

Good preparing to business research essay example

[Business](#), [Marketing](#)



The Primary Research Design

Business research has at times necessitated the need for a combined approach using both qualitative and quantitative research designs. A combined approach is required when the data from one approach is not sufficient to make meaning of the trends being researched. While the combined approach could be appropriate for this case, the primary research design for this business research is the quantitative research design. The quantitative research design looks at social phenomena in a systematic empirical manner using mathematical, statistical and numerical data. Considering the hypothesis that is going to be tested in this business research, the quantitative research design offers the best approach. This is because the data that is going to be collected is mainly numerical (Eriksson & Kovalainen, 2008).

Additionally, the hypothesis has already been generated, and at this point needs to be tested. Redbox has over 39, 500 locations worldwide. In order to determine whether the use of a Twitter account as a social media advertising outlet will increase sales, it is important to consider respondents from diverse locations. This implies that the questionnaires will be administered to a large number of people. In this regard, the quantitative research design is appropriate. This is because the design is used when the group to be studied is large. Additionally, the quantitative research design is appropriate for analyzing the large data set that will emanate from the large group of people to be studied (Eriksson & Kovalainen, 2008).

Finally, the research hopes to associate the use of Facebook as a social media outlet for advertising. The quantitative research design allows for such

associations in order to develop coefficients that tell the researcher the attribute of a certain variable on a social phenomenon, in this case being the impact of Facebook on the volume of sales. From this, inferences can be made about the potential for another social media outlet to increase the sales in Redbox. Considering all these factors, it is apparent that the quantitative research design will be the primary research design for the business research at Redbox (Eriksson & Kovalainen, 2008).

References

Eriksson, P. & Kovalainen, A. (2008). *Qualitative Methods in Business Research*. New York. Sage Publishers.