

TOPIC- Inductive Approach Vs Deductive Research Approach

Inductive Approach (Inductive Reasoning)

A systemic approach is essential for Researcher to arrive at conclusion. There are mainly two type of Reasoning in the research world.

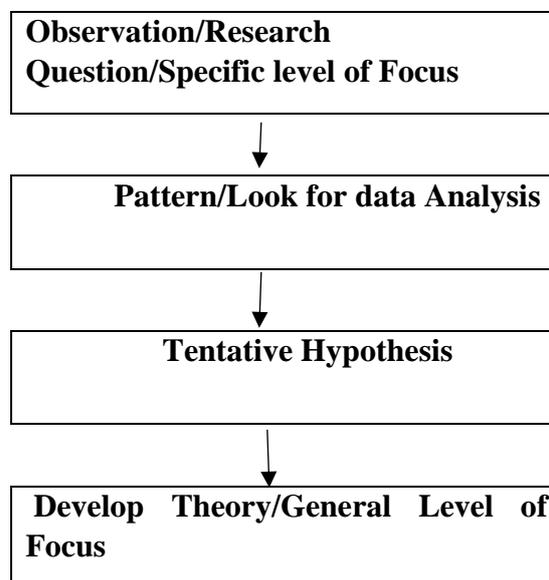
Inductive approach, also known in inductive reasoning, starts with the observations and theories are proposed towards the end of the research process as a result of observations

Inductive research “involves the search for pattern from observation and the development of explanations – theories – for those patterns through series of hypotheses”

Inductive research approach – The inductive research approach, when the premise is based on observation or experience. It is explained moving from specific into generalisation. (C.George Thomas)

when researchers take an inductive approach, they start with a set of observations and then they move from those particular experiences to a more general set of propositions about those experiences. In other words, they move from data to theory, or from the specific to the general

Process of Inductive Research Approach in the Study



It is important to stress that inductive approach does not imply disregarding theories when formulating research questions and objectives. This approach aims to generate meanings from the data set collected in order to identify patterns and relationships to build a theory; however, inductive approach does not prevent the researcher from using existing theory to formulate the research question to be explored. Inductive reasoning is based on learning from experience. Patterns, resemblances and regularities in experience (premises) are observed in order to reach conclusions (or to generate theory).

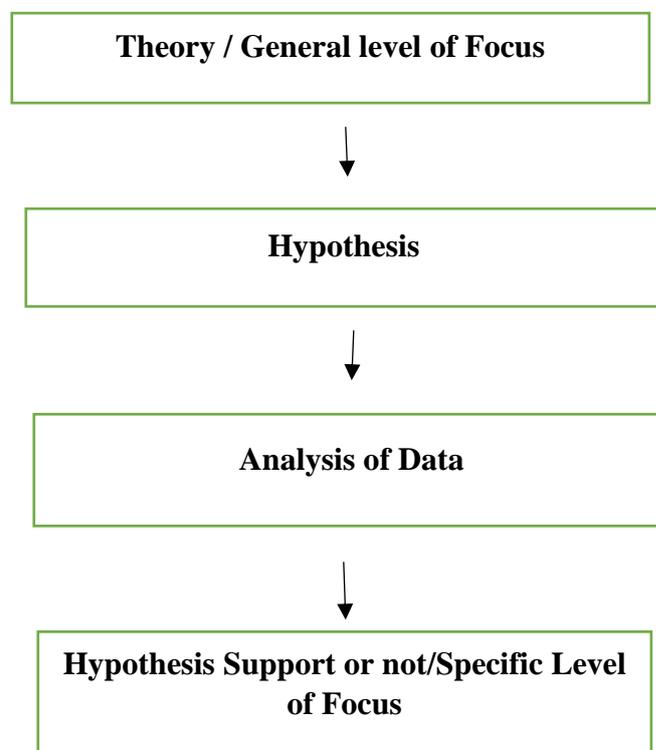
Application of Inductive Approach (Inductive Reasoning) in Business Research

Inductive reasoning begins with detailed observations of the world, which moves towards more abstract generalisations and ideas. When following an inductive approach, beginning with a topic, a researcher tends to develop empirical generalisations and identify preliminary relationships as he progresses through his research. No hypotheses can be found at the initial stages of the research and the researcher is not sure about the type and nature of the research findings until the study is completed.

Deductive Research Approach - When premise is based on theory, deductive is process of reasoning from generalisation into specific. (C.George Thomas)

They start with a social theory that they find compelling and then test its implications with data. That is, they move from a more general level to a more specific one. A deductive approach to research is the one that people typically associate with scientific investigation. The researcher studies what others have done, reads existing theories of whatever phenomenon he or she is studying, and then tests hypotheses that emerge from those theories

Process of Inductive Research Approach in the Study



It has been stated that “deductive means reasoning from the particular to the general. If a causal relationship or link seems to be implied by a particular theory or case example, it might be true in many cases. A deductive design might test to see if this relationship or link did obtain on more general circumstances”

Deductive approach can be explained by the means of hypotheses, which can be derived from the propositions of the theory. In other words, deductive approach is concerned with deducing conclusions from premises or propositions.

Deduction begins with an expected pattern “that is tested against observations, whereas induction begins with observations and seeks to find a pattern within them”

Advantages of Deductive Approach

Deductive approach offers the following advantages:

- Possibility to explain causal relationships between concepts and variables
- Possibility to measure concepts quantitatively
- Possibility to generalize research findings to a certain extent