

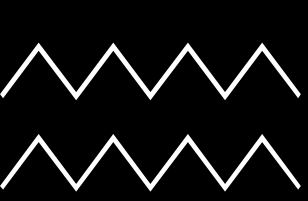
LCDB7011
Quantitative
Research Methods

Dr. Badir Miftah

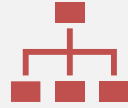
How to Complete Your Quantitative Research Assignment

- A Step-by-Step Guide
- Your Name
- Module Title
- Date





Learning Objectives



- Understand the structure of the assignment



- Learn how to choose a research topic



- Know how to write each section



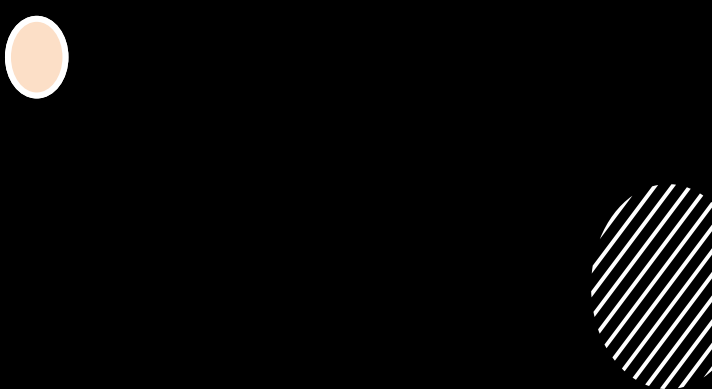
- Learn SPSS basics for data entry and analysis

Assignment Overview

- - 9 key tasks
- - Covers proposal, literature review, methodology, data analysis, findings, and reflection



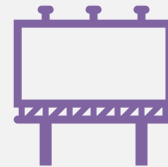
Task 1 – Choose a Topic



- Pick a topic you are interested in



- Must be measurable with quantitative data



- Example: Social media and buying behaviour

Task 2 – Inform the Lecturer



- TELL YOUR LECTURER YOUR
TOPIC EARLY



- GET FEEDBACK OR APPROVAL
BEFORE YOU BEGIN WRITING

Task 3 – Write a Research Proposal



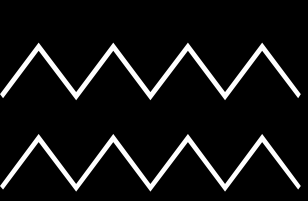
- 3 PAGES



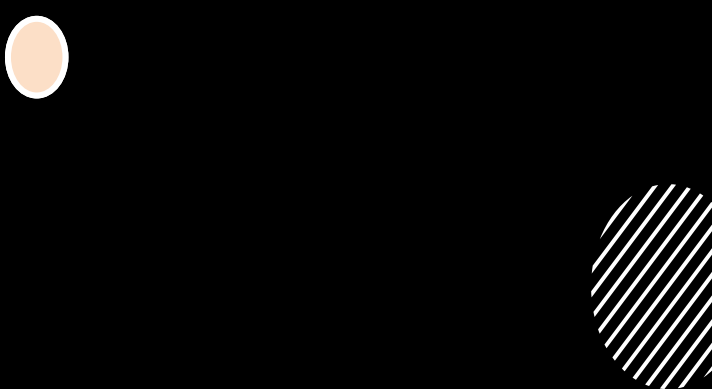
- EXPLAIN WHY THE TOPIC IS
IMPORTANT



- INCLUDE RESEARCH AIM,
OBJECTIVES (MIN 2), AND
RESEARCH QUESTIONS (MIN 2)



Sample Aim and Objectives

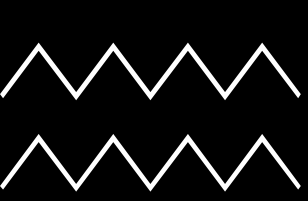


Aim: To examine how social media marketing influences student buying behaviour

Objectives:

1. To investigate time spent on social media

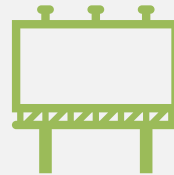
2. To assess relationship between ads and purchases



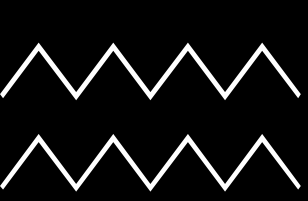
Sample Research Questions



1. How often do students engage with social media marketing?



2. Does it influence their purchase decisions?



Task 4 – Literature Review



- Max 5 pages



- Review academic sources



- Explain theory and key ideas



- Write hypotheses



- Draw a conceptual framework

Example Hypotheses

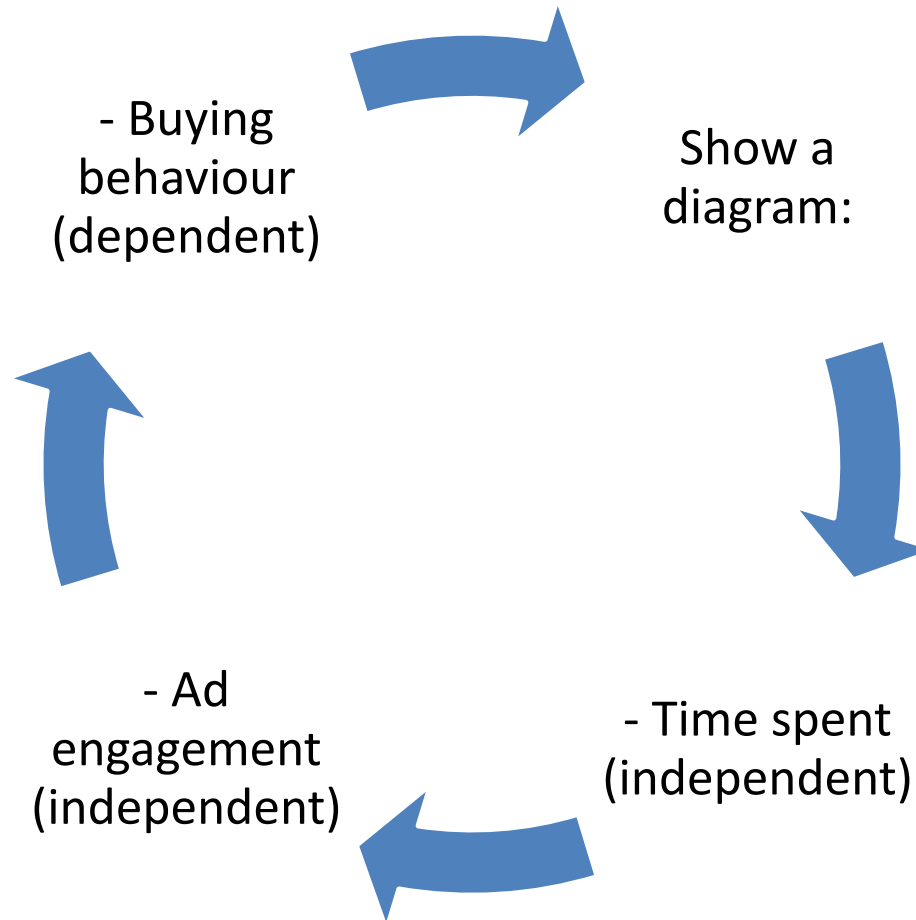


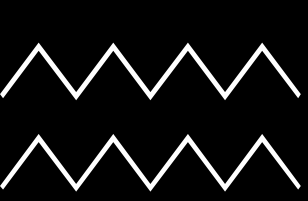
H1: More time on
social media =
more buying



H2: Social media
ads = increased
purchase
likelihood

Conceptual Framework





Task 5 – Research Methodology



- Explain quantitative approach



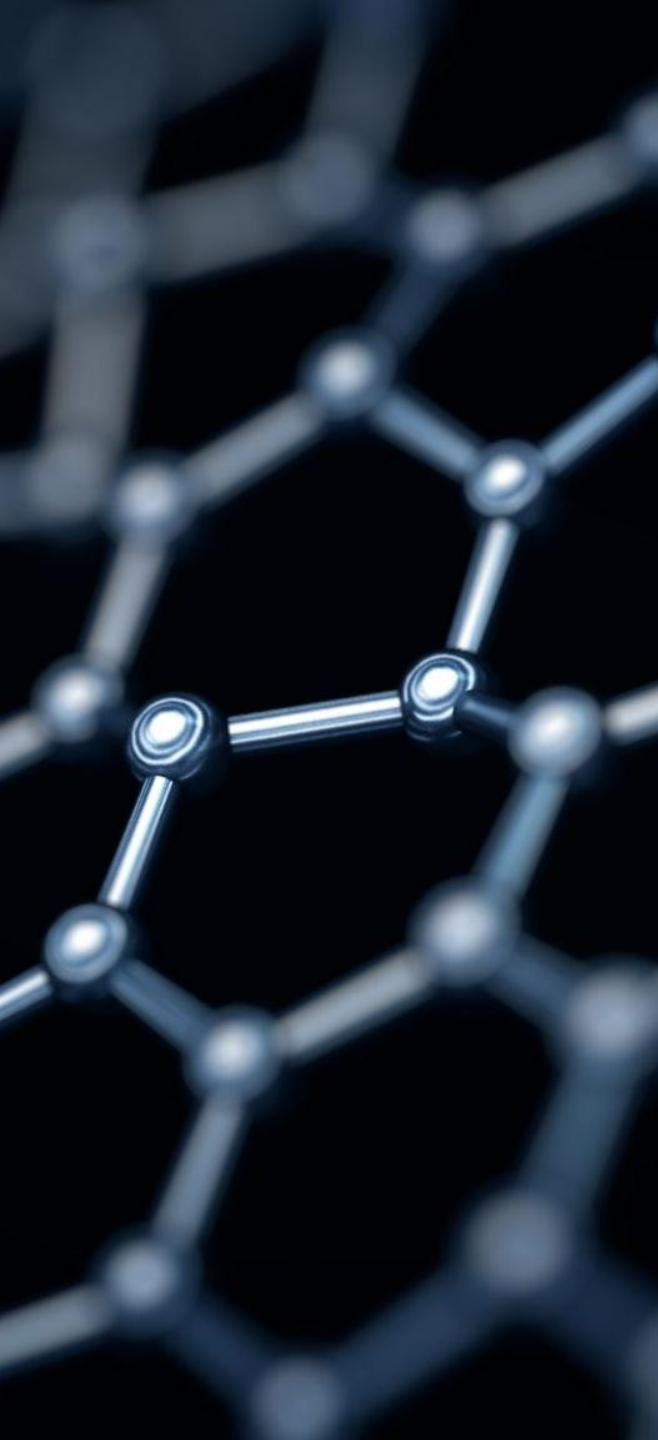
- Describe sample (e.g. 100 students)



- Use Likert scale questions



- No fieldwork unless you can collect data quickly



SPSS Dataset Preparation

Use

- Use scale provided in class

Enter

- Enter your variables in SPSS

Use

- Use consistent coding (e.g., 1 = Strongly Disagree to 5 = Strongly Agree)

Task 6 – Data Analysis

+

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0



- Use SPSS for:



- Descriptive stats



- Reliability test
(Cronbach's Alpha)



- Correlation and
regression

Cronbach's
Alpha

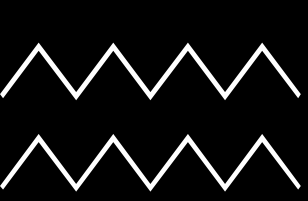
- Measures
scale
reliability

- Value
should be $>$
0.7

Correlation & Regression

- - Correlation: measures relationship
- - Regression: tests how one variable predicts another





Task 7 – Findings and Conclusions



- Max 3 pages



- Describe key findings

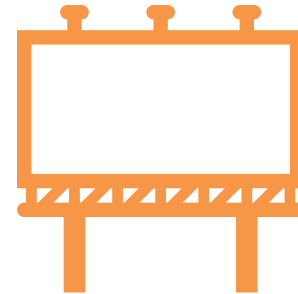


- Link back to objectives and hypotheses

Example Findings



- Students spend 3+ hours on social media



- Engagement with ads predicts buying behaviour ($p < 0.05$)

Conclusion Example

- - Social media strongly influences student buying
- - Businesses should invest more in Instagram and TikTok ads



Task 8 – Reflective Essay

- - Max 4 pages
- - What did you learn?
- - Do you think quantitative methods suit your DBA?
- - Explain your answer



Sample Reflection – YES



- I liked the clear answers from SPSS



- Numbers helped prove my ideas



- I will use surveys in my DBA

Sample Reflection – NO

- I prefer stories and opinions

- Numbers feel limiting

- I may use qualitative methods instead

Task 9 – Referencing

1

- Use Harvard style

2

- Cite all sources properly

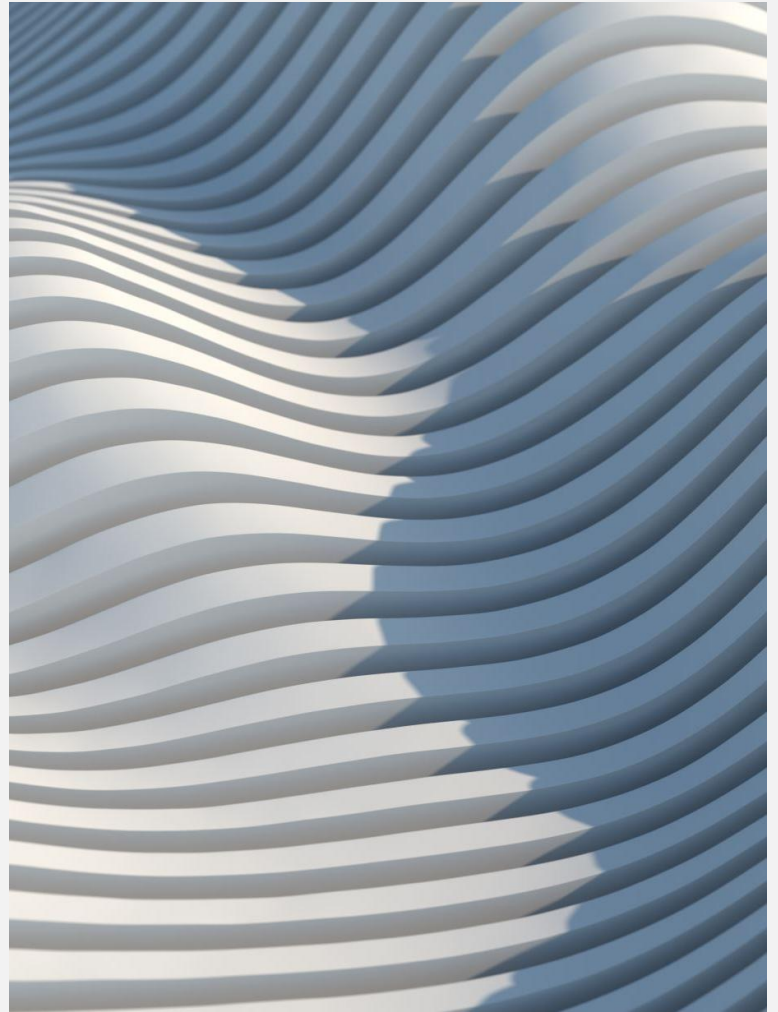
3

- List them alphabetically at the end

Example References

Smith, L. (2020). Social Media's Influence on Consumer Behaviour...

Lee, M. and Kim, J. (2021). Digital Marketing and the Youth Market...

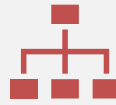




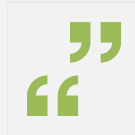
What to Include in Final Report

- - Title page
 - - Abstract
 - - Introduction
 - - Literature Review
 - - Methodology
 - - Data Analysis
 - - Findings
 - - Reflection
 - - References
- 

Checklist Before Submission



- Have you followed the structure?



- Is Harvard referencing used?



- Did you answer your research questions?



- Did you analyse your data properly?



Tips for Success

Choose

- Choose a simple, measurable topic

Don't
leave

- Don't leave SPSS till last!

Use

- Use class materials and ask questions

Extra Support



- USE LIBRARY FOR
JOURNALS



- ASK LECTURER
FOR FEEDBACK

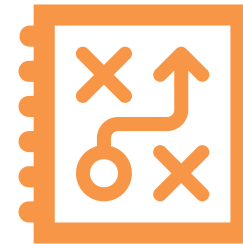


- WATCH SPSS
TUTORIALS ONLINE

Final Thoughts



- This assignment builds real research skills



- Try your best and stay organised!

Thanks

Q&A



Summer

Enjoy you break