



Assignment #3

Qualitative Research Report

Report by:

- Jorge Barros

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- *Qualitative Research Objectives*
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COLLECTING IS A HUMAN NEED

“Collecting is a **captivating journey that stimulates our brains in areas connected to our pleasure center**, connecting to our pleasure center. Finding rare pieces sets us apart, offering recognition and admiration. Some collect to feel history, getting closer to the past. **Collecting treasures enhances social networks**, forging connections beyond the items.”(2020)

*Shirley M. Mueller, M.D.
neuroscientist and collector*

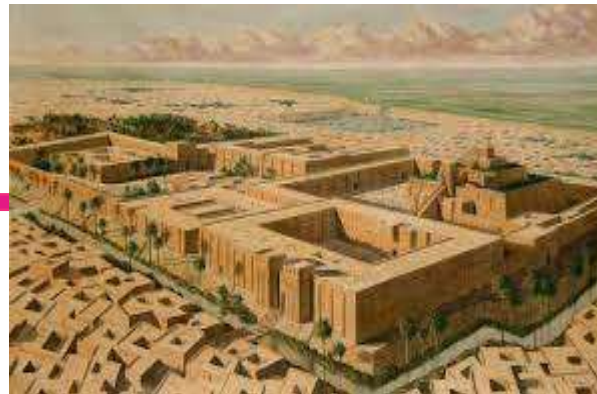


**“33%-40%
of the American
population collects
one thing or another”**
(Mueller, 2020)

A brief history about collecting...



The “Venus of hohle fels” most ancient amulet found. **35.000 to 40.000 years old**
Yong, E. (2021, May 3).



The Ennigaldi-Nanna's world most ancient museum. **2.500 years old**
Wilkins, A. (2015, December 16).



David Mebane from Knoxville, Tennessee.
Guinness WORLD record of Funko collections
Díaz, E. (2021, May 21).

WHERE DOES VALUE COME FROM FOR COLLECTORS?

With the increasing demand for collectibles from both collectors and investors, an experienced company like Dart Flipcards Inc can easily make a comeback by selecting the right IP and adding **VALUE** to it, thus quickly gaining ground in this market.

By harnessing the multiculturalism and variety of postgraduate students present at Centennial College, we can conduct research to identify which IPs hold value for them, along with their perspectives on collectibles, shedding light on this phenomenon.



QUALITATIVE RESEARCH

For this research we need to understand the need of the user and their answer help us to complete **the Golden Circle Model**

Primary objective:

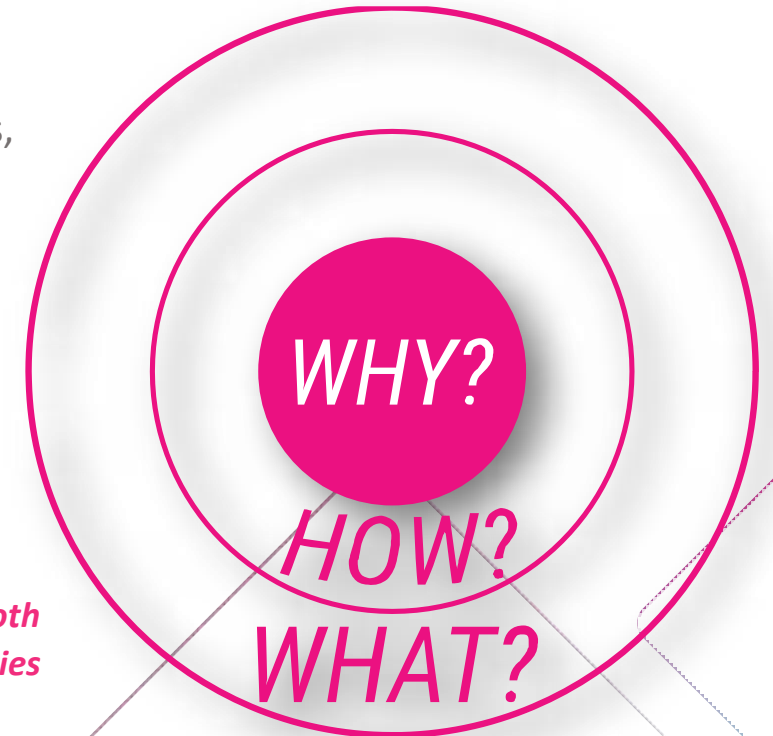
To explore the underlying motivations and emotional drivers that lead individuals to collect objects.(WHY)

Secondary objectives:

To employ in-depth interviews and gain rich insights into collectors' experiences, behaviors, and narratives surrounding their collections. (HOW)

To generate a structured understanding of collection types and their needs (WHAT)

NOTE: For this stage, we can organize focus groups consisting of **postgraduate students who are both collectors and non-collectors**. These groups will help us in **identifying significant intellectual properties (IP) from their childhood and then present them for evaluation** of their potential value as collectibles.



OVERALL

The methodology used for this research will be focus groups.

A total of **10 focus groups will be conducted in 4 different locations across Canada** to ensure representation from both collectors and non-collectors **within the postgraduate student population**. To achieve a well-balanced sample, it is advisable to conduct 4 focus groups in the Greater Toronto Area (GTA), considering its large population, and 6 additional groups in Vancouver, Montreal, Calgary, and Ottawa.

GTA	Ottawa	Montreal	Calgary	Vancouver
4	2	2	1	1

Choosing postgraduate students as our focal demographic for these focus groups **provides an exceptional opportunity to explore the multifaceted realm of collecting behaviors and the underlying consumer motivations**. These students, characterized by their **diverse academic and cultural backgrounds**, bring a rich tapestry of experiences and perspectives to our research, **enriching our understanding of the collector's psyche**.

Qualifying Respondents

Screening respondents based on this characteristics is crucial. **It allows us to delve deep into the motivations, behaviors, and preferences of collectors, while also exploring potential variations** by gender, the impact of an academic context, the relationship between active consumption behavior and collecting and the absence of medical conditions that may hinder collecting

Location	GTA (n=4)	Ottawa (n=2)	Montreal (n=2)	Calgary (n=1)	Vancouver (n=1)
Status as collector	1 Non-collectors 2 Mixed group 1 Only Collectors	1 Mixed group 1 Only collector group	As per Ottawa	1 Mixed group	As per Calgary
Gender	3 Mixed groups 1 Only males	2 mixed groups	As per Ottawa	1 Mixed group	As per Calgary
Education	Post graduate students	As per GTA	As per GTA +Bilingual	As per GTA	As per GTA
Lifestyle	Identify themselves as active consumers of goods	As per GTA	As per GTA	As per GTA	As per GTA
Medical Issues	Without visual impairments	As per GTA	As per GTA	As per GTA	As per GTA

NOTE OF CAUTION:

This research was based on the opinions of **11 respondents;**
thus, the research is qualitative in nature and caution should be
exercised when projecting the results to the population as a whole..

DETAILED FINDINGS

- Respondents tend to say they like anything, but only a few come to their mind. These are the ones we need to identify.
- Respondents tend to remember the cartoons/tv series that brought them good times, and in most cases, humorous or comedy-related shows .
- Respondents tend to engage with series that help them to understand topics they don't know and learn about it .
- Respondents seem to like IPs according to their feeling and bound with characters values .
- Respondents were mostly attached to movies or cartoons they saw as a kid.
- The relationship between the items they have purchased and the shows/movies they mentioned at the beginning of the focus (form 01) seem to be significant .

Secondary objective:

To generate a structured understanding of collection types and their needs

WHAT?

DETAILED FINDINGS

- Respondent examined what inspired them to start collecting.
- Respondents seem to enjoy collecting only based on the availability of the products.
- Respondents seem to be an impulsive buyer. There seem to be no laid down pattern or reason to purchase.
- Respondents collect items based on sentiments.
- Characters, actors, franchise must be well known by the target audience. Using or creating from old IPs to sell to the wrong audience will decrease demand.
- Some collectible items are more valuable only for hardcore collectors due to their rarity or the deep lore behind them .
- Despite being based on sort of IPs woman's products cannot be labelled as collectors items and they have collectors habit with its.

Secondary objective:

To generate a structured understanding of collection types and their needs

WHAT?

DETAILED FINDINGS

- Respondents seem to like movies that gives nostalgia feeling of their teenage and youth years
- For guys, when women purchase many units of the same thing, it's considered a collector's habit.
- Respondents gave negative responses reasons being financial responsibility
- Long-life IPs must be aware that the knowledge of the audience is limited to the material exposed during their time. Using material from other generations may result in a decrease in connections and willingness to collect it

Secondary objective:

To generate a structured understanding of collection types and their needs

WHAT?

DETAILED FINDINGS

- Rarity is not a characteristic that products develop over time. It's an expected feature that collectors desire from day one and can be observed during the hunting phase
- Strong community will increase the value of products even for the eyes of non-collectors.
- Respondents enjoy collecting can also provide a sense of nostalgia, collecting them to their past and preserving memories, Respondents got the items because of what it symbolizes. Most respondent that got these items are male.
- Men are more willing to identify as collectors, while women tend to avoid being labeled this way. It seems that, for them, being called collectors carries a negative connotation
- Displaying the pieces and protecting them are important for collectors. They expect to preserve or increase their investment and perhaps make a profit in the future. Currently, they are the ones who perceive value.

Secondary objective:

To employ in-depth interviews and gain rich insights into collectors' experiences, behaviors, and narratives surrounding their collections.

HOW?

DETAILED FINDINGS

- Respondents gave insights as regards those times in their lives that inspired them to start collecting.
- It seems that respondents who collect things start at different ages, but they have in common the ability to have their own money.
- Rarity of a piece it's a huge part of the projected value that collectors give to a product, in this case just by looking at the price, people assumed that the value came from its features, and they are the ones who begin to attribute value to these.
- Respondents tend to make up answers for fear of societal prosecution (*social desirability bias*). However, in this case, respondents who already claim to be collectors or enjoy buying products based on IPs respond truthfully about it.

Secondary objective:

To employ in-depth interviews and gain rich insights into collectors' experiences, behaviors, and narratives surrounding their collections.

HOW?

DETAILED FINDINGS

- Most of female respondents do not want to be labelled as collectors.
- Respondents find the search the most enjoyable while collecting
- Be part of something bigger, connect and be part of a community and gain respect thanks to the pieces from collections.
- Also collecting generate a connection with the characters or lps
- 7 out of 11 respondents identify themselves as collectors 5 males and 2 females (*the females do it during the focus, not at the beginning*)
- *Respondent is thrilled of finding rare and unique items to add to their collection*
- *As previous research said, Hunting the pieces seems to be the part that collectors enjoy the most, this is maybe why men are prouder of been collectors.*

Primary objective:

To explore the underlying motivations and emotional drivers that lead individuals to collect objects.

WHY?

DETAILED FINDINGS

- Respondents either started collecting after they started earning or because of friends influence or because of business to draw customers attention.
- Respondents enjoy the positive reactions they get when they post items to promote their business.
- Respondents believes that collecting evoke emotions and transport them back to those cherished times.
- Social trends are a powerful strategy to increase the demand for collectibles. If everyone is talking about these IPs, the product gains more value as a collection item and as an investment opportunity.
- 2 in 3 respondents mentioned that collecting makes them happy.

Primary objective:

To explore the underlying motivations and emotional drivers that lead individuals to collect objects.

WHY?

RECOMMENDATION

Find a way to identify which IPs are top of mind and generate a ranking to cross-tabulate with the most popular IPs to determine if there is a correlation between remembrance and the value generated by the IPs.

Rationale:

It's important to understand the relationship (positive or negative) between IPs and product sales based on the remembrance within the target market.)

"That(Pokemon) was the first that comes to my mind..."

" I just remember powerpuff girl, sponge bob...those kind of cartoons

"Pokémon was the first cartoon I watched as a child"

"I like TV series especially "The Office" USA Version,I like comedy series that have no laugh track"

RECOMMENDATION

Develop a system to classify and give a score to the IPs based on the feelings generated in the target audience.

Rationale:

In order to identify which IPs have value, it's better to look at the strength of the feelings that the audience has, instead of trying to do it according to other categories like genre.

"I don't know why...They (cartoons) are in a sweet spot in my heart."

"I prefer comedies...funny ones"

"I like Tom & Jerry because you don't need to concentrate... if you're in a bad mood, it will make you laugh."

RECOMMENDATION

Create a scale of categories to evaluate the IPs based on the topics they cover in order to identify and measure which niches may be interested in them.

Rationale:

Identifying a niche is fundamental to target specific products, taking into consideration not just size but also demographic information (income, product saturation, willingness to pay, etc.)

"I really enjoy watching Criminal Psychology ones..."

"...I could swear that after 13 seasons (Grey's Anatomy) I became a medical doctor... and I also got a law degree because of 'Law and Order'."

RECOMMENDATION

To identify which IPs are valuable for collectors, a scale is needed to measure the values of the characters and compare them with the target audience to assess the strength of the relationship.

Rationale:

Big IPs are based on the demand of people that feel a connection with it. More people feeling related more people as possible target audience.

"I really like Indiana Jones because the kind of character that he is...he is an ordinary person, but does extraordinary things...I feel inspired from its"

RECOMMENDATION

Knowing that respondents (at least males) are more open to explain why they buy this thing, quantitative research will be helpful to avoid biased responses

Rationale:

Social desirability bias affects the results because respondents tend to want to fulfill society's expectations. In the case of collectors, they often appear very proud of their decisions.

*"...was the concept
(the Deathly Hallows
from Harry Potter)
really deep."*

*"It's look so cool and
relatable (to me)"*

*"If I see a cup I like...I
feel you men"*

*"...I want to show how
much love have for a
character"*

RECOMMENDATION

Have caution must be taken when collecting information from women, avoiding the use of the word 'collection,' as it can affect the answers and potentially introduce bias.

Rationale:

Women tend to avoid being labeled this way. It seems that, for them, being called collectors carries a negative connotation.

The way women engage with these types of IPs is different, and women might not realize that they are collecting many items related to specific IPs, for example, makeup.

“... I just want to say that I feel like the word collector can sound like as if it was something negative. But maybe some people collect some things. And they as a way to said it “what's the limit?” like if it was something wrong it's just like that people that like to save things. I feel like some people feel like buying things, you know, in material things. Like it's sentiment (feelings) are saved in that material things and then some of us don't feel that way. Right. That's why we don't feel the need to buy.... ”

RECOMMENDATION

In additions of the collections released, it's important to develop channels to create community between buyers and they can show of their acquisitions and new persons discover the value given by other persons.

Rationale:

In the hierarchy of needs the top you can find the self-fulfillment needs, collecting, be part of a community and receive recognition from others for our achievements.

"It's make you feel good, especially in this world of Instagram, where you can post whatever you love...I think they will find it...It give you a RUSH when you see what you're collecting..."

"It's give you happiness"

"Connection with the ghettos(?) or with the thing I support"

*"Same thing you mentioned earlier, connection with the characters"(
(*

RECOMMENDATION

It is crucial to understand the emotional connection that collectors have with the items they collect. These items hold an immense sentimental value for them. To establish a deeper connection with your customers, consider how your products can evoke these emotional responses. This will provide collectors a more profound sense of attachment to their favorite characters or themes.

Rationale:

As fans make up a considerable portion of collectors, it would be beneficial to target fan communities related to popular characters, franchises, or themes. Collaborating with fan clubs, forums, or events can help you reach your target audience more effectively.

For example, just now. Crocs launched a special edition. So I mean, I instantly fell in love with it"

"I follow fashion trends I screenshot and go out to collect them."

"I am into anime figure, I buy lots of the figures just because I like the action figure"

"I don't like to open the boxes of the action figure, because I believe a year down the line it will be valuable to sell"

RECOMMENDATION

Focus on demographic information for different age ranges and generations to have a clear idea of the purchasing power of potential customers

Rationale:

The money that a teenager can invest in collectibles is not the same as that of adults, and it varies even between generations.

"When they have money... I don't even know when they start or money by myself. I have money from like the auto league. I stopped buying like irrelevant stuff"

"it's depend on time because like when teenagers I don't have much money I used to buying stuff was like now I earn I can make money by myself. I buy more"

"...a year ago?...Yeah, because that time I was introduced with an email so from that time, I'm buying a lot of stuff. Probably"

"around 18-19 years. I didn't have much money but well, I could save I could buy a soccer jersey. So yeah."(

RECOMMENDATION

Any launch of new collectible items needs to satisfy the desire for collectors to hunt for them. Completing a collection should involve some level of effort.

Rationale:

According to psychologist human have the need of collect things, collecting have been an important hobby for humans from centuries.

"For me is the search like there are a lot of things you can buy a lot of things you can collect. When you search you see a lot of things, but I can't explain but sometimes one item like pulls your attention, you think I need to get this...for me is where I get the pleasure of doing it"

"The search(for the piece)"

"Finding the right item...at the right price"

"Yes for me is not the purchasing step. Because I wait for money.... I wait a bit for limited edition so should be lucky one to get one. That's one. That's the happiness increment"

RECOMMENDATION

To bridge the gender gap in collecting habits, the company should consider crafting marketing strategies and product lines that appeal to both genders. Emphasize inclusivity and diverse collections that cater to different interests. Promote the idea that anyone can be a collector in their own unique way

Rationale:

During the research, it became evident that in collecting groups, the majority of members are males. However, this heavily depends on the type of collection groups and the available products to collect for any gender, highlighting the importance of tailored marketing strategies. Example are more woman interested in barbies than men.

"I just have one question about it..., I know that the girl they want to collect, not collect, like they just buy a lot of stuff, lipstick, make up stuff"

Female "Cuz we use that"

*"Im like that
I have like
three
lipsticks...
every girl is
like that"*

Moderator: "Would you ever consider even in the beauty line or would you ever consider collecting anything that you wouldn't that you wouldn't be using immediately?"

General female answer "NO!"

RECOMMENDATION

Build a strong community of collectors by encouraging existing collectors to become advocates and influencers within their social circles through referral programs or exclusive collector gatherings.

Rationale:

Having a strong community of collectors will help attract new collectors through the influence of family and friends

*"I started collecting
because of my
friends"*

*"I started collecting
when I started
earning money of my
own"*

RECOMMENDATION

Highlight the rarity and higher cost of certain products within the same collection, emphasizing these distinct characteristics can increase their perceived value

Rationale:

Rarity is everything for a collectible; this encourages the need to hunt down that piece, and the scarcity of these pieces makes them fundamental to complete the collections.

*"...for me it is
because their
rarity...if there is in
our world only like 10
cards... when you
have that card...that
limited (edition) card"*

*"The value of the
person (actor in the
card) in real life"*

*"One is real and the
other is fake"*

*"Because the
character(actor) in it"*

RECOMMENDATION

Develop social strategies that aim to make the launched products or IPs become trends to attract the attention of non-collector audiences who have emotional connections with the IPs. This can encourage them to jump on the collector bandwagon.

Rationale:

The fear of missing out (fomo) it's a strong feeling that push people to try to get these items even if they don't need it.

"Because they are collectors"

"...there people fascinated by...talking about and Im missing out of this I need to buy it, need to have it"

"because it's relatable to them"

"I guess most of collector do it....preserve the card for a while and them sell it for a greater price"

RECOMMENDATION

At the time of publication of material from the main IPs as a variable to avoid using outdated information for that specific audience or potential buyers

Rationale:

Even if a collectible item has a high price and is old, its value is determined by the most dedicated collectors who seek the rarest products. It doesn't make sense to replicate these products with the expectation of achieving similar prices

"We don't know that character (actor) at all... thought it was a Photoshop, nothing else."

In our generation we are all aware of that person..We don't know how else play that role"

"We know the Superman brand but not that Superman (actor)"

"We know that Superman not that other superman... Im not paying hundreds of dollar for that one"

Thank you!

External Documents

Moderator's Guide:

Attached to this file.

Moderator's Guide-Described:

Attached to this file.

QUALITATIVE RESEARCH OBJECTIVES

For this research we need to understand the need of the user and their answer help us to complete the **Golden Circle Model**

Primary objective:

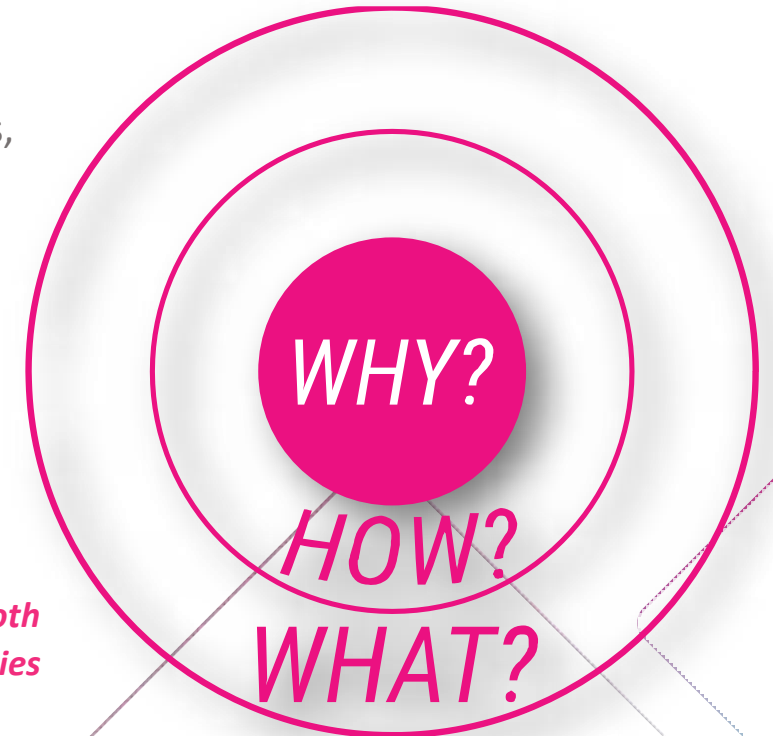
To explore the underlying motivations and emotional drivers that lead individuals to collect objects.(WHY)

Secondary objectives:

To employ in-depth interviews and gain rich insights into collectors' experiences, behaviors, and narratives surrounding their collections. (HOW)

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NOTE: For this stage, we can organize focus groups consisting of **postgraduate students who are both collectors and non-collectors**. These groups will help us in **identifying significant intellectual properties (IP) from their childhood and then present them for evaluation** of their potential value as collectibles.



QUALITATIVE RESEARCH OBJETIVES

Thanks to the information gathered from qualitative research we can identify new possibles IPs of interest that we can include in surveys aiming for postgraduate students.

Objectives:

To identify demographic patterns in collecting behaviors for postgraduate students.

To quantify the prevalence of various motivation factors among collectors.

To assess the impact of external factors (e.g., economic trends, pop culture) on collecting motivations.

To measure the satisfaction and fulfillment levels of collectors based on their motivations.

NOTE: *For this stage, we are going to add open end questions that **allow to the respondents feedback about the presented IPs alternatives.***

MATERIAL USED

Introduction activity/FORM01 images:

The information you provide will be kept anonymous and confidential and used solely for research purposes

NAME: _____ ✂

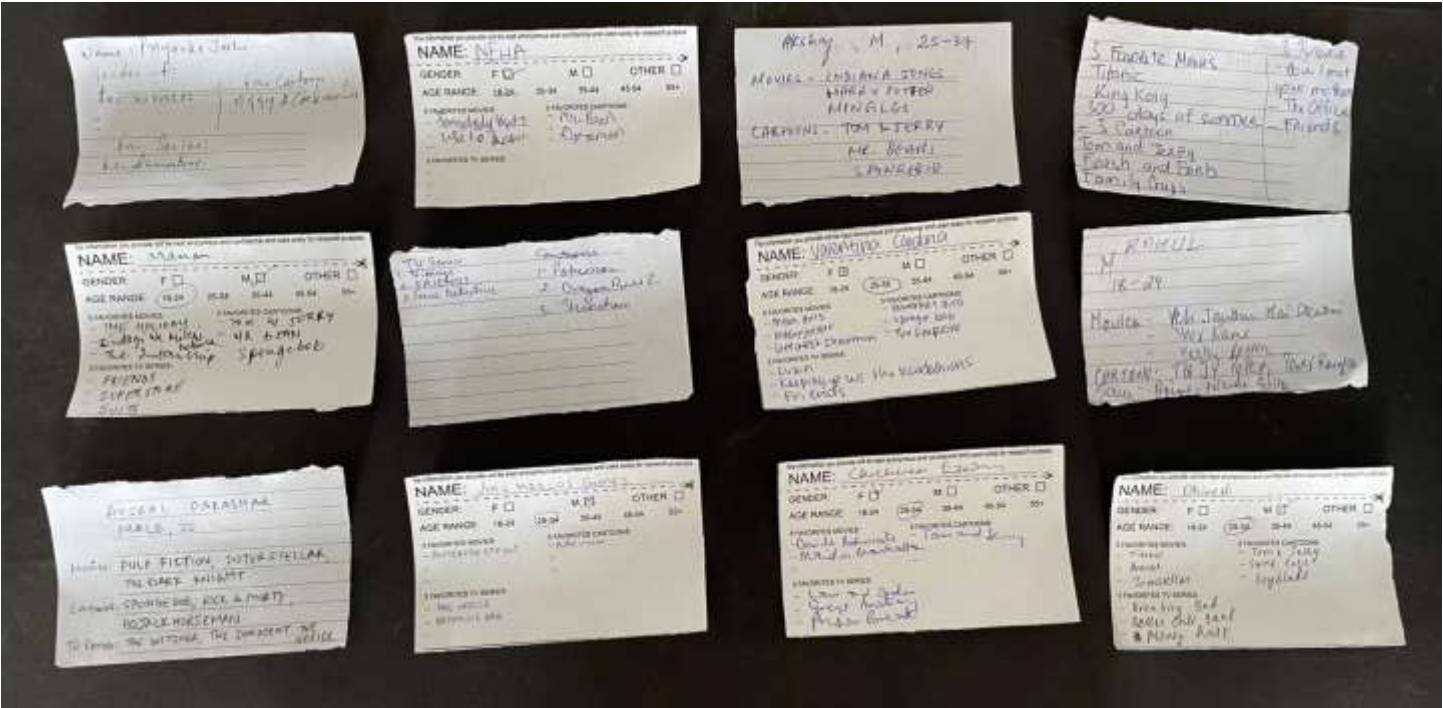
GENDER: F ☐ M ☐ OTHER ☐

AGE RANGE: 18-24 25-34 35-44 45-54 55+

3 FAVORITES MOVIES: _____

3 FAVORITES CARTOONS: _____

3 FAVORITES TV SERIES: _____



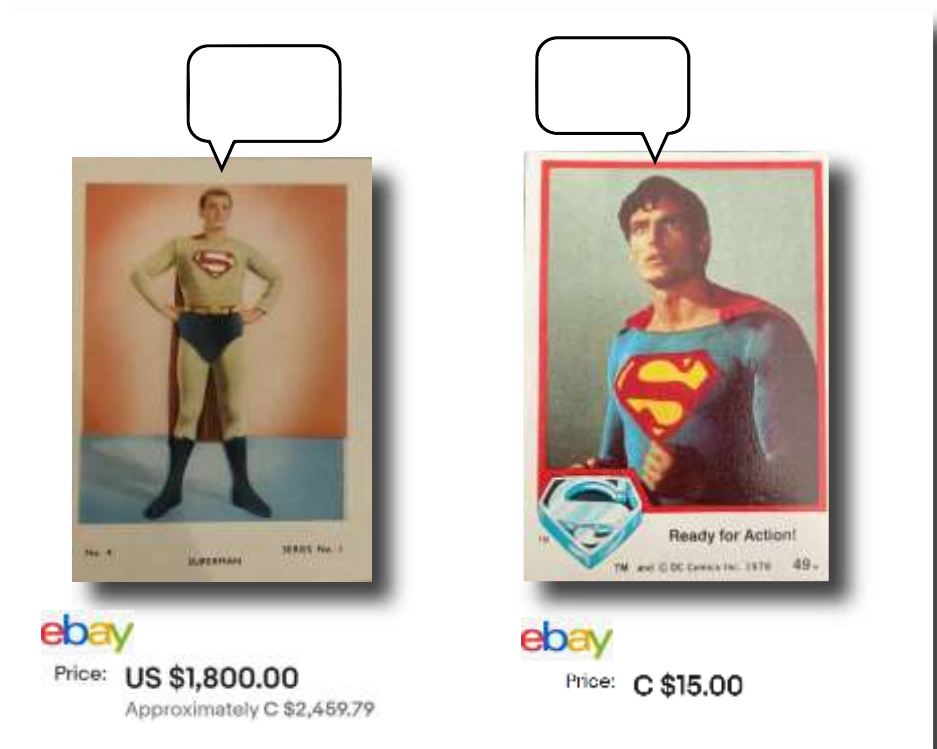
From the initial respondents

MATERIAL USED

Projective Technique /PROJECTIVE 01 & PROJECTIVE 02 images:



Initially presented with inverted prices



presented later with correct prices

The Qualitative Roadmap

Attached to this file.

References

Diaz, E. (2021, May 21). New World Record Holder for Most Funko Figures Has Over 7000 - Nerdist. Nerdist.
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