

Research Methods

Conducting Qualitative Research

Suppose you are researching to understand what motivates people to purchase certain color types of mobile phones and the factors influencing their choices of mobile service providers.

1. Write 3 specific research objectives and questions to address the abovementioned goal.
2. Prepare a brief consent form to share with participants of this study.
3. Prepare a consent form to be signed by the participant.
4. Prepare an interview guide with 5 questions.
5. Interview 3 Degree and 3 Diploma students.
6. Transcribe your interview records and prepare a transcript for each interviewee.
7. Submit your report (your report should have the following chapters):
 - a) **Chapter One** should contain the following sub-headings
 - **Introduction:** Your introduction should be at least two pages long. Additionally, ensure you include references within your “INTRODUCTION” section.
 - Main Objective (study objective)
 - Specific Objectives
 - Research Questions
 - Scope of the Study
 - Organization of your report
 - b) **Chapter Two: Literature Review**
 - Explain at least two empirical studies with at least 20 supporting references
 - c) **Chapter Three: Methodology**
 - Your Methodology should include: Research Approach and Research Methods)
 - d) **Chapter Four: Results**

- Fully explain the results obtained after conducting the interview.
- e) **Chapter Five: Conclusion and Recommendations**
- f) References
- g) Appendix (Interview guide, consent form for each participant)

INSTRUCTIONS

1. Cover page: Font type should be Times New Roman, and font size must be 14.
NOTE: Do not include the question on the cover page.
2. Line spacing 1.5, Times New Roman
3. Font size 12
4. Text/paragraphs should be justified
5. Section headings, e.g., Introduction, main objectives, etc. (font size should be 12), should align left and not be centered
6. Your report should have no more than **12 pages**.
- 7. Do not copy from ChatGPT. Any assignment copied from ChatGPT will receive a Zero (0) mark.**
8. Submit your report (hard copy) in my office by 20-1-2026, 11:00 AM on Wednesday. ***“I will not accept any late assignments.”***

NOTE

This is a group assignment. Use your project groups

*******END*******