

Module: Applied Qualitative Business Research

Module Code: BMDM7002

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Assignment : Draft for Assignment - Blogs

Title of Research: Customer's behaviour towards ordering Chinese takeaway in the 21st century.

Assignment 1

A critical review of academic contextual information, philosophies, research design framework, ethical and moral to the research.

My research is to find the truth of the correlation or dependence between customer's behaviour and Chinese takeaway, when customers towards ordering takeaway, why they choose or not choose for Chinese takeaway in the 20th and 21st century.

My research will focus on the areas as follows: -

- 1) What factors had attracted customer's behaviour towards ordering traditional Chinese takeaway in the 20th century?
- 2) What factors is influencing customer's behaviour towards ordering traditional Chinese takeaway in the 21st century?
- 3) How does customer's behaviour affect traditional Chinese takeaway to catch up with the trend of using "Takeaway Food Apps" in the 21st century?
- 4) How does 21st century technologies helps the traditional Chinese takeaway to satisfy customer's expectation?

Research Paradigm:

This research paradigm is designed to find the existence of the truth of customer's behaviour changing in the 21st century or not, and to find the existence of the truth of takeaway

food apps influencing customer's behaviour towards ordering Chinese takeaway or not. Therefore, the essential elements of the research paradigm will be employed, which including ontology, epistemology axiology and methodology (Guba 1985).

The objective:

The objective of the proposition of the research is to find the existence of the truth.

- 1.) Is customer's behaviour towards ordering Chinese takeaway changing day by day in the 21st century?
- 2.) Does customer's behaviour been impacted by digital technology "Takeaway Food Apps"?
- 3.) Does the changing of customer's behaviour and the technology has a correlation?

Hypothesis:

Customer's behaviour is influenced by the digital technology of takeaway food apps

Theories:

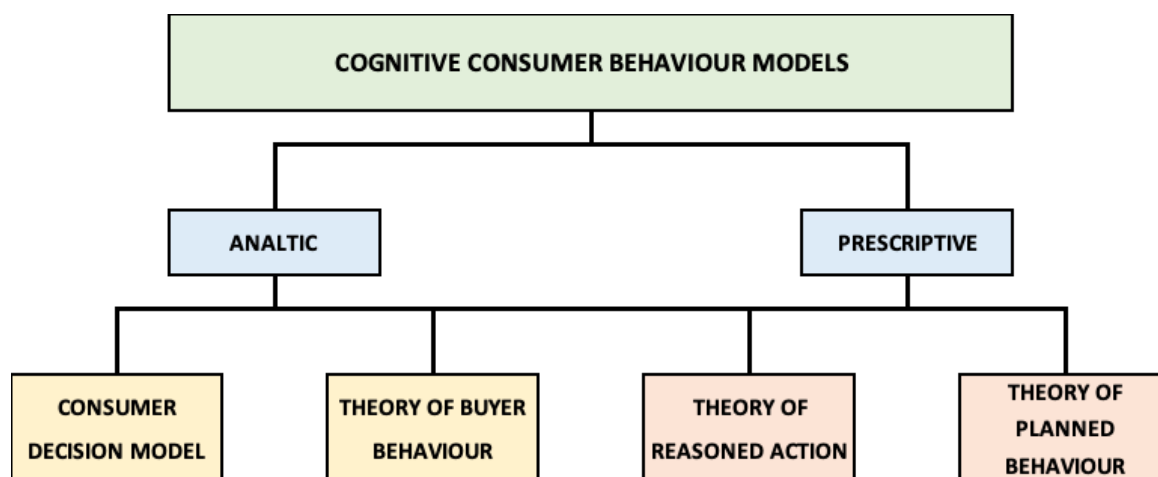
The Cognitive Consumer Behaviour Models (Fawcett, J., et al., 1992, Moital, M. L., 2007.)

Theory of Buyer Behaviour (Howard and Sheth 1969)

The Consumer Decision Model (Blackwell, Miniard et al. 2001)

Theory of Reasoned Action (Fishbein and Ajzen 1975)

Theory of Planned Behaviour (Ajzen 1985).



(Source: from Fawcett, J., et al., 1992, Moital, M. L., 2007.)

Philosophy of research

Philosophy has many definitions, which has as many different philosophical style as definitions. Philosophy is a mass noun defined the “study of the fundamental nature of knowledge, reality, and existence, especially when considered as an academic discipline” (Oxford Dictionary, 2010). It is a general study and fundamental to the problems which is concerned as existence, values, reason, knowledge, mind and language (Teichmann and Evans 1999). This research will look to be fairly straightforward of the nature of the customer’s behaviour changing in the 21st century. The premier objective of this research is to find the nature of the truth of the research topic in the reality.

Research is a mass noun defined as the “systematic investigation into and study of materials and sources in order to establish facts and reach new conclusions” (Oxford Dictionary, 2010). To constitute valid research for finding the facts, my research is predominantly based on certain underpinning assumptions focusing on customer’s behaviour towards ordering Chinese takeaway to achieve the objectives vitally important assured the credibility of the findings. Research methodology is “a way to systematically solve the research problem” (Kothari, 2004).

Metaphysics is one of the branches of philosophy to scrutinized the relationship of the nature of reality fundamentally between mind and matter.

This research will be set the common beliefs and agreements as the research paradigm (Kuhn, 1970) and will be characterized and based on the questions of Ontology, Epistemology and Methodologies to construct the framework in the research (Guba, 1990), and the research will be based on the existence of truth of the hypothesis “Customer’s behaviour is influenced by the digital technology of takeaway food apps” to achieve the research objective to ensure creditability of the findings, if this hypothesis is the existence of truth (Myers and Avison, 1997).

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