



Mini MBA

IN

MARKETING

Module 2 Notes Market Research



- Market Orientation leads to Market Research
- Method Options
- Qualitative vs Quantitative
- Research Architecture
- Backwards Market Research



- Speed & Cost
- Qualitative
- Great for Initial Learning
- Excellent for Target Profiling
- Excellent for Positioning
- Senior Manager buy-in



- Segment Conflicts
- Bad Moderators
- Never Representative
- No Magnitudes
- Alien Context



John Sculley

“No great marketing decisions have ever been made on qualitative data.”

• POETS & QUANTS

- Qualitative Research

e.g. Focus Groups

- Inductive
- Small samples
- No “hard” numbers

- Quantitative Research

e.g. Surveys

- Testing
- Larger samples
- Magnitudes

Customer Surveys

- Representative Sample of the Total Market
- The Advent of Consumer Panels
- Administered by PC or Phone
- Three parts to a Questionnaire:

Demographics	Q: Age Q: Income Q: Years of experience
Attitudinal	Q: Ease of Use Q: Customer Service Likert Scale
Behavioural	Q: Preference Q: Usage Q: Satisfaction

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Representative Samples

Determine Sample Size

Confidence Level: ☒ 95% ☐ 99%

Confidence Interval:

Population:

Sample size needed:

- **Confidence Level:**
How confident are you that your result is true and would recur if we repeated it?
- **Confidence Interval:**
The plus or minus variance between the sample's answer and that of the whole population.

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Representative Samples

Determine Sample Size

Confidence Level: ☒ 95% ☐ 99%

Confidence Interval:

Population:

Sample size needed:



a: telescope 20%



b: binoculars 80%*

* 95% CL, 10% CI

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Surveys in Review



- Numbers!
- Proportions & Magnitudes
- Representative findings
- Extrapolate surveys
- Market sizing
- Create segments
- Look at causality
- Track over time



- Cost
- Time
- Un-representative samples
- Bad questions:
What influences you most?
- Measuring the wrong stuff
- Consumers don't know
- Over long questionnaires

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POETS



Qual

QUANTS

Demographics	Q: Age Q: Income Q: Years of experience
Attitudinal	Q: Ease of Use Q: Customer Service Likert Scale
Behavioural	Q: Preference Q: Usage Q: Satisfaction

Quant

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AG Lafley

“ If you want to understand how
a lion hunts don't go to the zoo.



Go to the jungle.”

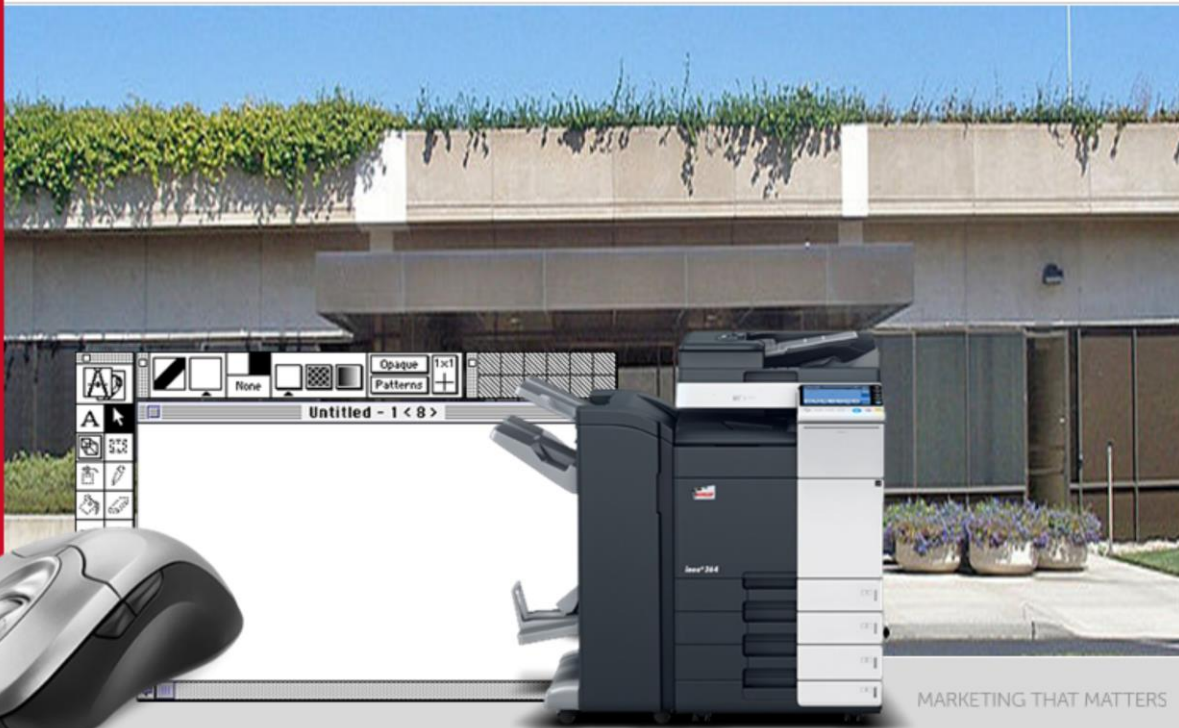
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- You do it
- You spend significant time
- In the places where your product is;
 - Purchased
 - Consumed
 - Discussed
- You keep notes / video
- You conduct in situ interviews
- You shut up and listen
- ..And don't rush to conclusions



- Understanding in context
- The unspoken is revealed
- Amazing for initial insights
- More Convenient for B2B
- Useful with contextual products
- The further you get from the office the more you learn
- I love this in a marketing plan!



- Tiny samples
- Time expensive
- Sales force tension
- You have to leave HQ
- Learning to listen
- Time for true understanding
- No big report at the end

Secondary Research

- Primary Data
you generate from research
- Secondary
you find in pre-existing data
 - Google
 - Social Media
 - Prior Research
 - 3rd Party Reports
- Start here first!

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- Almost immediate
- Usually free
- Great for initial scoping
- Nothing to lose



- Rarely exactly the right data
- Often outdated
- Sample is incorrect
- Unreliable?

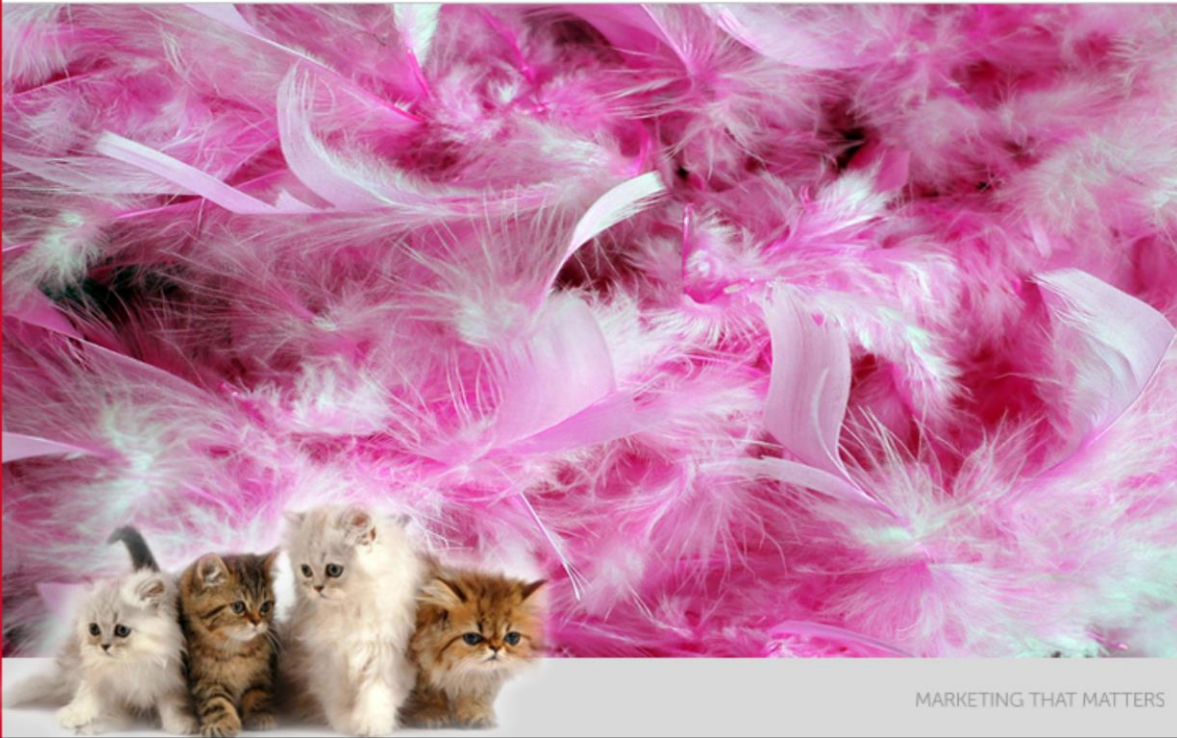


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- Focus Groups
- Surveys
- Ethnography
- Secondary Data
- Conjoint
- Market Tests
- EPOS Data
- One on One Interviews
- Experiments
- Netnography
- Projective
- ZMET



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A: In
Speedos



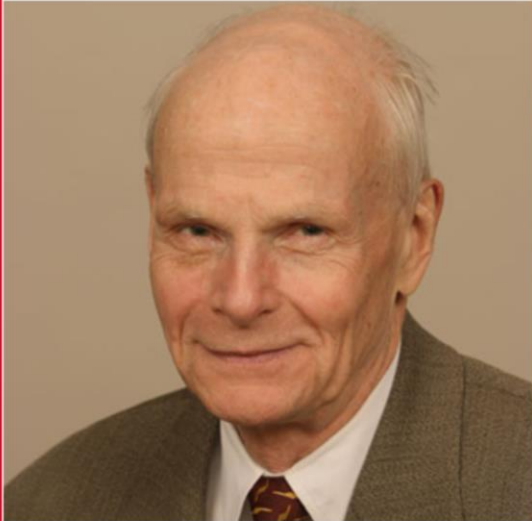
B: Completely
Naked



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- You start with Qual
- Understand the Market
 - Focus Groups
 - Ethnography
 - One on Ones
- You move to Quant
- Measure the Market
 - Surveys
 - Market Tests
 - Conjoint



Alan Andreasen

“What I suggest is a procedure that turns the traditional approach to research design on its head. This procedure, a proven one, stresses close collaboration between researcher and corporate decision makers. It markedly raises the odds that the company will come up with findings that are not only “interesting” but also lead to actionable conclusions.”



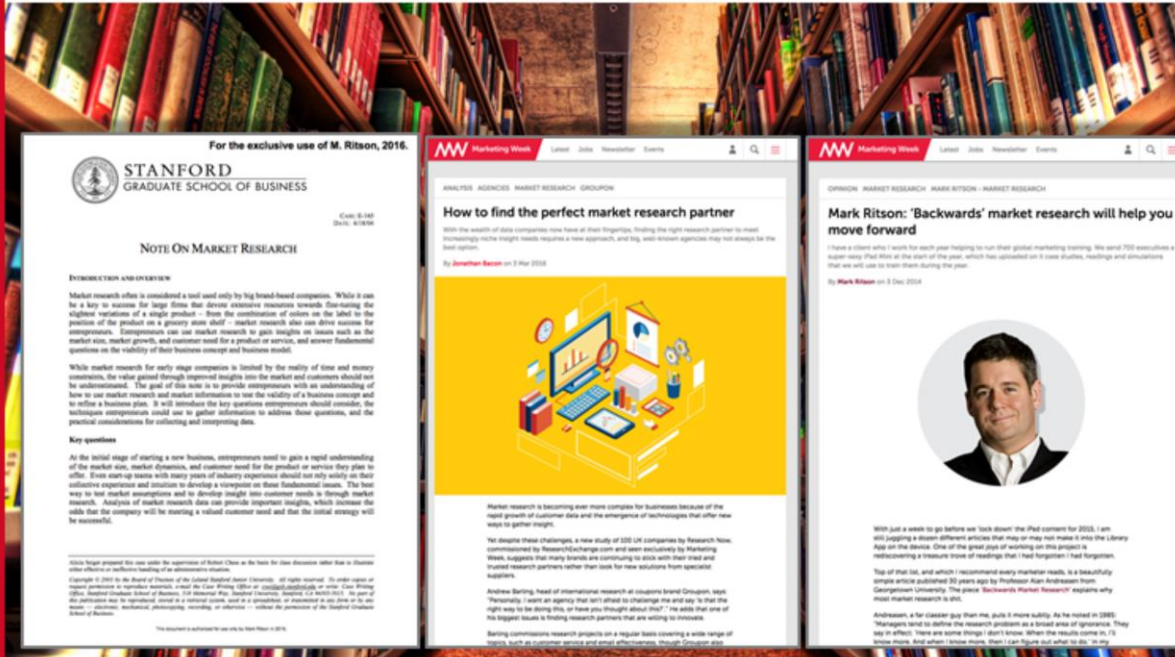
The Five Big Take Homes

- 1** The Convenience of Focus Groups
- 2** The Quantitative Power of a Good Survey
- 3** The Core Value of Ethnography
- 4** Qual x Quant Research Architecture
- 5** Backward market research

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