was difficult to get the list from administration of Kofi Anan University so i decided not to draw a random sample. I have decided to distribute my questionnaire among Kofi Anan University students, in general library and higher secondary school in Guinea so convenience sampling would be helpful for the writers to approach the respondents and collect the data on time and also to avoid low response rate, as we are expecting at least 100% response rate.

### **3.3 Sample design**

As mentioned by Kent (2007) In particular research a procedure that is being followed for selecting a sampling unit is called sample design. The procedure that is being followed by the writers to select a sampling unit is a mixed process. A mixed process means distributing survey online as well as in person to online shoppers. The population selected by the writers for the study is mainly students of Kofi Anan University, and general public visiting university.

Cafeteria and library. As mentioned in above paragraph writers have selected convenience sampling technique so sample is designed accordingly by approaching the students both by online survey on [www.kwiksurveys.com](http://www.kwiksurveys.com) and distributing the questionnaire to students and general public in University cafeteria. The purpose of using the mixed process is to collect empirical data conveniently and on time, as time and resources are also kept in mind by writers at every step of this thesis.

### **3.4 Sample size**

The population for the research is Kofi Anan University students and people visiting university cafeteria and library and keeping in view the limitation of time and resources writers have decided to take the sample of 100 students and people visiting university cafeteria and library. Questionnaires were distributed both by online and by hand to respondents and enough time given to respondents to fill the questionnaire to reduce sampling error. Questionnaire is constructed in simple language in order to reduce the risk of ambiguity.

### **3.5 Questionnaire design**

The questionnaire is carefully designed to meet the requirements of the research. The questions are taken from previous literature on Consumer's attitudes towards online shopping with a view to validate the research more and some of the questions are self-structured to cover the diversity of research problems. The questionnaire consists of two main parts and one sub part, first part is mainly focused on questions pertaining to factors that influence consumers to shop online. Second part of the questionnaire will cover one of our research question that is who are online shoppers in terms of demography and to see are there any difference in relation to factors that influence Guinea consumers to shop online.

**Part A: Factors influencing consumers to shop online**

First part of the questionnaire will cover the questions relating to factors influencing consumers to shop online, these factors are Convenience, Time Saving, Website Design/Features and Security. Convenience as one of the factor includes four questions, as mentioned above that questions are selected from previous literature and some of them are self-structured. There are total of five questions pertaining to Website design/Features, three questions related to Time saving factor and three questions related to Security.

All questions in this section are constructed with 5 point Like scale ranging from 1 (strongly agree) 2 (Agree), 3 (Not sure) 4 (Strongly disagree) to 5 (disagree). There is also a subset of part A, this subset includes comments box that is left for the respondents to fill as if they feel that there are some other factors that influence consumers to shop online apart from the structured questionnaire.

**Part B: Demographics**

This is final section of questionnaire, as stated by Grossnickle (2001), “easy” questions must be at the end of the questionnaire. As the respondent can lose interest after answering 15 questions in the first section so that is why writers have decided to put easy questions at the end of the survey. As this section includes personal and sensitive question regarding income so as there is a risk that respondent can terminate the survey at early stage. This section includes questions pertaining to Gender, Age, Income and Education.

### **3.6 Validity and reliability**

Writer's research questions will help to prove the validity of research. Validity is if the statements that are designed in real terms measure what is actually meant to measure (Fisher 2007). As most of the research questions are being extracted from previous literature done in the area of Consumer attitude towards online shopping which proves the validity. The questionnaire is closely linked with the research questions as part A of the questionnaire deals with questions pertaining to each of the factor that can influence consumer to shop online.

The questionnaire is constructed in a way that it does not alienate the respondent, as sensitive questions in nature such as income and age are asked at the later part of the questionnaire so to avoid from the risk that respondent can terminate the survey.

Questionnaires are not distributed in a particular setting or a place as writers have distributed the questionnaire in Kofi Anan University, Kofi Anan Library has to get the diversified population from different demography. Questionnaires are only distributed to respondents who have previous online shopping experience.

### **3.7 Data analysis**

The tool that I will use for our data analysis is a 5 Point Like Scale (1=Strongly agree, 2=Agree, 3=Not sure, 4=Disagree, 5=Strongly disagree). The Like scale is a scale that is commonly used for questionnaires, and is mostly used in survey research. My research is also survey based research so it would be easy for me to interpret the analysis. The advantage of using like scale can be to create

interest among respondents as according to Robson (1993) as like scale can be interesting for users and they often enjoy completing a scale like this. Another advantage can be simplicity as Neuman (2000) suggests the real strength of Like scale is the simplicity and ease of use. As mentioned above those two methods are used to distribute questionnaire, out of total 100 questionnaires 40 were completed by respondents through online software [www.kwiksurveys.com](http://www.kwiksurveys.com) and rest 60 were distributed in person to respondents and collected from them after reasonable period of time. Out of 100 the response rate was 98%. After receiving the raw data the next step was to input the data in software to get the frequencies, the software used for input the data is online tool known as kwiksurveys. It took 3 hours to input the data.