CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

The purpose of research is to discover answers to questions through the application of scientific procedures. The main aim of research is to find out the truth which is hidden and which has not been discovered as yet. Research methodology is a way to systematically solve the research problem.

- The Advanced Learner's Dictionary of Current English

L.V. Redman and A.V.H. Mory (1923) define research as a "systematized effort to gain new knowledge."

3.2 CASE STUDY

LYC is a hypermarket that operates for 24 hours located in road Gambang-Kuantan. In the hypermarkets, there are various stalls that sell fresh food and chicken, fruit and vegetables, fish, traditional cakes and several other ready food items. Traditional markets were viewed as 'fresh food supermarkets', providing one stop shopping for a large variety of fresh foods. The market becomes the public attraction to get their daily needs. The parking area at the LYC market is not well organized and that cause the parking to be in chaos especially during peak hour. Based on the observation made, the parking space provided is enough for 26 cars only and there is no official entrance and exit to the market. The simultaneous for any gateway for both entry and exit can create risk.
Figure 3.1: The research area in the morning.

Figure 3.2: The research area in the evening.
Figure 3.3: The research area in the night.

Figure 3.4: Vehicle entering the research area