

Exploratory Research I

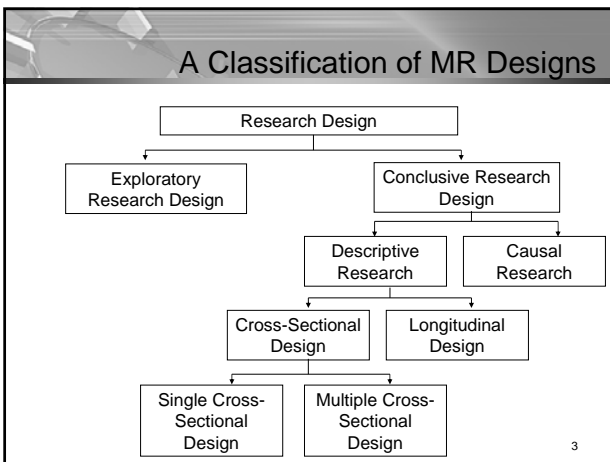


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Session Objective

- Research Design: Definition and Classification
- Types of Research Designs
- Types of Exploratory Research

2



	Exploratory	Conclusive
Objective:	To provide insights and understanding.	To test specific hypotheses and examine relationships.
Characteristics:	Information needed is defined only loosely. Research process is flexible and unstructured. Sample is small and non-representative. Analysis of primary data is qualitative.	Information needed is clearly defined. Research process is formal and structured. Sample is large and representative. Data analysis is quantitative.
Findings /Results:	Tentative.	Conclusive.
Outcome:	Generally followed by further exploratory or conclusive research.	Findings used as input into decision making.

4

	Exploratory	Descriptive	Causal
Objective:	Discovery of ideas and insights	Describe market characteristics or functions	Determine cause and effect relationships
Characteristics:	Flexible, versatile Often the front end of total research design	Marked by the prior formulation of specific hypotheses Preplanned and structured design	Manipulation of one or more independent variables Control of other mediating variables
Methods:	Expert surveys Pilot surveys Secondary data Qualitative research	Secondary data Surveys Panels Observation and other data	Experiments

5

Relative Adv & Disadv of Longitudinal & Cross-Sectional Designs

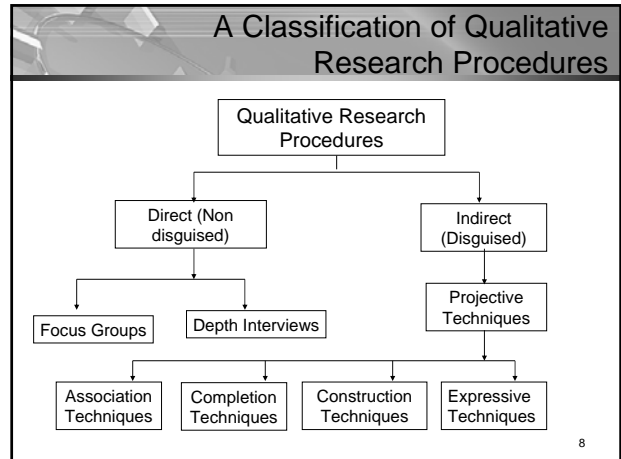
Evaluation Criteria	Cross-Sectional Design	Longitudinal Design
Detecting Change	-	+
Large amount of data collection	-	+
Accuracy	-	+
Representative Sampling	+	-
Response bias	+	-

Note: A "+" indicates a relative advantage over the other design, whereas a "-" indicates a relative disadvantage.

6

Type	Characteristics	Advantages	Disadvantages	Uses
Scanner Volume Tracking Data	Household purchases are recorded through electronic scanners in supermarkets	Data reflects actual purchases; timely data, less expensive	Data may not be representative; errors in recording purchases; difficult to link purchases to elements of marketing mix other than price	Price tracking, modeling, effectiveness of in-store promotions
Scanner Diary Panels with Cable TV	Scanner panels of households that subscribe to cable TV	Data reflect actual purchases; sample control; ability to link panel data to household characteristics	Data may not be representative; quality of data limited	Promotional mix analyses, copy testing, new product testing, positioning
Audit services	Verification of product movement by examining physical records or performing inventory analysis	Relatively precise information at the retail and wholesale levels	Coverage may be incomplete; matching of data on competitive activity may be difficult	Measurement of consumer sales and market share, competitive activity, analyzing distribution patterns; tracking of new products
Industrial Product Syndicated	Data banks on industrial establishments	Important source of information on industrial firms,	Data are lacking in terms of content, quantity, and quality	Determining market potential by geographic area, defining sales

7



8

Characteristics of Focus Groups

Group Size	8-12
Group Composition	Homogeneous, respondents, prescreened
Physical Setting	Relaxed, informal atmosphere
Time Duration	1-3 hours
Recording videotapes	Use of audiocassettes and
Moderator	Observational, interpersonal, and communication skills of the moderator

9

- ### Key Qualifications of Focus Group Moderators
1. Kindness with firmness
 2. Permissiveness
 3. Involvement
 4. Incomplete understanding
 5. Encouragement
 6. Flexibility
 7. Sensitivity

10

Procedure for Planning and Conducting Focus Groups

Determine the Objectives of the Marketing Research Project and Define the Problem
↓
Specify the Objectives of Qualitative Research
↓
State the Objectives/Questions to be Answered by Focus Groups
↓
Write a Screening Questionnaire
↓
Develop a Moderator's Outline
↓
Conduct the Focus Group Interviews
↓
Review Tapes and Analyze the Data
↓
Summarize the Findings and Plan Follow-Up Research or Action

11

Criteria	Focus Groups	Depth Interviews	Projective Techniques
1. Degree of Structure	Relatively high	Relatively medium	Relatively low
2. Probing of individual respondents	Low	High	Medium
3. Moderator bias	Relatively medium	Relatively high	Low to high
4. Interpretation bias	Relatively low	Relatively medium	Relatively high
5. Uncovering subconscious information	Low	Medium to high	High
6. Discovering innovative information	High	Medium	Low
7. Obtaining sensitive information	Low	Medium	High
8. Involve unusual behavior or questioning	No	To a limited extent	Yes
9. Overall usefulness	Highly useful	Useful	Somewhat useful

12

