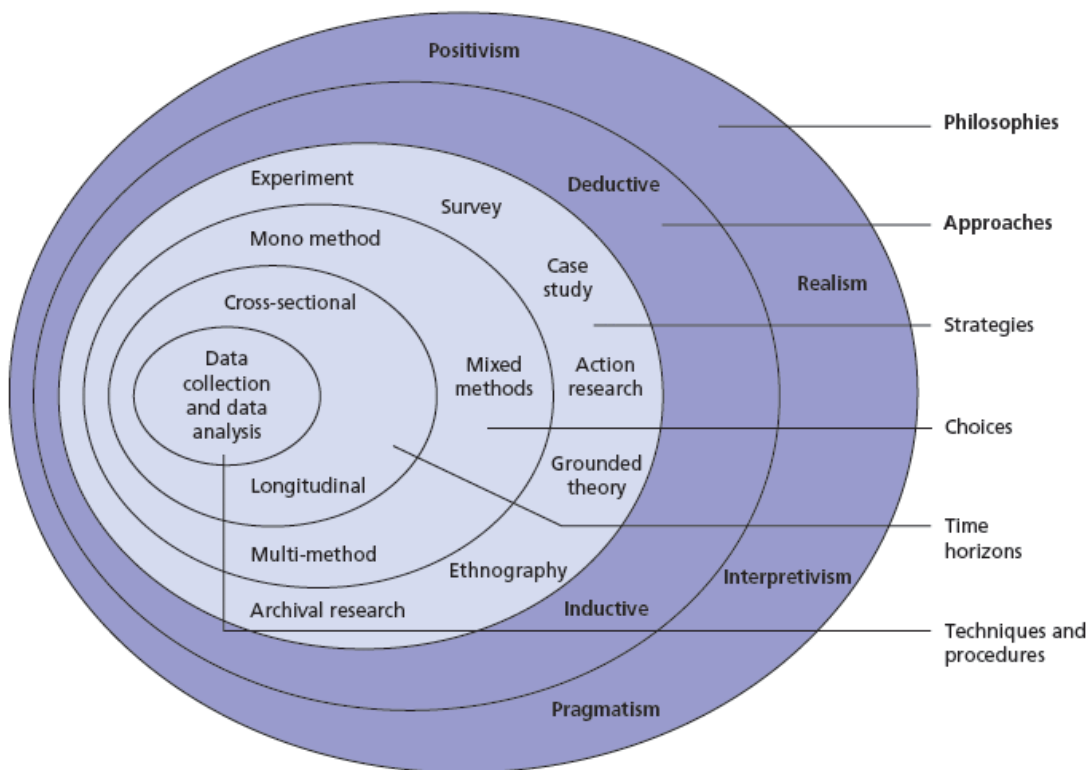


A- Chapter One: Methodology

1.1 Introduction

The particular portion of the research has described many kinds of methods and procedures that are applied in this research. The methodology in a project is used to select, analyse, and process information about a specific topic. This helps to get the desired outcome of the research. Here, an appropriate perceptive has been provided to have a productive methodology and the steps are discussed below.



The research 'onion'

Source: Saunders et al 2009

Research Onion

Saunders has proposed a research model that shows the steps that are involved in the development of the research. The layers of the research onion give a detailed explanation about the process of the research. It has helped the researcher to achieve the goal of research by unwrapping the research onion accordingly (aesanetwork, 2020).

1.2 Research Design

It can be referred to a certain framework of market research techniques and methods chosen by research scholars. It needs to be mentioned that, there are three research designs such as correlational, descriptive and explanatory. This is the framework that refers to the strategy that the researcher has chosen to unify the components of the research and that is based on interconnected decisions. In this particular research project, the **descriptive** research design has been chosen to get an appropriate understanding of the research problem and the background of the research (Siedlecki, 2020, pp.8-12). Also the researcher can effectively answer all the possible questions for developing this study. Along with that, the researcher will have the chance of skipping the **why** question while developing the study.

1.3 Research Philosophy

This is the bunch of beliefs and viewpoints that changes with the research goals and that depends on the ways to achieve those goals. This research has effectively used the **realism** research philosophy by following the Saunders research onion model (Hasa, 2019). This philosophy has helped the researcher to have authentic data that are related to the research. It has helped to evaluate the real data that the research is based on.

1.4 Research Approach

According to Saunders Research Onion, the next layer is the research approach which is the stages of assumptions that helps to make the decisions of the method of the data collection and data analysis. The **deductive** research approach will be used in this research to gather the information and data before starting the research. It has also helped to deliver true results from the given sources (saylordotorg.github, 2021). This approach will help the researcher to incorporate all the objective data. Since, realism philosophy will be followed, deductive approach will help the researcher to derive more generalised data while deriving conclusion. Moreover, both quantitative and qualitative data can be involved. Thus, this approach will be justified for this research.

1.5 Research Strategy

This refers to the method of how the researcher carries out the work and how the research has been conducted in the data collection process. There are several research

strategies like an experimental, case study, survey, action research and many more. In this research project, the survey research strategy has been conducted to get an authentic result from the selected people that has selected options from the collection of the vast data (conjointly, 2021).

1.6 Research Choice

This layer refers to the data collection choice like the quantitative and qualitative methods that the researcher has to choose from. The research choices can be mono, multi and mixed. Here, the mixed research choice has been used where the quantitative and qualitative methods both have been combined to get a precise set of data (resourcecentre.foodrisc, 2021). It has helped the research to have a true, authentic and correct outcome.

1.7 Research Techniques and Processes

According to the Saunders research onion, this layer discusses the procedures and techniques that are used in the research methodology and works to its benefit. This layer evaluates the information that is utilised in the research that has been collected and analysed. Here, the primary data is the results from the conducted survey and the researcher has got the secondary data from the journals, books and articles (formpl, 2021).

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1.8 Sampling

A survey will be conducted online due to the Covid-19 pandemic amongst 20 individuals. The simple random sampling method will be used in this research project (healthknowledge, 2021). To make sure the survey members have chosen the components of research questions and in this process, they will have an equal chance to be selected for the survey process. Along with this, every option also had an equal chance to get selected (West, 2016, pp.1-7).

1.9 Time Horizon

Time horizon refers to the timeframe of the research and defines the time that is needed in the accomplishment of the research. In this research project, the cross-sectional time horizon will be used. According to this time horizon, the data will be collected once and it happens when the timeframe I already confirmed. It will help in the completion of the research as it does not depend on time (Rolison, et al., 2017, pp.47-54).

1.10 Ethical consideration

The researcher has followed all the rules and guidelines to perform the survey ethically. In order to keep the information about the survey members private and keep all the data protected a unique ID and strong passwords have been used (Kaewkungwal and Adams, 2019, pp.176-197). Further, the survey has been done after taking permission of the members and the researcher has maintained the data protection act. No data will be manipulated and Data protection act will be followed to maintain privacy of all participants.

1.11 Summary

The research methodology has discussed the procedures, tools and techniques that are needed for this research and the required methods and processes that have been described that will help to complete the research project and will help to illustrate the framework of the project and also will help to be more effective.

The logo for PRIMIOASSIGNMENT features a stylized 'P' icon in purple and pink, followed by the text 'PRIMIOASSIGNMENT' in a bold, grey, sans-serif font.