

CHAPTER 3

Methodology

The purpose of this chapter is to provide the research methodology which was designed to achieve the objectives of this study. It is important to select appropriate method to ensure the validity and accuracy of data and findings. This chapter will show the method chosen, the instruments used to collect data, the data analysis and the sampling process. Relevant data was gathered by questionnaires. This chapter offer research methodology of the study. This includes the topic such as research philosophy, population, sample size, research hypotheses, research device and measurement of questionnaires, data collection and analysis techniques. Details will be described in latter part of as follows:

3.1 Research Philosophy

Research philosophy depends on the researcher's way of thoughts, how the development of knowledge is being implemented. There are two main views of research philosophy which are positivism and phenomenology (Saunders et al, 2007).

Saunders et al (2007) also mentioned that both philosophies are different, nevertheless, both philosophies develop knowledge that play important role in management of research. Positivist adopt the philosophical stance of the natural scientist. Remeniya et al, (1998, p32 cited Saunders et al (2007, p 103)) mentioned that "positivist prefer working with observable social reality that end product of such research can be law like generalisations similar to those produced by the physical and natural scientists". Hussey and Hussey (1997) also support that positivism try to find the facts or causes of social phenomena.

Phenomenologist arguments positivist that social world of company and organization is too difficult to describe assumption in the same way as the material sciences (Saunders et al, 2007). Hence, the phenomenological concept is focused on relaizing human behaviour from the applicant's own frame of reference (Collis and Hussey, 2003). The table on next page will show the differences.

Table 3.1 Comparison between Positivistic Paradigm and Phenomenological Paradigm

Positivistic Paradigm	Phenomenological Paradigm
Produce Quantitative Data	Produce Qualitative Data
Concerned with Hypothesis Testing	Concerned with generating Theories
Use Large Samples	Use small Samples
High Reliability	Low Reliability
Low Validity	High Validity
Data is Highly Specific and Precise	Data is rich and subjective

Source: Collis and Hussey (2003) Business research: A practical guide for undergraduate and post graduate student 2nd ed., p.55

This research paper will be using positivistic paradigm as research philosophy in order to study the factor that effect the purchasing of tailor made suit at Bill International Bespoke Tailor. The main reason for choosing this approach is because this paper will be testing hypothesis. Also, the aim of this research paper is to get the high reliable result as the data is highly specific and precise so that future research on this similar topic can rely on this research paper.

3.2 Research Approach

According to Saunders et al. (2007), there are two research approaches including deductive and inductive. The deductive approach is a theory and hypotheses are developed and also research strategies are design to test hypothesis. On the other hand, inductive is the approach that the researchers gather the data and develop theories due to the data analysis. As Ghauri and Gronhaug (2005) mentioned that the researchers draw a conclusion through logical reason in deductive approach. Moreover, the researchers realize hypothesis from existing knowledge which can be tested and decided whether to accept or reject. This approach is often involved with the quantitative research. However, the inductive approach is general conclusions are described from empirical observation by researchers. Also, the

inductive approach processes are observation , findings and theories blebuilding. This approach is involved with qualitative research (Bryman and Bell, 2003 cited Ghauri and Gronhaug, 2005).

Table 3.2: Comparison between Deductive and Inductive Approaches

Deductive Approach	Inductive Approach
Scientific Theories	Achieving and understanding of the meaning human attach to events
Moving from Theory to Data	A close understanding of the research context
Group of Quantitative	Collection of Qualitative
The application of controls to ensure validity of data	A more flexible structure to permit changes of research to emphasize as the research progress
Need to Clarify causal relationship between variables	A realisation that is research is part of the research process
A highly Structured approach	Less Concern with need to generalise
Researcher is independence	
The necessities of selecting sample of sufficient size in order to generalise conclusion	

Source: Saunders et al. (2007). Research Methods for Business Student 4th ed., p.120

In this research deductive approach applied to reach the research objective because the researcher is doing it based on theory and develop the hypothesis to test. Also, deductive research is the following positivism as deductive approach owes more to positivism philosophy (Saunders et al., 2009).

3.3 Population and Sample Size

This research use non probability sampling method, the sample selected based on the convenience sampling in order to make it easy to obtain information quickly. All respondents are selected from Bill International Bespoke Tailors customer database. Target customer age more than 18 years old who use service at the shop. The customer database of Bill International Bespoke Tailor has 2,854 persons. Normally in small scale research 30-250 respondents are commonly collected (Denscomber, 2010). For this research 200 questionnaires were distributed through walk in clients and email survey.

3.4 Research Instruments

Research tool uses questionnaire, it is defined by Johnson & Christensen (2004) as a self-report data collection device that each research participant fills out as part of a research study. The researchers apply the questionnaires as a data collecting instrument for this research because it is generally used to obtain information, often numeral data. Moreover it can be damaged without the presence of the researcher, which help saving time and suitable for collecting information from large number of samples. The questionnaires also provide relatively straightforward information to analyze (Cohen&Manion&Morrisson, 2000). The researcher designs the questionnaire in agreement with objectives and the research framework. It consists of 4 parts as follow:-

Part 1: Behavior of using tailor made suit, this part is testing customer viewing behavior and interest, this part will comprise of 4 close-end questions

Part 2: Product related criteria influencing customers towards buying tailor made suit at Bill International Bespoke Tailor. This part is comprised of 8 main factors as shown in figure 2.3. Rating scale applied for measurement level of importance.

1= strongly disagree, least important

2 = disagree, less important

3 = neither agree nor disagree, moderate important

4 = agree, very important

5 = strongly agree, most important

Part 3: User related criteria influencing customers toward buying tailor made suit at Bill International Bespoke Tailor. This part is comprised of 4 main factors, cultural factor, social factor and psychology factor. Rating scale applied for measurement level of importance.

1= strongly disagree, least important

2 = disagree, less important

3 = neither agree nor disagree, moderate important

4 = agree, very important

5 = strongly agree, most important

Part 4: Respondent's characteristic, this part is questions about the respondent's personal factor such as gender, age, income, education, marital status and occupation. This part is comprised of 5 close-end questions.