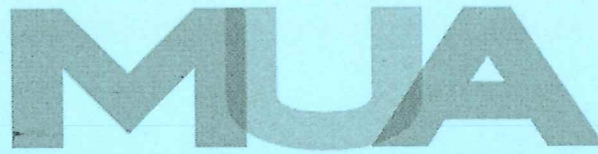


The
Management
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POSTGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF DOCTOR OF PHILOSOPHY IN MANAGEMENT AND
LEADERSHIP

DML 902: ADVANCED RESEARCH METHODOLOGY

DATE: 3RD APRIL 2024

DURATION: 3 HOURS

MAXIMUM MARKS: 50

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **FOUR (4)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **TWO** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **10 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

Title: Exploring the Relationship between Customer Satisfaction and Brand Loyalty:
A Comparative Study of Retailers

Introduction:

A doctoral student has set out to conduct a research and needs to demonstrate methodological rigour to a doctoral committee to pave way for sign off to proceed with the research.

This case focuses on investigating the relationship between customer satisfaction and brand loyalty within the context of retailing. The case aims to demonstrate the application of research philosophy, qualitative and quantitative research methods, as well as statistical techniques such as logistic regression and analysis of variance (ANOVA). The research design involves a comparative study of multiple retailers to gain insights into the factors influencing customer satisfaction and its impact on brand loyalty.

Some of the possible research questions for this case are:

1. What is the nature of the relationship between customer satisfaction and brand loyalty in the retail industry?
2. Which specific factors contribute to customer satisfaction in different retail settings?
3. How does customer satisfaction influence brand loyalty, and are there any differences in customer satisfaction across retail formats?

Required:

(a) Based on the presented case write notes on the following as they should apply to the case justifying your arguments.

- | | |
|---|-----------|
| (i) Research Philosophy | (3 Marks) |
| (ii) Qualitative Research | (3 Marks) |
| (iii) Quantitative Research | (4 Marks) |
| (iv) Statistical Techniques | (5 Marks) |
| (v) Data Analysis and Interpretation | (4 Marks) |
| (vi) Summary of the case in relation to its focus | (4 Marks) |

(b) Explain the considerations necessary for conducting research? **(4 marks)**

QUESTION FOUR

a) Explain why and how you would conduct the any two non-probability sampling techniques **(5 marks)**

b) A researcher conducted a study on the relationship between two variable variable X_1 and X_2 (predictor/independent) and variable Y (dependent variable) and obtained the following results:

$$B_1 = -1.667, p = .006, OR = 3.061$$

$$B_2 = 2.012, p = .016, OR = 5.361. \text{ (Note: OR = odds ratio)}$$

Interpret the result fully **(3 marks)**

c) Suppose X_1 is "supervision" and Y is "employee engagement" in an organization, what applied recommendations would you give to the concerned organisation

(2 marks)