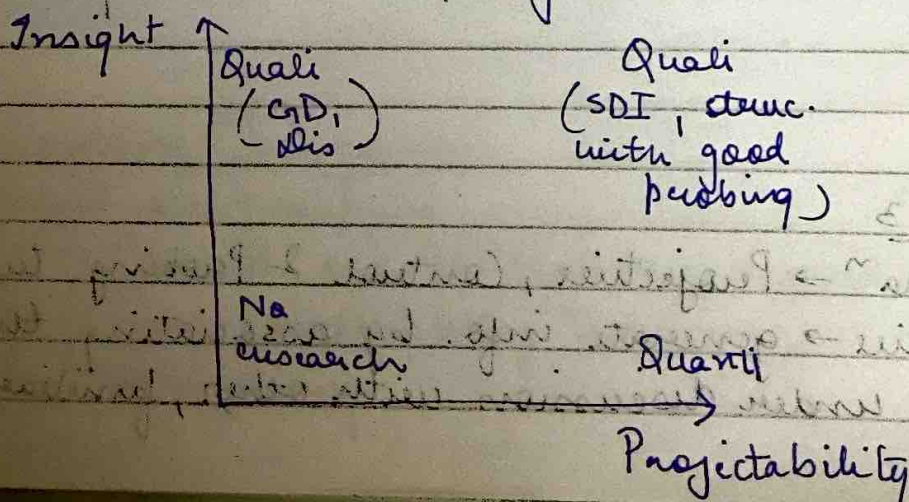


U&A → Usage & attitude
 DI → Depth Interview
 SDI → semi-" "

Week 4

Quali. Research - Part - 1

- Quant. research does n't elicit emotional basis of the thought process. Quali. uses indirect questioning & probing to find underlying emotional reason. Sensitivity abt. when to probe deep and when to stop is a key part of quali. research skills.
- Uses of quali. research -
 1. provide insights into consumer's mind
 2. handle extreme info. areas
 3. generate params that can be used in q.u.
 4. generate hypothesis for validaⁿ
- it is used in positioning, packaging, new concept, U&A, advertising & diagnostic. Good quali. revolves around good moderaⁿ & sensitive analysis.
- The key is to get insight and understanding beyond what the consumer is verbalizing. GD & DI are always audio recorded, sometimes video too. Body lang. & tone is not very imp.
- Sometimes, quali. is done before quanti. while at times, it is done after quanti.
- 2 main abuses of GD -
 1. doing GD is cheap & quick substitute for quanti
 2. getting unsuited data
- it is tempting to listen to the voice of the customer, but it should be correctly used.



- quali is not numerically valid, GD tends to use convenience sampling and not probab. sampling.
- DI, Couple DI, Dyads, Triads, Mini GD (4-5), Couple GDs (4 couple), Full GD (8, 1 hr), Extended (2+ hr)
- when need is exploratory, use GD. When it is diagnostic, do DI. Contrasting POV, use GD. To conclude use DI, trace direct line, use DI.

L2 Part-2

- Decide the approach & specifics → Draw DG → Transcribe audio ← Permut respondents
Do content analysis → Write report.
- Use DG & not q.c. q.c. has to be strictly followed. But a skilled moderator can make easy as in the DG.
- No statistical error in quali. to create SS. The guideline is subject to budget & time constraints.
- In GD, ensure respondents have homogeneous demographic profile. But diff. brand use behaviour & diff. opinion.
- List out info. Create a flow. Write DG.
- Moderating a GD is one of the most difficult task in MR. It can be learnt, but needs experience.

L3 Part-3

- Moderaⁿ → Projective, Control & Probing techniques
- Projective → generate info. by associating the topic under discussion with other, familiar stimuli.

- 6 types of Projective Techniques -

1. Personality ass. → gen. photos, ask respondent which photo go with the photo.
2. Situational ass. → ask create situaⁿ, ask respondent which situaⁿ is closest to the brand.
3. Forced relation → old tech., indicate animal / color / can closest to the brand.
4. Sentence compleⁿ → I did this, someone might say
5. Expressive Drawing → (TAT), time consuming, ask respondent to draw a picture abt. how they feel about a particular brand.
6. Anthropomorphism

L4 Sample Discussion Guide

- Warm up & Intro → Going into depths → Intro to your concept → Get exs to your concept → Some classificaⁿ & close up.

L5

Intro to Sample DI

→ L6 Sample DI

- cooking oils concept
- Interview of the "Lady of the Household"

L7

Sampling Techniques

- Based on grouping
- TAT (based on context on drawings)
- Laddering (Multi-why technique)
 - ↳ branching

18 Data Collecⁿ Methods.AdministeredSelf-administeredFace-to-FaceTelephonicSelf-filled

1. at house

2. office

3. mall intercept

4. street corner intercept

5. central locaⁿ (kiosks)

1. In person

2. Over Video call

1. Courier

2. Email

3. Fax

4. Online

→ known customers

→ access panel

→ digital recruitment

- house - traditional, still used, welcoming for lower Inc. & LM Inc. group
- office - helpful in B2B studies
- mall - very short, quick & dirty, partial responses
- street corner - helpful in political opinions
- central locaⁿ - best, high budget, detailed probing
- video - new gen method
- telephonic - all good but visual stimuli x