

CHAPTER FIVE

RESEARCH DESIGN AND METHODOLOGY

5.1. Introduction

This chapter discusses in detail the methodological choice and the research design process of the study. It has mainly relied on the philosophical stance and the research problem to guide on the methodological choice. More, specifically, it explains why explanatory sequential mixed methods research approach is considered appropriate for the research. In addition, the chapter set the procedures to collect, analyze and report data. It has used separate procedures for the quantitative and qualitative approach as both encompass distinct purpose to serve. Besides, the approaches implemented to enhance the validity and reliability of the studies are also explained in detail. Finally, the chapter defines procedural issues of the research including the timing, weighting and integration decisions of the study along with pointing considerations for ethical issues.

5.2. Research Design

A research design is the '*procedures for collecting, analyzing, interpreting and reporting data in research studies*' (Creswell & Plano Clark 2007, p.58). It is the overall plan for connecting the conceptual research problems with the pertinent (and achievable) empirical research. In other words, the research design sets the procedure on the required data, the methods to be applied to collect and analyze this data, and how all of this is going to answer the research question (Grey, 2014). As explained by Robson (2002), there are three possible forms of research design: exploratory, descriptive and explanatory. His base of classification relies on the purpose of the research area as each design serves a different end purpose. For instance, the purpose of a descriptive study is to provide a picture of a situation, person or event or show how things are related to each other and as it naturally occurs (Blumberg, Cooper and Schindler, 2005). However, descriptive studies cannot explain why an event has occurred and is much suitable for a relatively new or unexplored research area (Punch, 2005). Therefore, in situation of abundant descriptive information, alternative research designs such as explanatory or exploratory approach is advisable.

Chapter 5 Research Design And Methodology

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