

QUALITATIVE STUDY REGARDING THE EVOLUTION OF PUBLIC INVESTMENTS AND PRIVATE INVESTMENTS

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Abstract

In this written paper I will conduct a qualitative research on the evolution of public investments and the evolution of private investments.

Qualitative research in the field of public investment and in the field of private investment is introductory and I must say it necessary to go through a few steps: a short introduction; it is important to show the types of qualitative research methods designed in this way and those that have led to the perception of the target audience and the disclosure of the behavior of the target audience; then the research objectives and qualitative research procedures in the field of investments and their applications are established, the outline of the research methodology and the analysis of the details and results, as well as the highlighting of the conclusions.

Keywords: *the public investments, the private investments, qualitative research, the evolution of public investment, the evolution of private investment.*

JEL: A10, O16, H54, P45, P40

1. Introduction

From an economic point of view, the effect of the COVID-19 pandemic on the global economy is negative, as economic activity is reduced by direct government action and decisions to suspend business activity to limit the spread of the virus among many states, including our country.

Every effort must be made to increase the resilience of businesses, to increase the resilience of economic activities and to increase the resilience of public services to the crisis caused by COVID-19. All these efforts must be made in order to return to the activities carried out before the COVID-19 pandemic.

Qualitative research in the domain of public investments and in the domain of private investments has an exploratory character, and in this sense I consider that it is necessary to go through the following stages:

- » it is important to highlight the types of qualitative research methods designed in such a way as to lead to the disclosure of the behavior and perception of the target audience;
- » the objectives of qualitative investment research must be set;
- » qualitative investment research procedures need to be established;
- » the methodology of the research must be highlighted;
- » analysis of data and results such as;
- » highlighting the conclusions.

2. Highlighting the types of qualitative research methods

The results of the qualitative methods are very suggestive, and the conclusions can be obtained quite easily from the data obtained.

The qualitative research methods are the following:

2.1. The interview

Conducting in-depth interviews is one of the most common methods of qualitative research. It is a conversation method that helps to obtain as detailed details as possible from the respondent (from the interviewee).

The advantage of this method is that it offers a very good opportunity to gather accurate data about what people think and what are the motivations behind it. If the researcher asks relevant questions, they can help him collect meaningful data. Interviews can be conducted face-to-face, over the phone or online.

In-depth interview: this type of method is rarely used because interpretation is difficult due to the variety of answers received.

Informal interview: is based on free discussions conducted through a mini-questionnaire, which reveals their own opinions, satisfactions or dissatisfactions. This method provides inconclusive data, has a high degree of subjectivism.

2.2. Focus group

A focus group is one of the qualitative research methods that used in data collection, based on a broad discussion with a limited number of persons, a limited number of participants, selected according to defined

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criteria, being active participants in the discussion, the moderator must have relevant skills to facilitate interactions between participants, with the possibility of mutual clarification on the topic, and members subsequently have the option to return to positions as a result of the interaction. At the same time, the moderator allows the respondents to build a conversation, making real-time data, ensuring the correct course of the conversation and the necessary depth.

Focus-group is an expensive method compared to other qualitative research methods, such as online. They are used to explain complex processes. This method is very useful when it comes to market research of new products and testing new concepts, testing new products.

The focus-group interview is an interview focused on a specific topic in a planned discussion, conducted under the attention of the moderator whose goal is to obtain relevant information, respectively feelings, needs, motivations and opinions, being an integral part of the category of quality techniques. data collection for perception analysis.

With the help of this method, qualitative data are obtained that highlight the respondents from a behavioral point of view, their opinions and perceptions regarding the proposed topic.

2.3. Focus group online

An online focus group is one of the newest online research methods used. The most important thing is to conduct business research, consumer research and other research that requires qualitative research online. The COVID-19 crisis has accelerated the adoption and use of this information as much as possible, being an effective technique in managing qualitative information, including using tools such as online communities.

2.3.1. The practices for managing an online focus group are as follows

- *Proper training* - online focus groups are a method of qualitative research considered remote, and detailed, strict planning is needed in relation to the tools used, in relation to the selected participants, in relation to the questions to be asked, so as to achieve the objectives of the research.
- *Appropriate sampling* - Sampling and placing the right people in an online focus group is very important and uses appropriate sampling techniques with appropriate respondents to achieve the highest possible quality of data collection.
- *Sample size* - online focus groups should be between 7-10 participants to get the best information.
- *Rigorous moderation* - The role of the moderator is to lead the conversations in a way that provides the best results in relation to the topic.
- *Online focus group platform* - is one of the most critical aspects of online focus groups is the tool used to provide data analysis and reporting as flexible as possible to meet the proposed objectives.

2.3.2. The advantages of online focus group research

Among the benefits offered by qualitative online focus-group research we list:

- New perspectives due to online discussion groups that can take place at any time, with the ability to monitor information from members.
- It offers another dimension of qualitative research, while traditional focus groups have specific advantages, the ease of managing the information obtained in the case of online focus groups offers fast tangible benefits.
- The absence of restrictions on the time or place of development from a geographical point of view and the low costs compared to those of the traditional focus group.
- Ease of analyzing the data obtained using the tools specific to the online focus group.
- Paid online focus groups, more and more companies are resorting to such ways to recruit and obtain information from people with whom they are most likely to co-operate, with respondents more likely to join and provide opinions, thoughts and to add value to the research process.

2.3.3. Types of online focus groups

Synchronous online focus group (real time): Takes place in real time at a set time, lasts between 30-90 minutes and consists of 6-10 participants who can interact with the moderator and each other in real time.

Asynchronous online focus group: It does not take place in real time, it can take days, weeks, months, years. Users can interact with other users and moderators, respond to surveys and questionnaires, post images, provide video feedback, and more.

3. Case study

It is one of the simplest ways to conduct qualitative research, it is used in collecting the widest possible answers and involves reaching a deeper understanding of the subject.

Ethnographic interviews. It is long-lasting and time-consuming, as it involves in-depth observation to be able to analyze, observe and correlate data. It is the most in-depth observation method that studies people in their natural environment, the goal being to understand respondents, their lifestyle and daily routine, geographical constraints, etc.

The observation. It is a qualitative research method carried out in the environment of the participant, his behavior being very carefully analyzed with the aim of collecting information, collecting systematic data.

Objectives of qualitative research: how investment is perceived, how public investment is perceived, how private investment is perceived, identifying effects, identifying economic and societal changes caused by the COVID 19 pandemic,

identifying ways for economic recovery of companies in the context pandemic.

4. Understanding the investment idea

The investment, from an economic point of view, represents a long-term capital investment in industry, agriculture, trade, etc. It is the current financial effort made for a better future, created through development and modernization, having as source of financing the renunciation of current safe but small and non-performing consumptions, in favor of higher future consumptions and in a modern structure.

Investments are: tangible / tangible investments - represent expenses for the acquisition of machinery and equipment, constructions and others similar, with certain exceptions / limitations regarding the acquisition of land; intangible / intangible investments - represent expenses for research - development, purchase of patents and patents; financial investments - means any investment of capital (money resources) made by a natural or legal person investor, in one of the investment systems offered in the economy: government securities, shares, bonds, real estate investments, mutual fund investments, currency etc.

5. A better understanding of investors with the help of qualitative research

Qualitative research helps us understand how consumers behave when they are interested in a product or service; how consumers behave in different situations; how consumers differ from each other.

Every consumer is influenced by his environment. Social networks are a good example of this phenomenon. Consumers are often willing to share where they are and what they would be interested in. Research is conducted to correctly identify opportunities for future products, services, serves to collect as much data as possible about current or future investors, in order to better address the target audience.

Customer feedback is used to identify customers, identify wishes, etc.

6. Implications of COVID 19

The pandemic COVID 19 made very big changes, both economic and societal, triggered new economic inequalities, geopolitical tensions, negatively affected the entire global economy.

Private equity companies are adapting to ways to save the adversely affected parts of their companies, as well as new directions they could support in their business.

From an economic point of view, the effect of the COVID-19 pandemic on the global economy is negative, as economic activity is reduced by government action and decisions to suspend business

activity to limit the spread of the virus among many states, including our country.

All countries that are affected by COVID-19 must show commitment, interdependence and effectiveness in the face of this state of emergency, protecting all affected employees and all affected businesses. Every effort must be made to grow up the durability of the businesses, of the economic activities and of the public services to this crisis, and to be able to do our normal activities as before the COVID-19 pandemic.

In order to be able to specify the ways to reduce the negative effects of the COVID-19 crisis, it is very important the collaboration between the government and the employers' organizations so that the socio-economic crisis caused by COVID-19 can be overcome. The government must be called upon to set up a national committee of private sector representatives, together with trade unions, academia, scientists, and related ministries, to address the negative economic and social effects of the pandemic. COVID-19.

7. Measures to support employees

»Businesses must ensure that all required social distancing measures are complied with in such a way as to avoid meetings that are not urgent (unnecessary), but at the same time maintain the provision of information relating to business safety and security procedures. employees such as: implementing sanitation procedures, disinfecting common areas, increasing the number of hand sanitizers, reducing the number of seats in common areas.

»The government must provide adequate support, especially to households and workers with family responsibilities, during the closure of schools, so that the economic difficulties of the crisis are mitigated until it is eradicated.

»The government must provide financial provisions so that employers can afford the payment of sick leave and unemployment benefits.

»The government must explore the possibility of providing subsidies to enterprises for the immediate stimulation of cash movement and support urgent payments.

»In order to provide a basic monthly income for all workers affected by the COVID-19 crisis, the government should provide wage subsidies and provide social assistance measures.

»During the COVID-19 pandemic, national funds could be accessed at low interest rates.

8. Business support measures

In order to keep businesses running, to avoid job losses for employees, and to ensure that financial support reaches companies during the COVID-19

pandemic, the government is introducing business support measures such as:

»The government needs to expand its support for liquidity and tolerance measures through the tax authorities.

»The government could offer companies affected by COVID-19 a zero-interest loan program.

»The government could provide direct subsidies to enterprises to cover part of the expenses with staff salaries or loss of income.

»A delay of a few months in the payment of taxes and fees must be taken into account, in the context of the crisis caused by the COVID-19 pandemic.

9. Research methodology. Study of young investors' attitudes towards investments

The organization of qualitative research involves the composition of the sample "with the help of theoretical sampling methods" (Catoiu et al., 2009, p. 211).

In the case of qualitative research, we work with small samples.

The sampling base included persons domiciled in Bucharest, both female and male persons, persons aged between 18 and 35 years, persons with low, medium and above average income.

Criteria underlying sampling:

a) Sex:

» The layer of females

» The layer of males

b) Age

» The layer of people aged between 18 and 25 years

» The layer of people aged between 26 and 35 years

c) Income

» persons with net monthly income below 2230 RON

» persons with net monthly income between 2231 - 2500 RON

» persons with net monthly income between 2501 - 3000 RON

» persons with net monthly income between 3001 - 5000 RON

» persons with a net monthly income of over 5000 RON

d) Education

» the layer of people with primary or secondary education

» the layer of people with graduated higher education

The structure of the sample and its specific size (30 interviewees), has the following form:

Figure.1. The structure of the sample and its specific size

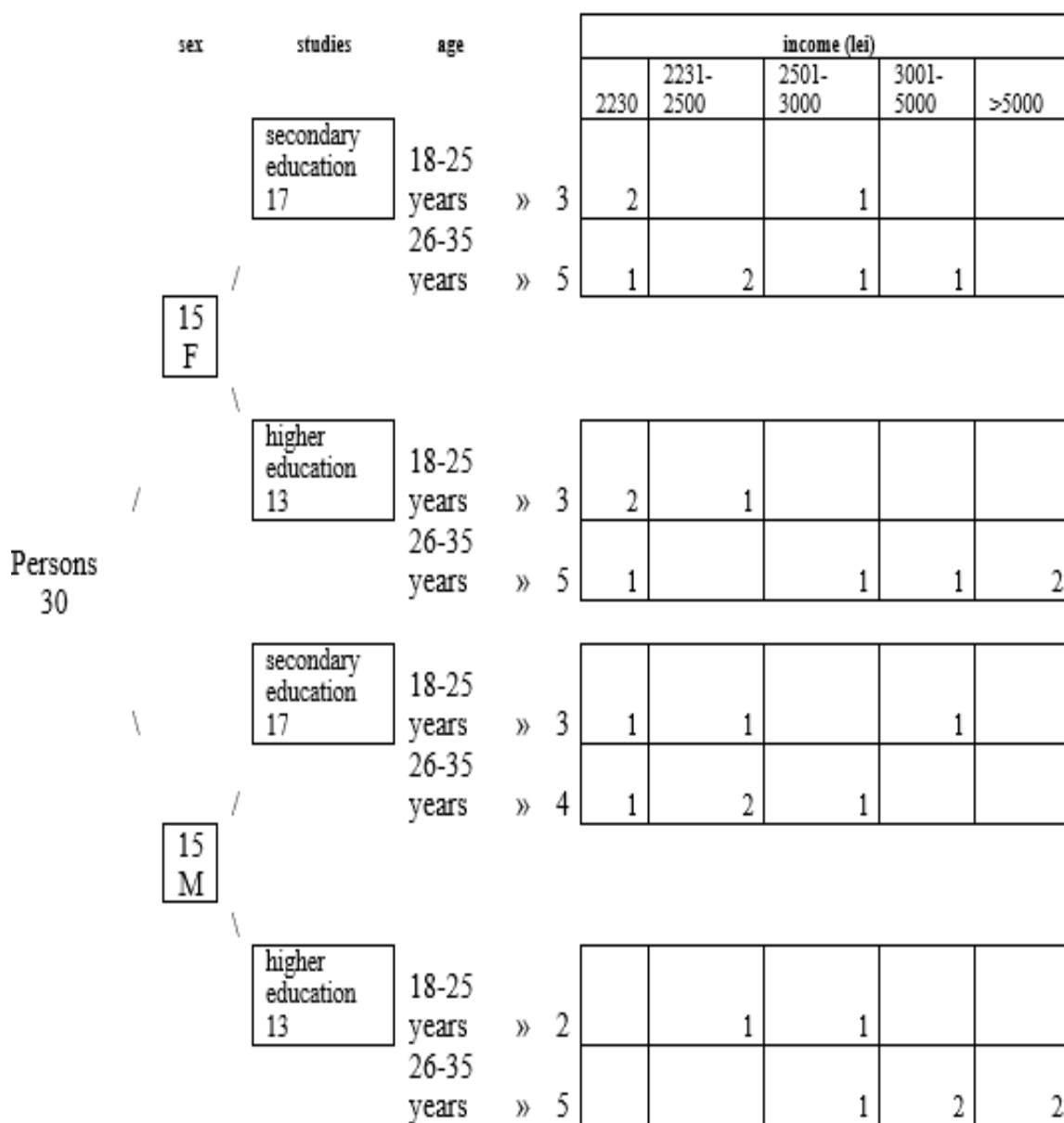


Figure 1. Source: own study

Figure.2. Sample structure

Bucharest City	18-25 years	26-35 years	Total
M (male)	3	6	9
F(female)	5	16	21
Total	8	22	30

Source: own study

Research population: people aged between 18 and 35, from Bucharest.

10. Recruitment of interview participants

Participants in the semi-structured individual interview were recruited through telephone interviews in which the recruitment criteria were verified and attendance at the interview was confirmed.

The recruitment criteria discussed both by telephone and face to face, allowed the selection of those persons who meet the criteria established in the sampling process.

Identification questions were used regarding some personal data of the interview participants: sex, age, education and income.

The recruited participants were informed of the possible duration of the interview. It was also decided on the date, time and place.

11. Modal, spatial and temporal coordinates of the research

Method used: the method used is the survey, the investigate method.

Technique used: the technique used is the half-conducted interview (conducted online).

Research tools: the research tools are the selection questionnaire as well as the conversation guide

Spatial coordinates: given the context of the COVID 19 pandemic, the selection and interview were conducted online through digital platforms.

Temporal coordinates: the questionnaire was applied on 08.02.2021, and the conversation guide was applied on 10.02.2021.

12. Content analysis

The analysis of the information obtained from the interview to draw conclusions was based on the review of the interviews. It was necessary that the data obtained from the interviews be reviewed through domain recordings and notes.

Each topic brought up is treated separately.

Most respondents said that they were interested in investing in order to be self-employed, to generate labor, and then to make an investment through state aid programs. A smaller percentage replied that they want

to make an investment with the possibility to take out life insurance, etc.

In descending order, the respondents answered that they are interested in investing in areas with access to universities and the center, safe areas.

Respondents chose to invest primarily based on the purchase price, the area in which the investment will be located, the quality and revaluation in the medium - long term.

13. Conclusions

Research serves us to understand: how consumers are interested about a product or about a service; how consumers it manifests itself in different situations.

I can say that social networks are a good example: consumers are willing to share where they are and what they would be interested in.

Qualitative research serves to collect as much data as possible about current / potential investors, in order to better address the target audience.

The method used is the survey, and the technique used is the half-conducted interview based on a selection questionnaire as well as a conversation guide (the operator must guide the respondent to give reasoned answers without influencing him, and if it deviates from the topic, to direct the discussion to that topic) among 30 respondents.

The interview followed several topics on which conclusions were formulated to highlight the way Romanian respondents think.

Qualitative research is usually the one that feeds different hypotheses.

Customer feedback is used to: identify customers, identify desires, identify investment issues.

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