

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research strategy

Firstly, research has been defined by a number of authors. However, in 2008, Australian research council (ARC) has expanded the definition of research as “the creation of knowledge and the use of existing knowledge in a new and creative way so as to generate new concepts, methodologies and understandings. This could include synthesis and analysis of previous research to the extent that it is new and creative” (ARC, 2008, 1). According to Saunders (2003), the research strategy is a methodology that helps the researcher to investigate the research issue. Research strategy is a general plan that helps researcher in answering the research questions in a systematic way. An effective research strategy contains the clear objectives, research questions, data collection resources and various constraints that affects the research in different ways such as access limitations, time limitations, location and money limitations, ethical issue constraints etc. An effective research strategy helps the researcher to define that why researcher employing a particular research strategy to conduct the research study in an effective manner. Research strategy is also helpful for the researcher to use specific data collection methods to support the arguments (Saunders 2003).

In an effective research strategy, researcher collects the background information and analyzes the data to reach a specific conclusion. Some important research strategy includes the analysis of literature review, case study analysis, interview, observation, experiments, survey etc. In order to accomplish the research aims and objectives, the researcher used survey and analysis of academic articles strategies. Survey strategy helps the researcher to collect qualitative data and information (Flick 2009). With the help of survey strategy, researcher is able to collect general views of people that are related to the topic of role of marketing strategies to development of UK tourism industry.

Researcher also uses academic journal articles analysis in order to achieve research aims and objectives. It helps researcher to collect relevant information and data that is related to the research issues. Both of these research strategies are helpful for the researcher to collect the valid and reliable data and information to achieve research aims and objectives (Saunders 2003). On the other hand, research strategy is related to make a decision for the

method of collecting and analyzing the data. Qualitative strategy is applied for this research. With qualitative strategy the researcher should gather and analyze the data with concentrating on words more than quantification (Bryman and Bell, 2007, 28). With the qualitative method, the researcher could have comprehensive focus, achieve the deep knowledge on the issue and understand deeply about the subject (Duffy, 1986, 187).

International market entry strategy is a holistic process with deeply understanding and qualitative method could respond to this requirement. For the requirement of the intensive nature, the qualitative method usually uses the small and selective simple to analyze (Cormack, 1999, 165). In order to understand and analyze deeply the decisions of Viettel in expanding to foreign language, the researcher used a number of different methods such as questionnaire, interview, and survey.

3.2 Research design

Research design is a detailed plan for the research in order to gather and analyze the data. Research design is a useful tool for the researchers to investigate and obtain the results on the relationship among the variables. A research design will typically include how data is to be collected, what instruments will be employed, how the instruments will be used and the intended means for analyzing data collected. Furthermore, research design is also the strategic plan for a research project or research program, setting out the broad outline and key features of the work to be undertaken, including the methods of data collection and analysis to be employed, and showing how the research strategy addresses the specific aims and objectives of the study, and whether the research issues are theoretical or policy-oriented. Hence also, the process of developing such a document, choosing between alternative types of study, their relative size, whether triangulation will be employed, and adjusting plans to the available resources and timetable.

According to Yin (1994, 154) stated that there are at least four issues that must be solved in this detailed plan such as the study question, relevance, data collection and result analysis. Sekaran (2003, 56) asserted that there are three types of research design namely exploratory research, descriptive research and casual research:

Exploratory Research: Exploratory research is an important part of any marketing or business strategy. Its focus is on the discovery of ideas and insights as opposed to collecting statistically accurate data. That is why exploratory research is best suited as the beginning of your total research plan. It is most commonly used for further defining company issues, areas for potential growth, and alternative courses of action, and prioritizing areas that require statistical research.

When it comes to online surveys, the most common example of exploratory research takes place in the form of open-ended questions. Think of the exploratory questions in your survey as expanding your understanding of the people you are surveying. Text responses may not be statistically measurable, but they will give you richer quality information that can lead to the discovery of new initiatives or problems that should be addressed.

Descriptive Research: Descriptive research takes up the bulk of online surveying and is considered conclusive in nature due to its quantitative nature. Unlike exploratory research, descriptive research is preplanned and structured in design so the information collected can be statistically inferred on a population.

The main idea behind using this type of research is to better define an opinion, attitude, or behavior held by a group of people on a given subject. Consider your everyday multiple choice questions. Since there are predefined categories a respondent must choose from, it is considered descriptive research. These questions will not give the unique insights on the issues like exploratory research would. Instead, grouping the responses into predetermined choices will provide statistically inferable data. This allows you to measure the significance of your results on the overall population you are studying, as well as the changes of your respondent's opinions, attitudes, and behaviors over time.

Causal Research: Like descriptive research, causal research is quantitative in nature as well as preplanned and structured in design. For this reason, it is also considered conclusive research. Causal research differs in its attempt to explain the cause and effect relationship between variables. This is opposed to the observational style of descriptive research, because it attempts to decipher whether a relationship is causal through experimentation. In the end, causal research will have two objectives: 1) To understand which variables are the cause and

which variables are the effect, and 2) to determine the nature of the relationship between the causal variables and the effect to be predicted.

For example, a cereal brand owner wants to learn if they will receive more sales with their new cereal box design. Instead of conducting descriptive research by asking people whether they would be more likely to buy their cereal in its new box, they would set up an experiment in two separate stores. One will sell the cereal in only its original box and the other with the new box. Taking care to avoid any outside sources of bias, they would then measure the difference between sales based on the cereal packaging. Did the new packaging have any effect on the cereal sales? What was that effect?

In order to bring out the issues, the researcher also used the study design. There are three main reasons for gathering case study: (1) it could help researcher to collect and decide when having difficulties in data collection, (2) it is very useful for the studies to get the results through actual phenomenon, (3) it is easier for researchers to understand the process with “why” and “how” question (Benbasat, 1987, 398)

3.3 Data collection

Data Collection is an important aspect of any type of research study. Inaccurate data collection can impact the results of a study and ultimately lead to invalid results. Data collection methods for impact evaluation vary along a continuum. At the one end of this continuum are quantitative methods and at the other end of the continuum are qualitative methods for data collection.

In this research, data could be classified into two main types: primary data and secondary data. There are a number of researches classified the way to collect primary data such as Lewis (2003, 125) stated two ways of primary data collection namely observation and interview; Kotler (2010, 34) presented five different ways: groups, observation, survey, experience and behavioral data.

Saunders at al. (2003, 98) defined as data gathered and used by previous studies.

Czinkota at el. (1997, 123) provided various sources of secondary data such as newsletters, commercial information, libraries, and databases.

In this study, primary data was used with interview method with four senior of Viettel group on foreign entry mode strategy with focus on strategy into Cambodia market.

Secondary data is used in the way of gathering the information of trading environment in the foreign target market in order to help Viettel to know the opportunities and challenges that they would face up with. Moreover, the business situation of Viettel would be determined through analyzing the market statistics and the business operation statistic of Viettel.

3.4 Reliability and validity

Reliability is presented by the accurate repeat of the same process and research of the previous study and it lead to the same results and conclusions. Patton (1990, 154) listed a number of factors affected to reliability into three main groups: (1) the reliability of the author, (2) philosophical confidence in the phenomenological paradigm, (3) rigorous methods and techniques for collecting data. In this study, with the purpose of getting the reliability, the researcher took the detailed steps for implementing the study and ensures that it has the reciprocal relationship among steps. Moreover, this study has been strengthened with interviews in order to increase the reliability from various sources.

The method for the different contents of the research depends on validity (Yin, 1994, 68). Yin (1994, 54) also state three main elements affecting to validity: using (1) draft case study, (2) various data source collection, (3) series proof. In this study, the researcher applied the three steps of Yin (1994, 124) to analyze the issue of international market entry strategy. Firstly, in order to analyze the international market entry strategy, the researcher used the case study of Viettel especially in Cambodia to investigate the context, profitability of Viettel and then evaluate if the international market entry strategy of Viettel is suitable or not. Secondly, this study use a number of different data sources collection from the prestige sources with the aim to have a holistic view about this issue. Finally, several evidences were used in this research. Moreover, interviewing four managers of Viettel will evaluate the quality of the data collection. This study would determine the success and its difficulties of Viettel when operating in the foreign market. This study focus on analyzing the operation of Viettel in Cambodia because Cambodia is the first foreign market of Viettel after deciding to

expand in foreign market and the lessons from expansion in Cambodia could help Viettel gain more experience in other foreign market.