Chapter 3: Methodology

Your Name (First M. Last)

School or Institution Name (University at Place or Town, State)

This section presents the methods used for this study. It also reveals why the qualitative method is the best way for doing so and the technique used for recruiting the participants. The primary aim of this chapter is to provide justification for the selected method as well as a detailed and clear explanation of the manner in which the study was conducted. Finally, it provides an explanation of the analysis and methods employed for data collection.

**Research Methods**

There are two forms of research methods that are usually used for data collection. These are categorized as qualitative and quantitative methods. In the latter case, quantification is achieved with the help of statistics and mathematics. The collected data is transformed into figures that are tested empirically for determining a relationship that helps in drawing a conclusion from the outcomes. In simpler words, quantitative methodology involves numerical interpretations. The qualitative method is not reliant on the numbers or statistics. It functions to understand, interpret, and observe in natural settings with the help of an insider’s perspective. It is considered to be a suitable approach for studies in management and business administration because it enables the researchers to analyze the cultural and social phenomena such as thoughts and behaviors (Babu, 2008). Examples of qualitative research methods include grounded theory, case studies, and action research. Qualitative data collection involves questionnaires, interviews, observations, documents and researcher’s impressions (Taylor, Bogdan, & DeVault, 2015).

To be specific, the qualitative research methodology used in this case is grounded theory. Grounded theory enables the researcher to offer an explanation of the main concern of population and how it can be processed. A research study using the grounded theory begins with the collection of qualitative data. After that, the data collected is reviewed and tagged with codes extracted from the data. Codes are later grouped into concepts and categories which become the basis of new theory.

**The justification for the Chosen Method**

Grounded theory is used as a qualitative research methodology because this research is centered at dealing with human interaction and perspectives. Qualitative research methods are preferred in such cases because these methods of data collection attempt to produce more accurate information, for example, interviews give more honest opinions and answers through personal interaction with the interviewer. The study requires data collection on the perception of the textile stakeholders. It also puts emphasis on attaining a broader understanding of varying opinions and perceptions of the focused stakeholders of Indian Textile Industry.

For the purpose of data, collection interviews are conducted. The interview is a popular method of data collection in qualitative research (Kajornboon, 2005). The interview helps the researcher to find out what is on his mind and how he feels about that (Frankel & Wallen, 2004). In this study, interviews are employed as there are several drivers and inhibitors for CSR practices in the underlying industry but there is a lack of a study that analyzes the perceptions of the key stakeholders why have u chosen the interview techniques mentioned.

The interview questions were developed following a review of extant literature and aiming to collect the essential data and information to answer the research propositions. The study needed an overview of the factors that drive or inhibit the CSR practices in the Indian textile industry in order to determine the state of CSR in the industry. The questions need a deep and qualitative understanding of how Indian textile companies comply with the CSR concerns and how such factors are perceived to be impacting the growth of the companies. The findings from the study will help develop a conceptual model for future studies.

**Interviews**

This study will make use of qualitative interviews for collecting primary data. It is different from the interviews conducted for quantitative research in several aspects. For example, quantitative interviews are much more structured than the qualitative interviews (Longhurst, 2003). Also, qualitative interviews are considered to be more flexible as the interviewer can adjust the structure and flow of the interview as per the response of the interviewee (Brinkmann, 2014). New questions can be put forward because of the replies of the respondent, and a revision can be made in the order of the questions. It is the duty of the researcher to plan and decide what format he is going to use to collect data (Doody & Noonan, 2013).

There are two main approaches related to qualitative interviews, namely semi-structured and unstructured interviews (Britten, 2006). In an unstructured interview, a researcher starts with a question and then the interviewee talks freely while the researcher listens. On the other hand, semi-structured interviews make use of a checklist of questions and issues that are required to be covered during the interview session.

This study has selected semi-structured interviewing technique so that the interviewees are free to discuss their opinions regarding the status of CSR practices in the industry (Cohen & Crabtree, 2006). Semi-structured interviews are neither a highly structured interview nor free conservation, which allows respondents to speak in detail about the focused topics and gives them freedom of speech (Cohen & Crabtree, 2006). These interviews are very much helpful in gathering the qualitative data and offers a balance between the focus of structured ethnographic survey and the open-ended interview (Ayres, 2008). Certain considerations regarding the style of questions were made such as they were aimed at getting the detailed answers. Moreover, they were free of biases and were concise and clear. The interview questions were designed in the English language, but they were aimed at obtaining a proper response from the persons interviewed. The data collected was recorded immediately.

**The Respondents**

The participants who have been chosen for the study are based on the non-probability approach. It implies that the group has not been selected through a random selection technique. Thus, there are more chances of some companies being selected over others (Bryman & Bell, 2007). The participants were approached through email to take their consent for conducting the interviews. Ten detailed interviews with the senior managers in the Indian textile organizations were conducted to collect primary data.

Snowball sampling technique was used for recruiting the participants. It is a non-probability sampling method wherein initial participants are used to gain more participants through their contacts and acquaintances. It is often used by the researchers to locate the potential subjects in studies where they are hard to locate. This method is very helpful if the sample of the study is limited to a small subgroup of the population. This method is similar to the chain referral technique. After the initial subject is observed, the researcher asks for help from the subject to identify similar participants for interviews or data collection.

After choosing the companies, the next task is the selection of individuals to be interviewed. It is important to select the right person for the interviews so that there are no risks related to misrepresentations arising from lack of appropriate knowledge. Therefore, it is better to select individuals who are in a central position in their companies as it will enhance the accuracy of their responses. For this purpose, senior managers in the textile companies were selected for interviews as they work closely with the issue and are observed to be the most suitable contributors for finding answers to the key questions. The participants were selected on the basis of their experience and insights about the industry. In addition, the participants interviewed were involved in implementing the CSR activities. With the increase in emphasis on CSR related activities and ethical practices in the businesses, companies are focused more on these areas. The participants were responsible for devising the methods and strategies in their own organizations regarding the CSR initiatives.

 In countries like India, Bangladesh, and China, the working conditions have resulted in greater consciousness of CSR initiatives and ethical trade (Burckhardt, 2011). Majority of the participants were in the age group of 30-42 years. They were essentially senior level managers in the areas of production, sourcing, and export. All of the participants had the experience and background to answer CSR related questions. The chosen participants were the part of the organizational department.

**Data Analysis**

Data analysis is an essential segment in the research study. As qualitative data is in the form of words and opinions rather than numbers, the process of data analysis differs in qualitative research from quantitative, as the former is utilized by researchers aiming to arrange their research to enhance their knowledge and understanding of the research question.

In the current research, the fundamental approach towards analyzing the output from the interviews taken involves analyzing the data display, data reduction, and transcription of interviews. It functions by arranging data to create an explanation and new findings. The data obtained from interviews will be arranged and summarized to make it understandable. Then the information will be interpreted to match the objectives of study under process (Nowell, Norris, White, & Moules, 2017).

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After the data is collected, it may seem vague therefore the initial step will be to make the data meaningful by transcribing it. Transcription just involves converting the data into a textual format. Further, coding will be performed to compress the available data into easily recognizable forms and concepts to make the data analysis process more efficient. This will involve finding patterns in the data set, and then arranging them to develop patterns and themes to help gain a deeper insight into the data.

For the current study, thematic analysis is an appropriate method for interpreting the data systematically. Using the method will allow us to associate the frequency with which a theme occurs to the entire data set thereby enhancing the intricacy and accuracy of the interpretation of the data. Thematic analysis will thus allow us to understand the potential of the research question in a broader manner and aid in establishing the relationship between different concepts, and help provide a comparison to other available or future data. Moreover, data that has been obtained at different intervals in the interview can be linked through coding the different opinions and concepts through the interviewee's discussion. It will be helpful to understand the current CSR practices in the Indian textile Industry as well as the influence of different factors in the situation, as outlined by the participants' perception.

The validity of the data analysis can be established upon a systematic application of thematic coding and analysis procedures. The coding process will involve two phases in which the first level of themes are checked for validity in the initial phase while the second phase involves assessing the validity of the second level of themes (Alhojailan, 2012). The validity of the themes at the first level provides reliable and accurate themes to be analyzed at the second level and makes the second level of themes less predisposed to mistakes and errors.

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