

## **Chapter 3**

### **Research framework and Design**

#### **3.1. Introduction**

Research methodology is the indispensable part of any research work. This guides the researcher about the flow of research and provides the framework through which the research is to be carried out. This chapter expounds the research paradigm, research approach, research design, sampling design, data collection techniques, analysis and interpretation of the collected data, statistical tools employed for analysis of data, ethical considerations amended by the researcher in carrying out this researcher beginning from selecting the respondents to consolidation of obtained verdicts. This section also consists of the strategies adapted by the researcher in assessing the validity of the verdicts.

#### **3.2. Exploratory flow diagram of methodology revised in this study:**

The entire flow of the different elements of research methodology amended by the researcher in this research is unambiguously symbolized below in the following figure (Figure 3.1).



**Figure 3.1: Flow diagram of the methodology executed in exploring the Challenges of Internationalization and Strategies for the Survival of SMEs in India**

*Source: Author*

### **3.3. Research philosophy**

According to Blaikie (2007), a research paradigm is fundamentally defined as a vivacious set of assumptions/ beliefs of a researcher that regulates a research by delivering a well- defined strategy of channeling a research. An examination paradigm is considered as a conviction and delineates about how and in which way the data must to be aggregated, dismembered and used.

Research rationale is a procedure, which is used by the examiner as a piece of demand to finish the research or examination work (Creswell 2014). This paradigm is formulated by three assumptions including ontological assumptions, epistemological assumptions, and methodological assumptions. An investigation system is learning about examination held by the researcher's exchange that relies upon a collection of total thoughts, suppositions, practices and standards. Moreover it is just a method to think and conduct the study. The ensuing frameworks clears up rapidly about the sampling course of action, sampling tools and methodologies, methodology of data gathering and data examination and understanding procedure taken in the study (Kirsch 1992). An examination is conducted by executing both of the two methods of examination namely Positivism and Interpretivism. The expression "interpretivism" is the specific case that shows the investigation of clarification. At the point when all is said in done, the expression interpretivism i.e. Interpretivism is associated with the depiction of created records subsequently it is particularly known as the investigation of investigator's choice (Punch, 2009). The term Interpretivism is generally called as the subjective examination. Interpretivism is the specific case that frequently affects the choice of subjective methods. This category of methodology permits a researcher to obtain knowledge about the world events through the experiences and perceptions of the participants (Mc Queen, 2002; Larkin and Thompson 2012). In addition this technique also allows the analysts to verbalize theories based on the understanding acquired by the opinions of the respondents (Thanh and Thanh, 2015).

The positivism sticks it out to the numerical exploration of the quantitative un-refined data gained. This empowers the researcher in evaluating the factors, by means of systematic and arithmetic approach in order to provide acquaintance on reality. The ontology of the positivistic paradigm demonstrates the existence of single truth or reality. Uninterruptedly the epistemological assumption of positivistic theory is dependent on theory that the current truth cannot be rehabilitated by an analyst as it exists at present, hitherto it can be assessed with appropriate statistical tools (Sandres and Churchill 2007).

Gliner and Morgan (2000) say that the ontological assumption is the nature of the environment through which the research is about to be carried out. It is known to be the prophetic nature of a researcher in assessing the prevalence of social reality, notwithstanding the pre-defined theories and conceptions. Accordingly the ontology is defined as the tactic advocated by a scientist in

embodying the research environment. In addition this ontological assumptions can be classified into two major divisions namely realism and idealism. Realism means the manifestation of external reality, independent of human interpolations on its concepts and viewpoints. It can be also defined as the discrepancy between the ways of the purview actually is and the meaning and interpretation of that specific ecosphere detained by the entities (Robson and Foster 1989). The realism is further divided into five types which includes; Naïve or shallow realism, which means the reality observed by the entities accurately and reliably. The cautious realism can be considered as the approximate or imperfect type of observations that are made by the populace over a phenomenon. Depth realism is meant to be the critical and mystical way of acquaintance by a domain on an arena; Subtle realism is known to be the concept, which describes the prevalence of external reality that is acknowledged based only through the analysis of socially constructed meanings based on human opinions; lastly materialism accounts for the material features accounting economic relationships or physical characteristics of the ecosphere in holding relations (Soini, Kronqvist and Huber 2011).

In idiosyncrasy, the idealism is acknowledged to be a concept that asserts reality, as basically a mind reliant portent. In this concept the world happenings are alleged to be known only through the scrutiny of anthropological observations and through examining the socially constructed meanings. This module adheres to the notion that no manifestation in this real world exists devoid of humanoid interventions and socially constructed denotations (TerreBlanche et al 2006). This idealism can be classified into two major types namely: Subtle/ Collective/ Contextual idealism, which means that the social reality is represented based on the contexts, opinions formulated and assembled by varied humanoid domains on a rigorous context. Secondly is the Radical/ Relative idealism that inclines that the social world is formed by a categorization of singular constructions and not eventually by impression of shared social reality (Gadamer, 2006). The ontology is known to be as the tactic adapted by the researcher in embodying the research environment. The epistemological assumptions epitomize the realistic liaison prevailing amidst the subject and object. The epistemology is predominantly classified into four entities consisting of: Causality is defined as the adequacy of the proposed concept under the nature of the study. Meaning elucidates the level of realistic consideration of the theoretical acquaintance; Diversity, which is known as the effect of visualizing multiplicity as a real phenomenon, as an alternative of error or noise that masquerades the indispensable

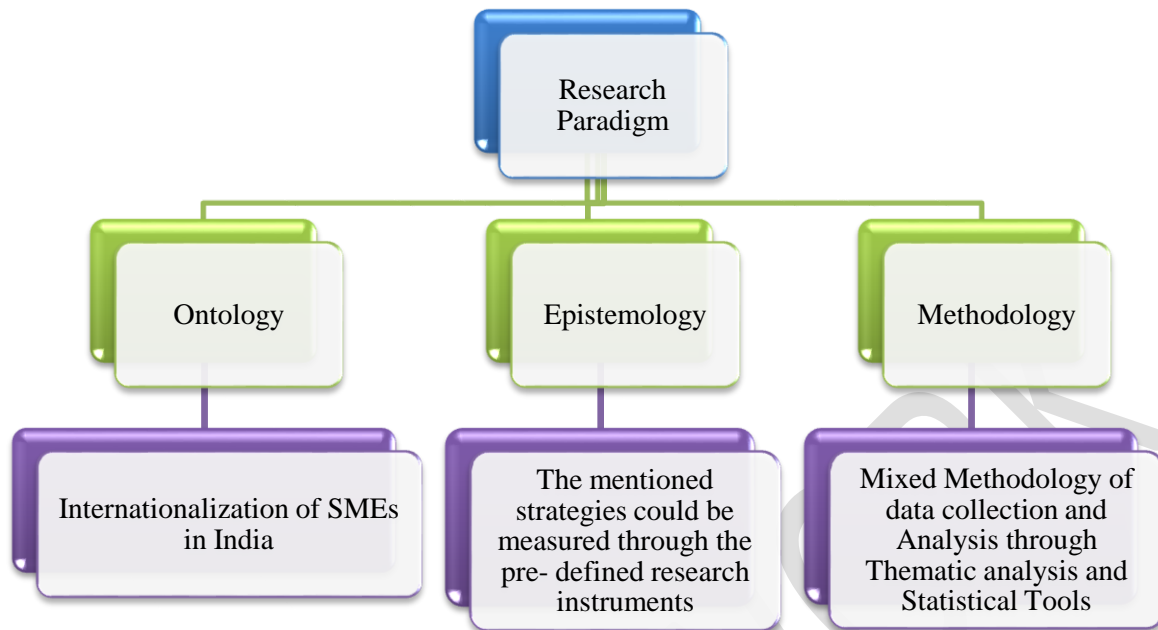
commonalities and finally is validity that involves in the assessment of value and quality of research says Hughes and Sharrock, (1997).

Subsequently the epistemological assumption exemplifies the realistic liaison prevailing amid the subject and object (Srikantaiah, Koenig and Hawande 2010). The epistemology is predominantly classified into four entities consisting of: Causality is defined as the adequacy of the proposed concept under the nature of the study. Meaning elucidates the level of realistic consideration of the theoretical acquaintance; Diversity, which is known as the effect of visualizing multiplicity as a real phenomenon, as an alternative of error or noise that masquerades the indispensable commonalities and finally is validity that involves in the assessment of value and quality of research says Johnson and Christensen (2010).

The methodological assumption typifies the modus operandi of the research, by means of which an analyst anticipates to procure the data essential for the conduction of the research (Thyer 2009).

### **3.3.1. Research Philosophy adapted:**

In this research the researcher employs both the paradigm, as this research is based on mixed strategies. Mixed strategies allude to a mix of both the quantitative and the subjective research techniques. Using blended techniques will reinforce the untiring quality of data, and the legitimacy of the discoveries and suggestions (TerreBlanche et al 2006).



**Figure 3.2.: Justification of the use of mixed philosophy in the present study**

**Source: Author.**

### **3.4. Research approach**

According to the authors Glesne and peshkin, (1992) research approach may change general contingent upon the issue to be seen whether it is a specialized procedure or it is proper to make request in common-place process or extra researchers who have finished the experimentation. Research approach as the given name portrays the strategy by which an investigation is sorted out. There are two research approaches utilized widely. They are subjective research approach and quantitative research approach (Wills 2007). Subjective investigation conduct is frightened with the biased assessment of characters, decisions, considering and execution. Qualitative examination is a coherent examination that makes some data or data that were not chosen beforehand. Subjective examination infers a multi-framework, which continually tends to focus on naturalistic and interpretive techniques in perspective of the subject topic. In like manner, subjective investigation is the practices that were trailed by a vast part of the examiners around the world.

Klenke (2016) connected that, subjective investigation accumulates the verification and a while later it gets some information about reactions to the request. Subjective examination is for the most part used to gather some uncollected data or data from a couple of people about the perspective, concerns, hones, society issues, objectives, regard systems, motivations and lifestyles. As generally, subjective investigation serves to accumulate and separate the unstructured data or data, as the meeting transcripts, input structures, notes, messages, and study responses. Subjective investigation delivers the results as non-numerical data assessing the points of view of the respondents (Lester 1999).

Quantitative research strategy incorporates into the formation of data in arithmetical form that might be subjected to careful examination in an endorsed nonflexible way. The quantitative examination suggests the investigative examination, which contains a couple of trial examinations and frameworks, besides focuses on some assessed and controlled measures related to the thought (Bryman, 1984). Quantitative research on a very basic level concentrates on the thoughts that reflect from positivist and it was proper for deductive reason, accomplishing hypothesis, agreeable associations moreover objectivity (Maykut and Morehouse, 2002). Quantitative examination system is absolutely in light of positivist standard besides it underlines as a basic strategy remembering the true objective to evaluate what a couple of people think, act and their acknowledgment particularly moreover some investigative strategies for trademark sciences (Rasinger, 2008). The research approach illustrates the style by means of which a researcher can very well carry out the research in promoting proper justification to the research questions generated. The inductive approach is defined to be as bottom up approach since it is intended in acquiring evidences basically from the human interventions for the formulation of a concept or a theory, whereas the deductive approach is known to be as top down approach that employs pre- defined theories for the formulation of hypothesis and gathering evidences in accordance to the generated hypothesis and analyzing them in order to conform whether the proposed hypothesis is accepted or rejected and to conclude the study accordingly (Thomas, 2003).

### **3.4.1 Research approach adapted:**

The research work follows the concepts of quantitative methods and also follows deductive approach. As per Muijs, (2010) quantitative research has its derivation from its accepted sciences. Quantitative research is expressive in character and the researcher uses it to appreciate dissimilar promotional inputs property on the purchaser thus making open the marketers to discover the performance of end user. Baskerville and Harper (1996) affirm that the inductive approach basically implicates the data collection in the form of texts, reports and documents. This approach helps the researcher in understanding the obtained composite data through formulating themes and summarizing the unprocessed data to the point as per the research objective.

### **3.5. Research Strategy**

According to Festinger (2010), the research design is regarded to be the most significant context of research methodology as this provides the blue print of the proposed investigation, based on which the research will be carried out. Research design is one of the techniques, which are most fundamental for examination framework. This assists the scientist in tracking each and every step of the research; as such the verdicts of the research will satisfy the research aim verbalized. When a researcher aims to perform a research and that too with the help of quantitative approach, it is mandatory for the researcher to identify the type of research design going to be implemented for the carrying out this particular research (Gupta and Gupta 2011). According to Polit & Beck (2010) the research design helps the agent to find solutions to the examination goals and issue besides the issues incorporated into examination, since it gives the structure of the entire research handle.

In accordingly Baxter and Jack, (2008) has classified the research design into instrumental, intrinsic and collective designs. The intrinsic design of research is majorly implemented to reveal the in- depth data of the proposed topic. This type of design is majorly not preferred by the researchers as this may describe other cases or may involve in representing the particular problem alone. That is why this design is not mainly used in constructing theories or in understanding a generalized phenomenon. The instrumental type of design can be castoff in case of bringing about a view about a topic rather than understanding a particular phenomenon. This mainly gives an in- depth analysis, which depicts dissected contexts on the comprehensive



happenings that gains researcher's interest. In addition the research designs are further classified into descriptive, explanatory and exploratory designs by Trochim (2010).

The explanatory design is basically used to elucidate the assumed casual links of real life interventions that are very challenging to be explained through experimental designs and strategies. Secondly is the exploratory design is predominantly instigated in exploring the situations that cannot be interposed as clearly, ever since it may possess complex set of outcomes. Exploratory research design is conducted when the main purpose of the research is to formulate a problem more precisely so that it may be used as a starting point of the research. It is used when the researcher is obligated by an intellect to conduct an advertising research but is not convinced of the meticulous bearing the research must take (Festinger 2010).

According to Neelankavil, (2007) exploratory research comprises of testing the objectives through recognizing the resultant issues in the event chosen. Exploratory survey plan assists in characterizing the specific difficulties with the help of interview data or information collected through the appropriation of the research dilemma. Further, it leads to distinguishing alternate measures that deliver trade with the research issue. The other type is the Causal research design is specified in cause and effect manner. Causal research is a highly structured research design which is often characterized by the use of control procedures. Therefore, casual research design is used to investigate the cause and effect relationship between variables. Causal research finds the level in which the factors are reliable with all other (Stake 1995).

Finally is the descriptive type of research design, which is mainly utilized in describing the detailed occurrence or arbitration in accordance to the real life interventions in which the event is become visible (Yin 2003).

#### **3.4.1. Research design adapted:**

The study follows Descriptive research design. Descriptive research primarily helps in the development of the data fundamentals on clearly evident planned and pre-arranged grounds (Srinagesh 2006). Descriptive research also facilitates the determination of the product characteristics and people's perceptions. Then again, descriptive research helps in furnishing a detailed data collection procedure and plan. The distinct characters and practices that are

revealed through research examinations are portrayed effectively through the descriptive research. Descriptive research primarily helps in the development of the data fundamentals on clearly evident planned and pre-arranged grounds (Jackson, 2011).

### **3.6.Sampling Technique**

Sampling framework or sampling arrangement is the choice of the researcher while choosing out the respondents for the fundamental data gathering. Sampling is one of the research techniques, which serves to pick a subset of individuals from the total people and this to gauge a couple of characteristics from the total masses (Guthrie 2010). Despite these, looking at is dominantly used as a piece of investigation to make some purpose of enthusiasm for the examination, similar to lower cost, to upgrade the quality, speed in data gathering besides to improve the precision in data. When all is said in done, there are two noteworthy systems of the examining design and they are non-probability testing procedure and probability inspecting method. As per Egan (2014), the probability examining procedure can be ordered into five sorts, for example, a) Simple random sampling ; b) Cluster testing; c) Systematic inspecting; d) Multi organize sampling; and e) Stratified sampling.

As indicated by Babbie (2008), examining design is a strategy by which the data or data is gathered from an immense (aggregate) populace. For the quantitative examination, respondents are chosen in view of the basic irregular testing to keep away from predisposition. Probability examining has the taking off chance of the hopeful incident. The author uses stratified sampling technique for the purpose of quantitative study. The sample population is split into groups or stratum from which the respondents required for the study will be chosen. This aids the author to attain precision and accuracy even when large sample of respondents are involved in the study (Thomas 2010).

This study involves convenience sampling technique for gathering qualitative data among the respondents. This design is also known to be as accidental or haphazard sampling. The easy accessibility of the respondents, geographical proximity, willingness and availability of the respondents at the required time allows the qualitative researchers in bringing about this technique for the election of samples for the purpose of data collection (Palinkas et al., 2013).

### **3.6.1. Sample Size**

According to Newman (1998) the sample size is defined as the population which is involved in this research to obtain apt verdicts. The sample size is very important in case of quantitative study as it determines the reliability of the research instrument involved in the study (Flick, 2011). 400 people among 1000 SMEs of India were involved in case of quantitative study. 30 respondents are interviewed for qualitative study.

### **3.6.2. Sample Characteristics**

The SME in this study are chosen based on the following creiteria:

- a) SMEs fit into the proposed definition.
- b) SMEs those are internationalized or planning to go to international market.

The following sectors of SMEs are involved in this study:

- i. Textile product mills
- ii. Food manufacturing
- iii. Leather and allied product manufacturing
- iv. Machinery manufacturing
- v. Computer and electronic product manufacturing
- vi. Electrical equipment, appliance and components manufacturing

The demographic profile of the respondents comprising age and gender are also considered important in this study.

### **3.7.Data Collection**

Data is a basic section in any examination and it will ensure in figuring the courses of action and the consequence of the study will be revealed. Data collection is said to be the guideline component of the review and it will help the researcher to guarantee about the review comes about (Greenhalgh and Peacock 2005).

#### **3.7.1. Primary data**

According to Polkinghorn, (2005) the primary data of quantitative approach is collected through the involvement of survey approach and is best executed with questionnaires. The survey technique is the fundamental structure for the collection of primary data from the respondents in case of quantitative research. Henceforward in this study the researcher intends to utilize questionnaires in gathering data from the respondents. The primary data of this study is framed with close- finished questionnaires formed in supporting research aim. The implementation of 5-point likert's scale, which enables the easy assessment of collected data with the aid of pragmatic tools. The questionnaires are to be given to the respondents at their comfortable place for obtaining required data (VanderStoep and Johnston 2009). Questionnaires will be sent through emails, posts to reach the respondents properly.

Gill et al., (2008) exemplifies that the interviews can be divided into three types namely structured, semi- structured and unstructured. This study aims in obtaining in- depth data from the participants, for this reason the researcher utilizes the interview technique in exploring the data needed for subjective analysis. The in- depth interviews are much more like discussions rather than a formal meeting proposed with certain response elements. This type of data collection is mostly preferred for the research involving social science and applied science research. As this type involves in socially oriented style of data collection and primarily aims in procuring data from the participants belonging to a more relevant atmosphere than obtaining information from respondents in an artificially created environment of investigation (Seymour, 2001).

The data required for qualitative analysis were gathered through personal interviews and telephonic interviews.

### **3.7.2. Secondary data**

This investigation makes use of secondary research to depict about the structure of the examination and existing investigates. Secondary data is the data or data, which starting at now exists in some structure yet that, was not fundamentally collected for some specific purposes (Maxcy, 2003). The secondary data can also be assembled from existing books, accounts, magazines, articles, reference books and online sources.

The theoretical framework which is concerned with the secondary data will be available through books, reports, journals, local newspapers, government publications, internet resources. Proper written permission were obtained from the authorities of National Institute for Entrepreneurship and Small Business Development (NIESBUD ), National Institute for Micro, Small and Medium Enterprises (NI-MSME), Indian Institute of Entrepreneurship (IIE) or the Development Commissioner (DCMSME) for the collection of reports required to investigate this topic.

### **3.8.Data Analysis**

The primary data obtained by any analyst must be analyzed eruditely, which is positively supported by the data analysis and interpretation techniques. The quantitative data gathered for any research work have to be investigated by opting quantifiable tools or graphical tools in order to generate results. The data analysis and interpretation techniques enable a researcher to analyze the replies obtained from the respondents in supporting the verbalized research questions.

#### ***Qualitative data:***

The content analysis or thematic analysis is a primarily instigated approach for the purpose of analysing qualitative data (Thomas and Harden, n.d.). The thematic analysis is defined to be as an all- inclusive process through which researchers are capable of identifying varied cross references among the collected data. The data collected in the form of interviews are segregated based on specific themes, in satisfying the research questions. These themes can be constructed based on the analysis of data collected from the participants. The qualitative study involves in the collection and understanding of data in terms of varied aspects and so thematic analysis aid in

providing better chance of accepting the prospective of any sort of issues extensively (Namey et al. 2008; Marks and Yardley 2004). When a researcher intend to investigate the relationship between the various study components and relates different segments of the obtained evidences, which are germane to the same study at speckled situations, the simple textual analysis suits best for the data evaluation (Alhojailan, 2012).

### ***Quantitative data:***

Statistical analysis is an integral part of a quantitative research approach. Statistical analysis is very much essential for the test of hypothesis too in an empirical deductive research approach (Kumar, 2002). The following techniques are involved in the study for the purpose of quantitative data analysis:

#### **i. Simple percentage analysis:**

The analysis of simple percentage is used in comparing between more than two collections of data. In this method the percentages are used to represent relationship percentages can also be used to compare similar terms.

$$\text{Percentage} = \text{No. of responses} \times 100 \div \text{Total number of responses}$$

#### **ii. Chi-square Test:**

Chi-square test is used in testing the frequency deviations that exist between two or more actual samples. This aids in testing the strength of association among two categorical variables. The following is the formula for calculating the value of chi-square:

$$\chi^2 = \sum \frac{(\text{Observed frequency} - \text{Expected frequency})^2}{\text{Expected frequency}}$$

### **3.8.1. Software tools used:**

#### **i. Microsoft Excel 2007**

Microsoft Excel is used to create graphs for the percentages by using the collected primary data, which helps to support the hypothesis. This further provides the exact results and so the proposed hypothesis can be obviously verified.

## ii. SPSS

SPSS stands for Statistical Package for Social Science. SPSS Software was designed in this study in mind that the quantifiable data has to be analyzed in a quantifiable manner. The SPSS tool is fundamentally utilized in case of doubtful evaluations as the SPSS writing programs is basically utilized for unconvinced assessments as a part of ultimatum to take a glimpse at the numerical data obtained. This study uses SPSS version 22.

## iii. AMOS:

This software is used for structural equation modeling through which the researcher can be able to test the theories (hypothesis) through standard multivariate analysis models including regression analysis, correlation, factor analysis and analysis of covariance.

### 3.9. Strategies for validation:

#### a. *Validity:*

Validity is defined as the assurance given by a researcher on the proposed study that every requirement of this work is being mollified by utilizing the acquired data (Denzin & Lincoln 2011). In this research, the researcher keeps up the validity by promising the inquiries in the survey are important to the goals of the research, writing audit and issue proclamation.

#### b. *Reliability*

According to Berthon et al (2002) the exactness of the tools used in the present study is being evaluated through reliability. The reliability of the questionnaires were analysed through

$$\alpha = \frac{N \cdot \bar{c}}{\bar{v} + (N - 1) \cdot \bar{c}}$$

#### c. *Credibility*

Credibility majorly refers to distributing trust element in the results of the research among the external viewers. Credibility is ensured by proper reference with experts, interrogating with

peers and connecting oneself to the research for an extended period of time. This ultimately allows the researcher to deliver the obtained verdicts without deviating from the trust factor (Kothari, 2004).

*d. Conformability*

Conformability is determined as assertion produced by the researcher on the developed results, which guarantees that the verdicts are not delusion of the analyst, but the justification to the objectives from the immense data collected researcher without violating the ethics.

*e. Transferability*

The concept of transferability is the range of generalizability provided by the verdicts of the present study over the other related topics. All things considered subjective investigation is not generalizable obviously. Subjective examination disclosures can be transferable to other masses in like way conditions.

*f. Dependability*

This principally expounds the constancy of the collected data and the verdicts obtained from the data. The creditability and dependability are related to each other and is reliant and one another (Cohen, Manion and Morrison 2011).

**3.10. Ethical Considerations**

Proper information regarding the objectives of the research should be given to the respondents before the start of a research (Schmit, 2011). When a research is being carried out without any informed consent from the participants of the research, it is deliberated to be underhanded research and apparently face serious ethical insinuations (Jackson, 2011).

The participants are unmistakably described about the intents and ideas of the research and are acknowledged that their reports are definitely be used only in the research purposes and in particular to this this research only. The researcher has put up a greater effort in securing the Secrecy, Safety, Trust worthiness and Anonymity of the participants of this research throughout the procedure.



### **3.11. Research Limitations**

- a. This study is concerned about SMEs of India alone.
- b. As the study involves larger sample size obtaining inferential or descriptive conclusion from the obtained sample is difficult.

### **3.12. Summary:**

This study involves both qualitative and quantitative methodologies. The primary data gathered are analyzed through simple textual and statistical analysis. The sampling population is selected through stratified random sampling technique. The results obtained are validated through proper validation techniques.

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