

ST327 Case Studies: Market Research Projects

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A reminder about assessment

Overall, the case study components count for 40% of the overall grade for ST327.

This consists of 15% for the group presentation and 25% for your individual project.

The remaining 60% is your exam in the Spring term.



The ST327 Market Research Case Studies



Organisation of the Projects

You will be allocated to a group of 5 or 6 students from ST327, pre-determined to ensure a mix of disciplinary backgrounds



You will need to generate a research brief from a company or organisation

You need to decide who the client is then outline some business objectives and some research objectives for the client



Prepare a Presentation

Prepare and deliver a **20-minute presentation + Q&A** as a market research agency responding to the brief. These will take place in person in weeks 8 and 9 of Winter term



The individual case study

Following the presentations, you will also have a summative piece of work which you will work on individually.

Details will be supplied later.

Task 1: The Research Brief



1. Decide on a Client

Your team will also have to decide who the business or organisation commissioning the research is. This should be a real company or organisation, but **feel free to make any assumptions for the purposes of the brief** if it is not something you can easily find out. You can choose a company or organisation from any area. Some examples include:

Retailers	Manufacturers	Broadcasters or media agencies	Automotive companies	Healthcare / Drug companies
Government departments or agencies	Charities	Educational institutions	Sports clubs / organisations	Transport companies (e.g. airlines)
Voluntary organisations	Online companies	Social media companies	Telecoms companies	Hospitality companies

The organisation can be large or small, domestic or multi-national. It does not have to be well-known but if it isn't you will need to spend a little more time explaining what it does.

2. The Research Brief

Your team will have to generate a short **research brief**. This brief should be within a single side of A4 and should contain the following:

A short introduction and background of the company or organisation commissioning the research.

Around 3 to 4 *business* or *organisational* objectives. These could be particular problems or challenges they are facing, or they could be more strategic aims and objectives. Examples of these include:

- Develop / launch a new product or service
- Grow market share
- Raise awareness of a product, service or a particular message
- Increase customer satisfaction

A template for the research brief will be supplied.

3. The Research Brief

Around 3 to 4 **research** aims. These should be specific goals which a market research project would help answer. They could be specific questions which the organisation wishes to answer, or they could be information or insights about a particular population. They should be linked to the business objectives as much as possible. Examples of these include:

Understand the attitudes and behaviours of consumers / people

Learn what factors lead to higher customer satisfaction

Explore what gaps there are in a market

Understand the image or associations with a brand or product

Estimate the demand for a new product or service

In each case you should specify whether each research aim is one which should be measured by **quantitative** research, **qualitative** research, or jointly. You need to include at least one of each.

If appropriate, you could also include some information about what, if any, data the business or organisation can supply, for example a customer database, a sampling frame or operational data.

4. Submission of the Research Brief

The brief should be finalised by the start of Winter term and a *first draft* should be submitted by the end of Autumn term.

You will be required to email a copy of the first draft of the brief by the end of the Autumn term (Friday 13th December 2024) to k.p.shaw@lse.ac.uk. You will then have until the end of week 1 of Winter Term (Friday 24th January 2025) to make any changes and submit your final brief.

Although you will not specifically be marked on the content of your brief, it is essential that you put sufficient thought into it as without one it will be difficult to generate a coherent response, which could limit the mark you get for your presentation.

Two sets of *compulsory* office hours will be scheduled in the Winter term in weeks 2 and 5 ahead of the presentations, where you will be able to ask questions and report on progress with your groups.





Task 2: The Presentations

The Presentations

You need to prepare and deliver a 20-minute presentation, acting as a Market Research agency responding to the brief. These will take place in person in weeks 8 and 9 of Winter term.

In addition to the presentation, you will have 5-10 minutes of Q&A from the examiners so all students should know their presentation content inside out. Expect to be asked questions justifying your approach and conclusions (although they could be on any subject related to the presentation).



1. Project Overview

Provide a broad introduction to the organisation you're studying, including any important context to the industry or the area such as any recent innovations, the impact of new regulations or any recent reputational issues.

Clearly outline your research design and the specific questions you aim to address at the beginning of your presentation.



2. Research Methods

Your research must incorporate both quantitative and qualitative methods. Explain how each will be used to address your research questions.

Remember there are many types of both quantitative and qualitative methods. You should explain which you think are appropriate.

3. Questionnaire and Topic Guide Development



Create a comprehensive questionnaire for quantitative analysis. This should be constructed based on the research objectives and you should use all your knowledge about best practice of questionnaire design.

Create a detailed topic or question guides for qualitative research. This could be for focus groups or in-depth interviews.

Both should be tailored to elicit clear insights regarding your research themes.

Name _____

Signature _____

Date _____

4. Primary Data Collection



Organise and conduct focus groups or in-depth interviews to explore your research themes in depth.



Pilot your questionnaire with a small sample of friends to ensure clarity and relevance, revising as needed based on feedback.

5. Synthetic Data Collection



You may use Generative AI to augment your data collection both of quantitative and qualitative survey data.



Ensure you put careful thought into how you use the AI. It won't always give you the best answer first time. You should critically analyse what information you get and revise what you ask as necessary until you get information you are content with.



For quantitative data, you do not necessarily need to create individual responses, but you can summarise synthetic responses as if it were a large-scale survey (i.e. with hundreds or thousands of responses).



For qualitative data, try to equip your 'respondents' with the appropriate skills, expertise and experience to be able to give sensible answers.

KA

You

If I asked a representative sample of British 2,000 adults in a survey: "When is the last time you visited a museum" and the response options were: In the last week, In the last month, In the last six months, In the last year, Longer ago, Never. What might the response distribution look like? Give actual percentages

Example – Quantitative survey



ChatGPT

To provide a hypothetical distribution of responses for the survey question "When is the last time you visited a museum?" among 2,000 British adults, we can make some educated guesses. These percentages are speculative and would vary based on several factors like demographics, cultural interests, and accessibility to museums. Here's a possible distribution:

1. **In the last week:** 5% - This is likely to be the smallest group, as frequent museum visits are not very common among the general population.
2. **In the last month:** 10% - A slightly larger group might include those who have recently visited a museum for a special exhibition or event.
3. **In the last six months:** 20% - This could include occasional museum-goers, possibly driven by seasonal exhibitions, school holidays, or cultural events.
4. **In the last year:** 25% - This might be one of the larger groups, encompassing those who visit museums somewhat regularly, perhaps on an annual basis.
5. **Longer ago:** 30% - A significant number of people might not have visited a museum recently, but could have done so in the more distant past.
6. **Never:** 10% - There could be a notable percentage of the population who have never visited a museum, due to various reasons like lack (↓) interest, accessibility, or opportunity.

Example – Quantitative survey



You

If I was running a Focus group of people amongst people who have visited the British Museum in the last month. I asked them to discuss the most striking thing about the museum. Imagine the dialogue between David, Mohammed, Olga, Josh and Susan

Example – Qualitative group



ChatGPT

In a focus group discussing their recent visit to the British Museum, each participant might have unique perspectives based on their backgrounds and interests. Here's how a conversation between David, Mohammed, Olga, Josh, and Susan might unfold:

David: “For me, the most striking aspect was the architecture of the Great Court. The glass ceiling is simply breathtaking, creating such a modern contrast against the historical artifacts.”

Mohammed: “I agree about the architecture, but what stood out to me was the Rosetta Stone. It’s incredible to think about its role in deciphering Egyptian hieroglyphs. It’s not just an artifact; it’s a key to understanding an ancient civilization.”

Olga: “I was mesmerized by the Egyptian mummies. It’s one thing to read about them, but seeing them up close was a whole different experience. It’s amazing how much we can learn about their lives, culture, and beliefs from these preserved remains.”

Josh: “What caught my eye were the Greek sculptures. The level of detail and artistry, especially in the Elgin Marbles, is astounding. It’s like a journey back in time, seeing the beauty standards and artistic skills of ancient Greece.”



Example – Qualitative Group

Data collection summary: Real and Synthetic



Qualitative Data Collection

Quantitative Data Collection

Real data collection



You need to conduct a real focus group, in-depth interview or another method of qualitative research

You need to conduct a real pilot study of your questionnaire with friends / family etc.

Synthetic data collection



Use GenAI to build upon the work you have already done. You can imagine what you would have if you ran more focus groups, for example

Because your pilot studies are limited to friends and family, use GenAI to imagine you have access to a much larger pool of respondents



6. Multivariate Analysis

Select one or two appropriate multivariate techniques for your quantitative data analysis, such as:

- Segmentation via Cluster Analysis
- Key Drivers Analysis using Regression
- Conjoint Analysis
- Pricing Analysis
- Or another method of your choice

You do not need to perform any analysis, but you should justify why the chosen analysis method is suited to your research objectives. You should try to make your explanation as business / commercially focussed, making use of example or specimen outputs

7. Presentation and Conclusion



Dedicate a substantial portion of your presentation to discussing research findings, both from the real and synthetic data collection



Conclude with a summary of your research, answering the initial questions posed and providing clear, actionable recommendations to the business or organisation.



Include a slide offering consulting advice, guiding the organisation on potential actions based on your findings.



Consider how additional client-provided data (e.g. customer databases) might enhance your research outcomes. You can describe how this might work.

8. Presentation Delivery

Use your imagination to create an engaging presentation. Ensure your presentation is polished and professional, reflecting imaginative approaches to presenting your research. This might include multimedia tools, data visualisation, the use of 'props' or interactive elements to the presentation.



9. Executive Summary

You should also prepare an executive summary. This should be a document no more than one side of A4 and should summarise the main points of your presentation in an easy-to-read format.

10. Submissions

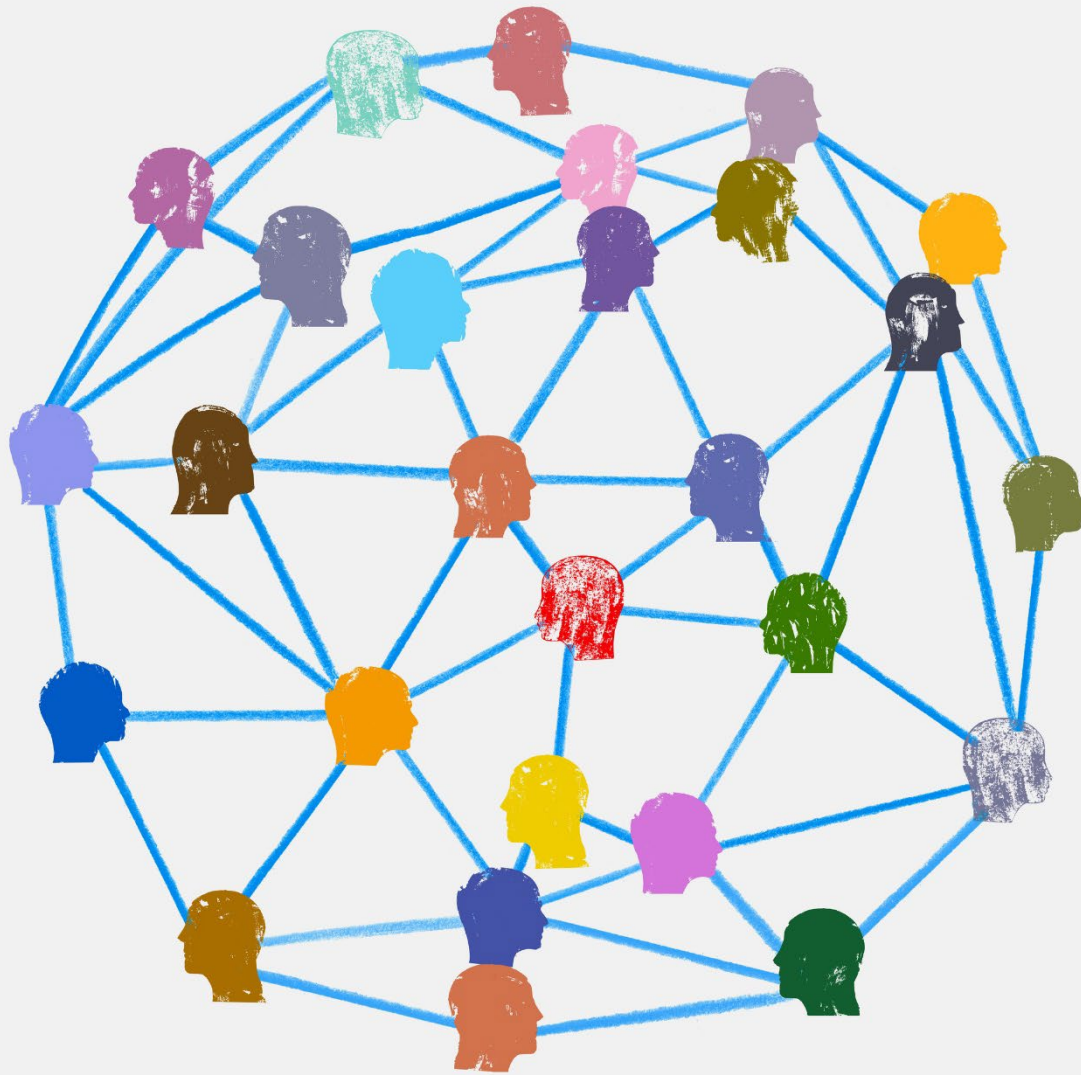
In summary, you will need to submit the following:

- ✓ The executive summary
- ✓ The presentation file (in PPT or PDF)
- ✓ The final questionnaire(s) (in PDF)
- ✓ The final topic guide(s) (in PDF)

These all need to be submitted by e-mail (to k.p.shaw@lse.ac.uk) by 18:00 on Tuesday 11 March 2025, regardless of which date you are presenting.

Late submissions will incur penalties.





Use of
Generative AI
in ST327



Use of Generative AI

Your group should refer to the ST327 guidelines on the use of GenAI which can be found on the course Moodle Page: <https://moodle.lse.ac.uk/mod/resource/view.php>

It is crucial for the integrity of the work to be original and collectively produced by the group members. Examiners are proficient in recognising text produced by AI. If there is evidence that your group has relied on generative AI to simulate what should be your group's original thought process, without proper acknowledgment, this could result in a loss of marks.

Key Dates

Your initial draft for the Client Brief should be submitted by 17:00 on Friday 13 December 2024.

The final Client Brief should be submitted by 17:00 on Friday 24 January 2025.

All presentation materials should be submitted by 18:00 on Tuesday 11 March 2025.

The Case study presentations will take place on Tuesday 11 and 18 March 2025 between 18:00 and 21:00. Specific Group timeslot to be advised nearer the time.

The deadline for the individual project is Tuesday 6 May 2025 at 12:00 through the ST327 Moodle submission portal.

The background features a light gray grid pattern overlaid on a white field. Scattered throughout the grid are numerous small, multi-colored confetti pieces in shades of red, green, blue, yellow, and purple. The text 'Good luck!' is centered in a large, bold, black serif font. A thin horizontal line is positioned directly below the text.

Good luck!