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William G. Zikmund, Ph.D., was a professor of marketing at Oklahoma State University until his death in 2002. He received his bachelor of science degree in marketing from the University of Colorado, a master of science degree from Southern Illinois University, and a Ph.D. in business administration with a concentration in marketing from the University of Colorado.

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His books include Marketing, Effective Marketing, Exploring Marketing Research, and Business Research Methods. He was an active teacher who strived to be creative and innovate in the classroom. His books have been used in Universities in Europe, Asia, Africa, South America, and North America. More than half a million students have read his books.

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A critical part of the research activity is to develop an effective research strategy or design (Zikmund, 2000; Zikmund, Babin, Carr and Griffin, 2009) Research design provides a structure for the collection, measurement and analysis of data (Saunders et al., 2009).

CHAPTER -3 RESEARCH METHODOLOGY 1.1 Introduction

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