Qualitative and Quantitative research II

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Defining Marketing Research

Identification of Information Needed

- Identifying and Solving Marketing Problems

Collection of Data

Analysis of data

Dissemination of Information

Use of Information

Quantitative

- Major role through suggesting the reporting questionnaire to be asked.
- Justifying the responses problem and the need for the direction of the study.

Qualitative

- Minor role in suggesting self regulating questionnaire (SRQ) to be asked.
- Justify the importance of studying the research problem.

Quantitative	• Be specific and narrow. • Seek measurable, observable data on variables.
Qualitative	• Be general and broad. • Seek to understand the participants' experiences

Quantitative

- Collecting data using instruments with preset questions and responses
- Collecting info from a large number of individuals.

Qualitative

- Collecting data using forms with general, emerging questions to permit the participant to generate responses.
- Gathering word(text) or image(picture) data.
- Collecting info from a small number of individuals or sites.

Quantitative

- Tend to use standard fixed structure and evaluation criteria.
- Take an objective and unbiased approach.

Qualitative

- A flexible, emerging structure and evaluative criteria.
- Take a subjective and biased approach.

Qualitative methods of marketing research

Mystery shopping

Focus group

SERVQUAL

In depth interview

Observations

Suitable for

- Commercial organizations
- State administrations
- Public services

Based on using fictive customers (mystery shoppers) with specific tasks to test

Can be focused inside or outside the organization

Types of mystery

Mystery Visits	• Inside real shops • Focused to evaluating level of staff and their skills
Mystery Buying	• Focused to additional services and products • Offer of customers club, building relationship with customer
Mystery Shopping of Retention Activities	• Focused to leaving customers • Testing of activity to preserve the customer
Complaint Mystery Shopping	• Measuring of the level of complaint service • The communication in case of unjustified complaint
Mystery Delivery	• The level of delivery services • Courier behavior • Document complexity
Mystery Calls and Emails	• Number of calls, time of response • Form of communication • Identification of customer needs

Special mystery shopping

Mystery Audit

- Equipment of actual leaflets and other materials
- Preparedness of actual marketing campaign

B2B Mystery Shopping

- Competitive Intelligence
- Exploring competitive advantage

Customer Journey Mystery Shopping

- Dynamic approach to exploring quality of the service
- Testing whole life cycle of the customer

Basic data collection method

Based on semi-structured group interview process

Moderated by the leader

The goal is to collect data on specific topic

Focus group – basic characteristic

Standardization of questions
- Focus groups can vary in the extent to which they follow a structured protocol or permit discussion to emerge

Number of focus groups conducted
- or sampling will depend on the 'segmentation' or different stratifications (e.g. age, sex, socioeconomic status, health status) that the researcher identifies as important to the research topic

Number of participants per group
- the rule of thumb has been 6-10 homogeneous strangers, but there may be reasons to have smaller or slightly larger groups

Level of moderator involvement
- can vary from high to low degree of control exercised during focus groups (e.g. extent to which structured questions are asked and group dynamics are actively managed)

Recording

- Audio or video recording
- Transcribe group discussions
- 2 – 3 researchers to take a notes
- Importance of non-verbal data

Benefits

- To produce a large amount of data
- Access to topics that might be otherwise unobservable
- Provide access to comparisons that focus group participants make between their experiences.

SERVQUAL

Based on contradiction between customer´s expectations and reality

GAP model

Working with gaps in the process of providing service

- GAP 1
  - What customer experts and what the management of the company assumes the customer expects
- GAP 2
  - Difference between features of the service
- GAP 3
  - Systems of delivery do not stand the proclaimed standards
- GAP 4
  - Company do not accomplish promised level of the service
- GAP 5
  - Sum of GAP 1 …. GAP 4

GAP Model

In depth interview
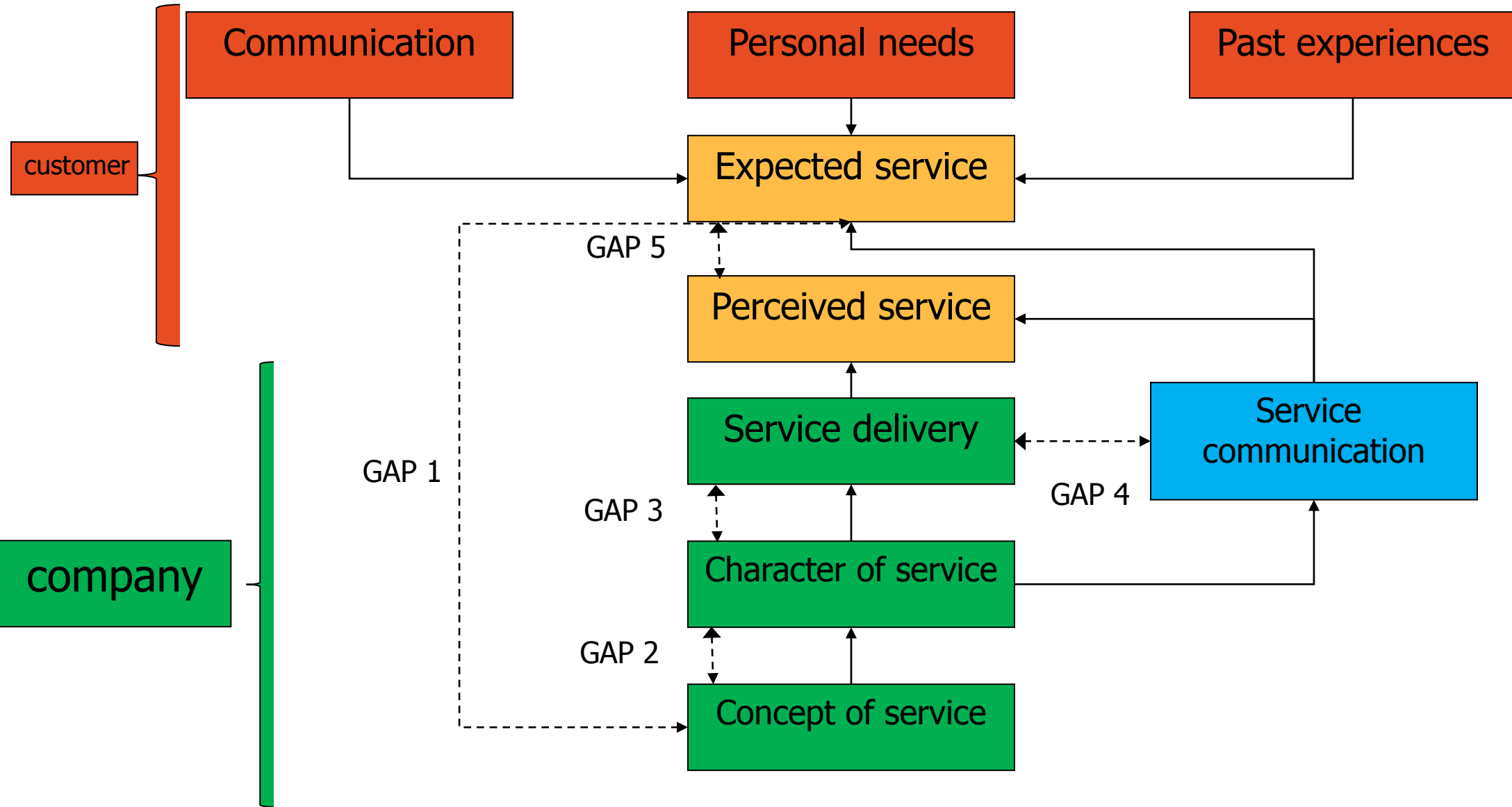
Is done by expert

- psychologist

The goal is to open the subject to wider communication

To analyze the reason of the customer´s behavior

Need to train the data collectors

Specific sources of information

- Policy makers
- Project Staff
- Program Participants
- Community members

Without direct contact between observer and subject observed

Used if we need to collect registration information

- Number of customers

Observing, how many customers are buying particular item

Using cookies in web browsers

Basic methods of observations

Natural and Contrived Settings
- Natural is exploring the natural life of the objects
- In contrived setting the observer has created the setting for the research to take place.

Distinguished and non-distinguished
- If the objects know they are observed or not.

Human and Mechanical
- Done by humans or by technical equipment (like cameras)

Direct and Indirect
- Direct is observing actual event. (How many customers are buying a cup of coffee)
- Indirect is observing the results (Counting empty cups in the garbage)

Structured and Unstructured
- If we have some categories of the observed data or we are simply recording everything

Quantitative methods examples

CAPI

- **Computer-assisted personal interviewing**

CATI

- **Computer Assisted Telephonic Interview**

CAWI

- **Computer Assisted Web Interview**

Surveys

In-hall test (CLT)

- **Central Location Test**

The interviewer uses his laptop screen to read the questions to pose and inputs the responses.

Advantages

- All types of questions can be used.
- Material can be shown to the respondent.

Disadvantages

- Strong geographical constraint.
- The CAPI is more adapted to reduced geographical areas.
- Heavy cost.

Computer Assisted Telephonic Interview

The interviewer asks questions by telephone and records answers on a computer. CATI automates the interviewees calls, the recall in case of absence and checks quota.

Advantages

- Quick
- No geographical constraint
- Technical reliability

Disadvantages

- Some target cannot be reached by CATI.
- No visualization possibility.
- Certain sensitive subjects must be avoided

The CAWI questionnaire appears in the browser as a web-page that respondents can reach in different ways depending on the sample design

Advantages

- There are no print, interviewer and data input costs.
- The collection time is reduced and there is no input time.
- Real time processing.
- No geographical constraint.
- Suppression of skews due to the interviewer and input errors.
- The respondents have all the time they want to answer the questionnaire.

Disadvantages

- The target is not representative of the national population
- Professionalization and spontaneous self-recruitment of certain panelists.
- Facility to quit the questionnaire.
- Obligation to protect the data.

Specially trained Staff of marketing agency is doing a real time questionaries'

Suitable for the long surveys with specified types of the subjects

Typically used for

- Measuring of opinions
- Political preferences
- Brand knowledge

Central Location Test

Testing of special samples

Respondents are recruited by trained Staff and motivated to complete survey

Extremely expensive

Can be used for

- Testing of new features
- Testing new brands or services
- Comparing customers meaning of different products

Differences in marketing research

Examples of the each type of the research

- Mystery shopping
- Focus groups
- GAP Model
- Computer Support in Marketing Research