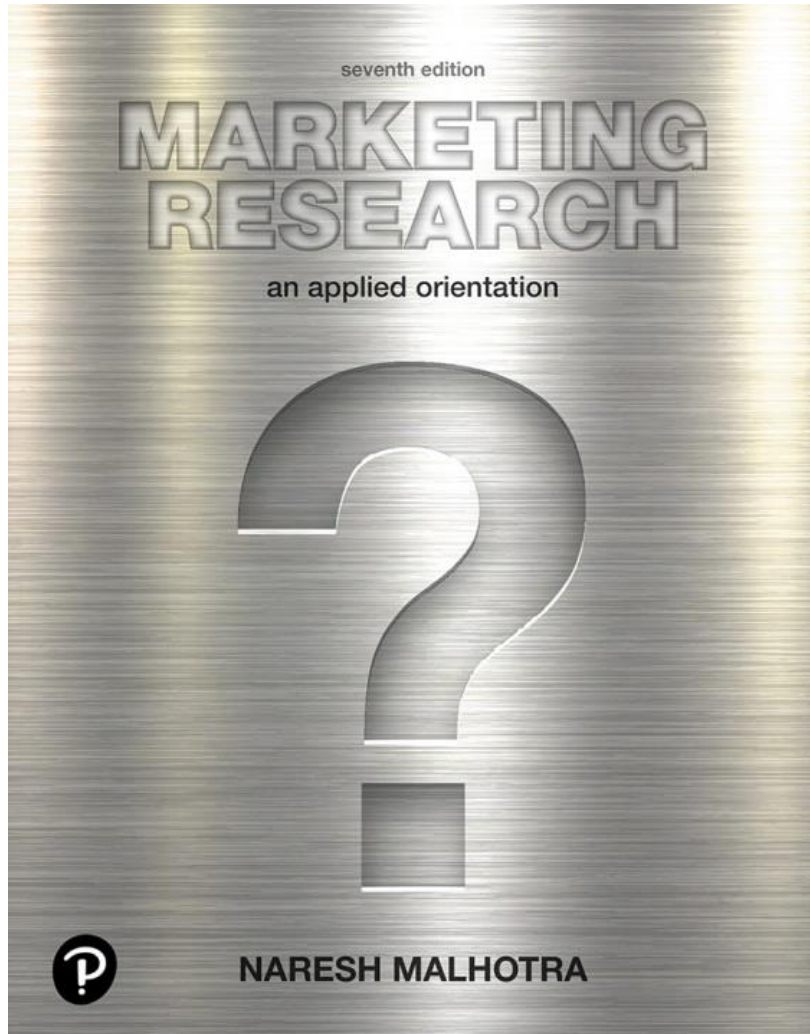


Marketing Research: An Applied Orientation

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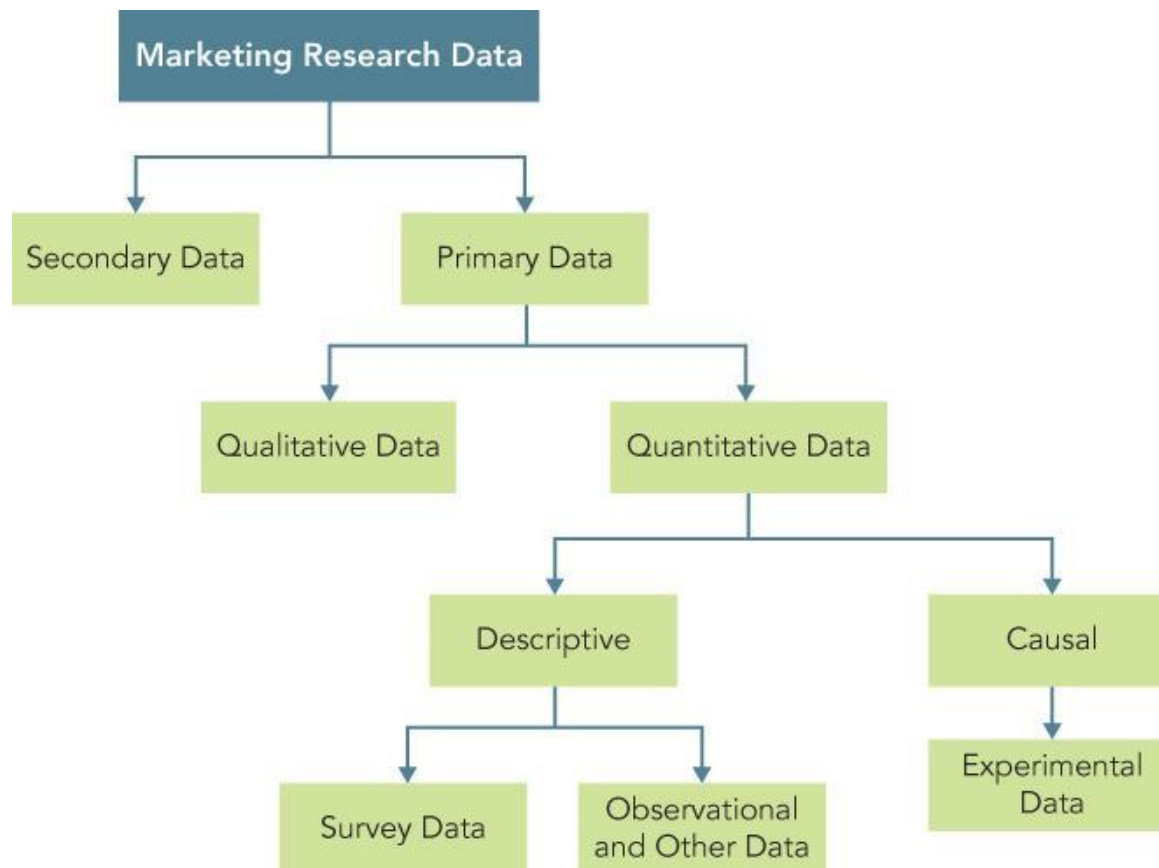


Chapter 5

Exploratory Research
Design: Qualitative Research

A Classification of Marketing Research Data

Figure 5.1 A Classification of Marketing Research Data



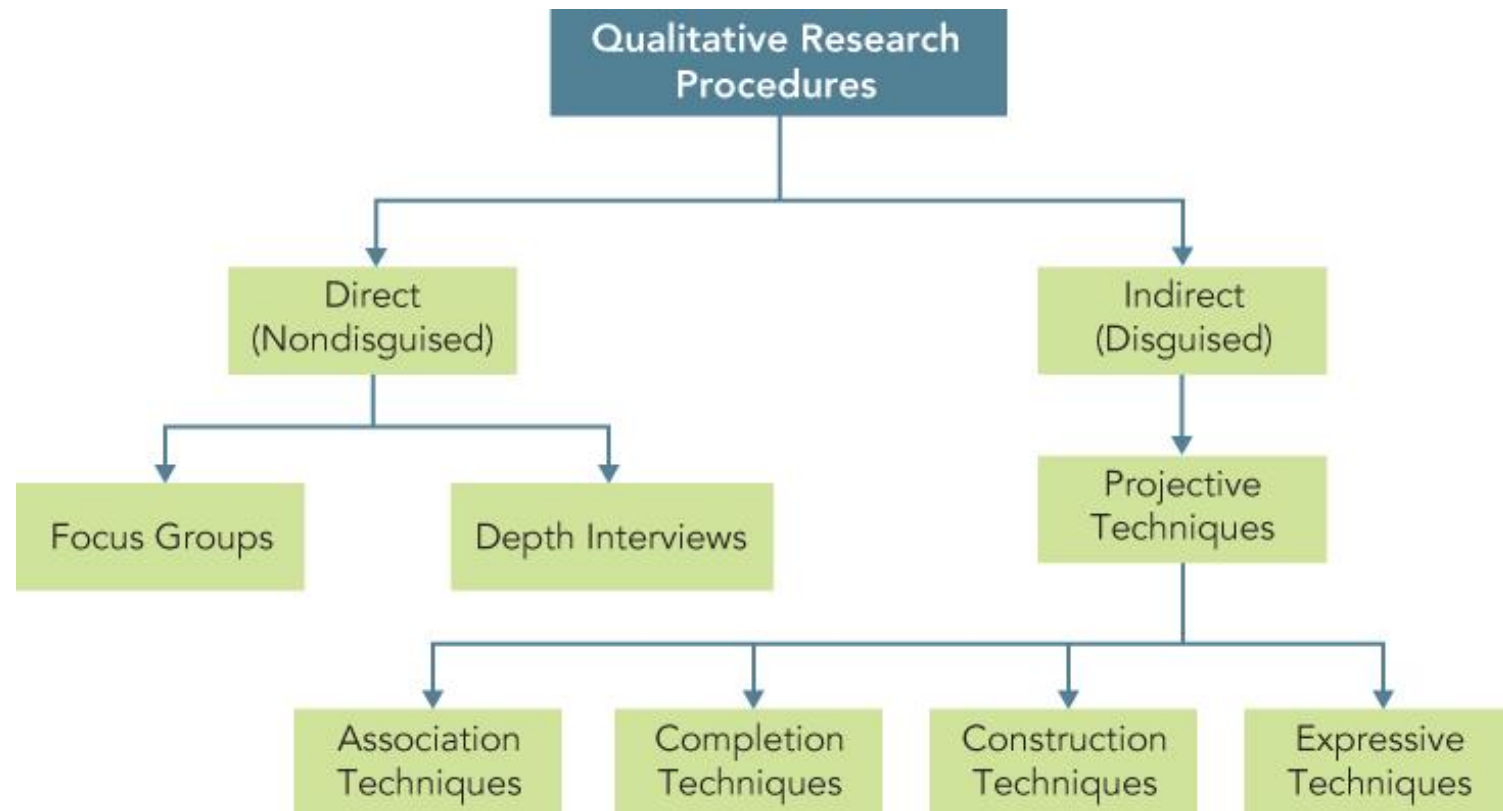
Qualitative Vs. Quantitative Research

Table 5.1 Qualitative Versus Quantitative Research

	Qualitative Research	Quantitative Research
Objective	To gain a qualitative understanding of the underlying reasons and motivations	To quantify the data and generalize the results from the sample to the population of interest
Sample	Small number of non-representative cases	Large number of representative cases
Data collection	Unstructured	Structured
Data analysis	Non-statistical	Statistical
Outcome	Develop an initial understanding	Recommend a final course of action

A Classification of Qualitative Research Procedures

Figure 5.2 A Classification of Qualitative Research Procedures



Characteristics of Focus Groups

Table 5.2 Characteristics of Focus Groups

Group size	8 to 12
Group composition	Homogeneous; respondents prescreened
Physical setting	Relaxed, informal atmosphere
Time duration	1 to 3 hours
Recording	Use of audiocassettes and videotapes
Moderator	Observational, interpersonal, and communication skills of the moderator

Viewing Room Looking into the Focus Group Room Through One-Way Mirror



Procedure for Planning and Conducting Focus Groups

Figure 5.3 Procedure for Planning and Conducting Focus Groups



Variations in Focus Groups (1 of 2)

- **Two-way focus group.** This allows one target group to listen to and learn from a related group. For example, a focus group of physicians viewed a focus group of arthritis patients discussing the treatment they desired.
- **Dual-moderator group.** A focus group conducted by two moderators: One moderator is responsible for the smooth flow of the session, and the other ensures that specific issues are discussed.
- **Dueling-moderator group.** There are two moderators, but they deliberately take opposite positions on the issues to be discussed.

Variations in Focus Groups (2 of 2)

- **Respondent-moderator group.** The moderator asks selected participants to play the role of moderator temporarily to improve group dynamics.
- **Client-participant groups.** Client personnel are identified and made part of the discussion group.

Depth Interview Techniques: Laddering

In **laddering**, the line of questioning proceeds from **product characteristics** to **user characteristics**. This technique allows the researcher to tap into the consumer's **network** of meanings.

Department store (product characteristic)



I enjoy shopping



I feel good about myself (user characteristic)

Advertising theme: You will feel good about yourself when you shop at the department store.

Depth Interview: Hidden Issue Questioning

In **hidden issue questioning**, the focus is not on socially shared values but rather on personal “sore spots;” not on general lifestyles but on deeply felt personal concerns.



What will be your lifestyle if you become a billionaire and have a lot of leisure time?

Advertising theme: world like never before

Depth Interview Techniques: Symbolic Analysis

Symbolic analysis attempts to analyze the symbolic meaning of objects by comparing them with their opposites. The logical opposites of a product that are investigated are: **non-usage** of the product, attributes of an imaginary “non-product,” and opposite types of products.

“what would you do if facebook does not exist?”



“writing letters to keep in touch with friends, make long trips.”

Advertising theme: Facebook is a platform to stay connected with family and friends. Exchange photos and videos.

Definition of Projective Techniques

- An unstructured, indirect form of questioning that encourages respondents to project their underlying motivations, beliefs, attitudes, or feelings regarding the issues of concern.
- In projective techniques, respondents are asked to interpret the behavior of others.
- In interpreting the behavior of others, respondents indirectly project their own motivations, beliefs, attitudes, or feelings into the situation.
 - <https://openpsychometrics.org/>

Word Association (1 of 2)

In **word association**, respondents are presented with a list of words, one at a time, and asked to respond to each with the first word that comes to mind. The words of interest, called test words, are interspersed throughout the list which also contains some neutral, or filler words to disguise the purpose of the study. Responses are analyzed by calculating:

- (1) the **frequency** with which any word is given as a response;
- (2) the **amount of time** that elapses before a response is given;
and
- (3) the number of respondents who **do not respond** at all to a test word within a reasonable period of time.

Word Association (2 of 2)

Personality and attitude towards housekeeping

Stimulus	Mrs. M	Mrs. C
washday	everyday	ironing
scrub	don't; husband does	clean
filth	this neighborhood	dirt
family	squabbles	happiness
towels	dirty	wash

Completion Techniques (1 of 2)

In **sentence completion**, respondents are given incomplete sentences and asked to complete them. Generally, they are asked to use the first word or phrase that comes to mind.

A person who drinks coffee at CCD is _____

Online shopping is most liked by _____

When I think of shopping in e-shop, I _____

Completion Techniques (2 of 2)

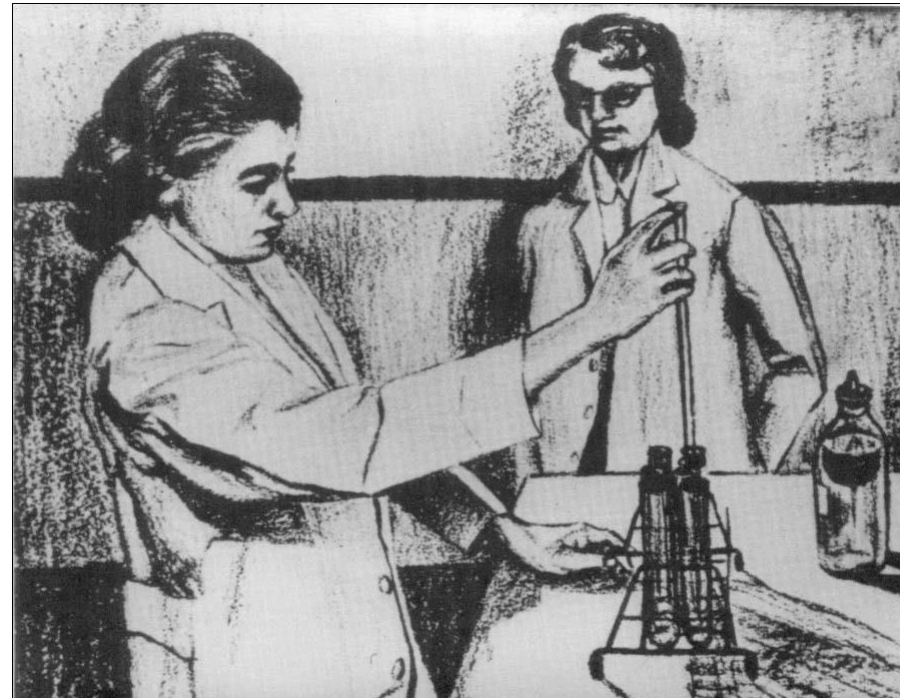
A variation of sentence completion is **paragraph completion**, in which the respondent completes a paragraph beginning with the stimulus phrase.

In **story completion**, respondents are given part of a story – enough to direct attention to a particular topic but not to hint at the ending. They are required to give the conclusion in their own words.

Construction Techniques

With a **picture response**, the respondents are asked to describe a series of pictures of ordinary as well as unusual events. The respondent's interpretation of the pictures gives indications of that individual's personality.

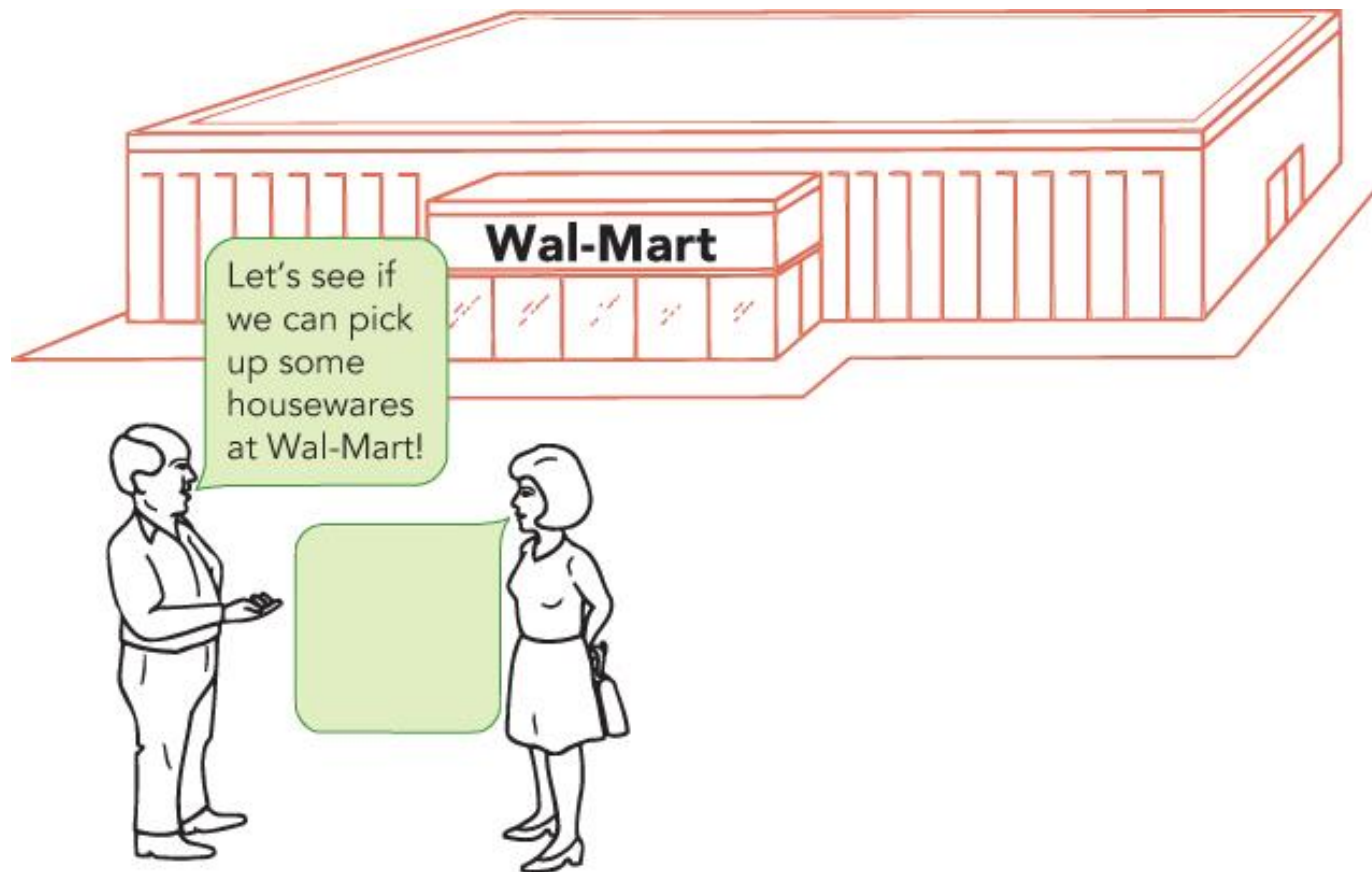
Question: “what is happening at the moment?”



- In **cartoon tests**, cartoon characters are shown in a specific situation related to the problem. The respondents are asked to indicate what one cartoon character might say in response to the comments of another character. Cartoon tests are simpler to administer and analyze than picture response techniques.

A Cartoon Test

Figure 5.4 A Cartoon Test



Expressive Techniques

In **expressive techniques**, respondents are presented with a verbal or visual situation and asked to relate the feelings and attitudes of other people to the situation.

Role playing. Respondents are asked to play the role or assume the behavior of someone else.

Third-person technique. The respondent is presented with a verbal or visual situation and the respondent is asked to relate the beliefs and attitudes of a third person rather than directly expressing personal beliefs and attitudes. This third person may be a friend, neighbor, colleague, or a “typical” person.

Advantages of Projective Techniques

- They may elicit responses that subjects would be unwilling or unable to give if they knew the purpose of the study.
- Helpful when the issues to be addressed are personal, sensitive, or subject to strong social norms.

Disadvantages of Projective Techniques

- Require highly-trained interviewers and interpreters.
- There is a serious risk of interpretation bias.
- They tend to be expensive.
- May require respondents to engage in unusual behavior.

Guidelines for Using Projective Techniques

- Projective techniques should be used because the required information cannot be accurately obtained by direct methods.
- Projective techniques should be used for exploratory research to gain initial insights and understanding.
- Given their complexity, projective techniques should not be used naively.

Other Qualitative Approaches

- **Ethnography:** The researcher enters the respondents' environment and observes their behavior, lifestyle, families, neighborhood and the societal context
 - New product development
 - To understand cultural context
 - Signals for potential advertising
 - Purchase behavior
- **Semiotics:** explores the implication and power of sign, symbols, color, language, cultures and emotions

Analysis of Qualitative Data (1 of 2)

- 1) **Data reduction** – Select which aspects of the data are to be emphasized.
- 2) **Data display** – Develop a visual interpretation of the data. The display helps to illuminate patterns and interrelationships in the data.
- 3) **Conclusion drawing and verification** – Consider the meaning of analyzed data and assess its implications for the research question at hand.

Analysis of Qualitative Data (2 of 2)

Respondent:	(a) Past Communications	(b) Most Effective	(c) Why
A	<ul style="list-style-type: none"> Email 	<ul style="list-style-type: none"> Email 	<ul style="list-style-type: none"> News is communicated in almost “real time”
	<ul style="list-style-type: none"> Informal interchanges 		
	<ul style="list-style-type: none"> Telephone 		
B	<ul style="list-style-type: none"> Email 	<ul style="list-style-type: none"> Email 	<ul style="list-style-type: none"> Easy to keep a record of the news for future reference
	<ul style="list-style-type: none"> Student newspaper 	<ul style="list-style-type: none"> Campus Web page 	
	<ul style="list-style-type: none"> Campus Web page 		
C	<ul style="list-style-type: none"> Informal interchanges 	<ul style="list-style-type: none"> Campus mail 	<ul style="list-style-type: none"> Work on campus
	<ul style="list-style-type: none"> Telephone 		<ul style="list-style-type: none"> Not an Email person
	<ul style="list-style-type: none"> Campus mail 		

Ethical Issues (1 of 2)

- Disguise can violate the respondents' right to know and result in psychological harm.
- [Stanford prison experiment](#)
- In debriefing sessions, respondents should be informed about the true purpose and given opportunities to ask questions.
- The use of qualitative research results for questionable purposes raises ethical concerns.

Ethical Issues (2 of 2)

- Video- or audio-taping the respondents without their prior knowledge or consent raises ethical concerns.
- The comfort level of the respondents should be addressed.
 - Too long interviews, sensitive issues etc.