

	Exploratory Research	Descriptive Research
Uses	Formulate a problem or define a	To describe the characteristics of
	problem more precisely	relevant groups, such as consumers,
	<ul> <li>Identify alternative courses of</li> </ul>	salespeople, organizations, or market
	action	areas
	Develop hypotheses	<ul> <li>To estimate the percentage of units</li> </ul>
	<ul> <li>Isolate key variables and</li> </ul>	in a specified population exhibiting a
	relationships for further	certain behavior
	examination	<ul> <li>To determine the perceptions of</li> </ul>
	Gain insights for developing an	product characteristics
	approach to the problem	<ul> <li>To determine the degree to which</li> </ul>
	Establish priorities for further	marketing variables are associated
	research	<ul> <li>To make specific predictions</li> </ul>
Methods	Survey of experts	Secondary data analyzed in a
	Pilot surveys	qual tective, as opposed to a
	Secondary data analyzed in	te qualitative, manner
	qualitative way	F Sloeys
	• Qualitative Nsearch	Panels
	previo page	Observational and other data

**Cross-Sectional Designs** 

- Involve the collection of information from any given sample of population elements only once
- In single cross-sectional designs, there is only one sample of respondents and information is obtained from this sample only once.
- In multiple cross-sectional designs, there are two or more samples of respondents, and information from each sample is obtained only once. Often, information from different samples is obtained at different times.
- Cohort analysis consists of a series of surveys conducted at appropriate time intervals, where the cohort serves as the basic unit of analysis. A cohort is a group of respondents who experience the same event within the same time interval.

- Formulate an appropriate research design (for example, by identifying the key variables)
- Answer certain research questions and test some hypotheses
- Interpret primary data more insightfully

#### Criteria for Evaluating Secondary Data

- Specifications: Methodology Used to Collect the Data
- **Error**: Accuracy of the Data
- Currency: When the Data Were Collected
- **Objective(s)**: The Purpose for Which the Data Were Collected
- **Nature:** The Content of the Data
- **Dependability**: Overall, How Dependable Are the Data

■ Dependabil	ity: Overall, How Dependable Are the Dat	ale.co.uk
Criteria	Issues Note:	<b>6</b> Remarks
Specifications & Methodology	Data collection method, response rate cuanty & analysis of data, sampling technologies size,	Data should be reliable, valid, & generalizable to the problem.
Error & Accuracy	questionnaile design, fieldwork. Examine errors in approach, research design, sampling, data collection & analysis, & reporting.	Assess accuracy by comparing data from different sources.
Currency	Time lag between collection &	Census data are updated
Objective	Why were the data collected?	The objective determines
Nature	Definition of key variables, units of measurement, categories used, relationships examined.	Reconfigure the data to increase their usefulness.
Dependability	Expertise, credibility, reputation, & trustworthiness of the source.	Data should be obtained from an original source.

One of the first sources a researcher should consult

#### Directories

- Helpful for identifying individuals or organizations that collect specific data
- Examples: Consultants and Consulting Organizations Directory, Encyclopedia of Associations, FINDEX: The Directory of Market Research Reports, Studies and Surveys, and Research Services Directory

### Indices

■ Helpful in locating information on a particular topic in several different publications

## A Classification of Computerized Databases



- Bibliographic databases are composed of citations to articles.
- **Numeric databases** contain numerical and statistical information.
- Full-text databases contain the complete text of the source documents comprising the database.
- Directory databases provide information on individuals, organizations, and services.
- **Special-purpose databases** provide specialized information.

Durchaso	Households	Pacardad	Lack of	Ecrocosting colos
Furchase		Recorded		Forecasting sales,
Panels	provide specific	purchase	representativeness;	market share and
	information	behavior can	response bias;	trends; establishing
	regularly over an	be linked to the	maturation	consumer profiles,
	extended period	demographic/		brand loyalty and
	of time;	psychographic		switching; evaluating
	respondent	characteristics		test markets,
	asked to record			advertising, and
	specific			distribution
	behaviors as			
	they occur			
Media	Electronic	Same as	Same as purchase	Establishing advertising
Panels	devices	purchase panel	panel	rates; selecting media
	automatically			programor air time;
	recording		cale.	establishing viewer
	behavior,		lotes	profiles
	supplemented by	from "	of 50	
	a diary	110	701	
Scanner 1	Norenold	Dize	Data may not be	Price tracking, modeling,
Volume	purchases are	actual	representative;	effectiveness of in-store
Tracking	recorded	purchases;	errors in	promotions
Data	through	timely data, less	s recording	
	electronic	expensive	purchases;	
	scanners in		difficult to link	
	supermarkets		purchases to	
			elements of	
			marketing mix	
			other than price	

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			elements of		
			marketing mix		
			other than price		
Scanner	Scanner panels	Data reflect	Data may not be	Promotional mix	
Diary Panels	of households	actual	representative;	analyses, copy testing,	
with Cable TV	that subscribe to	purchases;	quality of data	new product testing,	
	cable TV	sample	limited	positioning	
		control; ability			
		to link panel			

Single-Source Data

characteristics otesale co.uk ntegrated information • Single-source date provide integrated information on household variables, including media consumption and purchases, and marketing variables, such as product sales, price,

advertising, promotion, and in-store marketing effort.

- Recruit a test panel of households and meter each home's TV sets.
- Survey households periodically on what they read.

from

- Grocery purchases are tracked by UPC scanners.
- Track retail data, such as sales, advertising, and promotion.

# <u>Audit</u>

- The researcher collects data by examining physical records or performing inventory analysis.
- Data are collected personally by the researcher.
- The data are based upon counts, usually of physical objects.
- Retail and wholesale audits conducted by marketing research suppliers were discussed in the context of syndicated data in Chapter 4

### Content Analysis

- The objective, systematic, and quantitative description of the manifest content of a communication.
- The unit of analysis may be words, characters (individuals or objects), themes (propositions), space and time measures (length or duration of the message), or to be be be been used as the message).
   Analytical set
- Analytical categories for classifying the units are developed and the communication is broken down according to prescribed rules.
   Trace Analysis
  - Data collection is based on physical traces, or evidence, of past behavior.
    - The selective erosion of tiles in a museum indexed by the replacement rate was used to determine the relative popularity of exhibits.
    - The number of different fingerprints on a page was used to gauge the readership of various advertisements in a magazine.
    - The position of the radio dials in cars brought in for service was used to estimate share of listening audience of various radio stations.
    - The age and condition of cars in a parking lot were used to assess the affluence of customers.
    - The magazines people donated to charity were used to determine people's favorite magazines.

- Ordinal Scale
  - A ranking scale in which numbers are assigned to objects to indicate the relative extent to which the objects possess some characteristic.
  - Can determine whether an object has more or less of a characteristic than some other object, but not how much more or less.
  - Any series of numbers can be assigned that preserves the ordered relationships between the objects.
  - In addition to the counting operation allowable for nominal scale data, ordinal scales permit the use of statistics based on centiles, e.g., percentile, quartile, median.
- Interval Scale
  - Numerically equal distances on the scale represent equal values in the characteristic being measured.
  - $\circ~$  It permits comparison of the differences between objects.
  - The location of the zero point is not fixed. Both the zero point and the onits of measurement are arbitrary.
  - Any positive linear transformation of the full y = a + bx will preserve the properties of the scale.
  - o It is meaning the take ratios of scale value
  - optatescal techniques to be used include all of those that can be applied to nominal and ordinal data, and in addition the arithmetic mean, standard deviation, and other statistics commonly used in marketing research.
- Ratio Scale
  - Possesses all the properties of the nominal, ordinal, and interval scales.
  - o It has an absolute zero point.
  - o It is meaningful to compute ratios of scale values.
  - Only proportionate transformations of the form y = bx, where b is a positive constant, are allowed.
  - All statistical techniques can be applied to ratio data.

- Finally, the variables should decrease the cost of the stratification process by being easy to measure and apply.
- In proportionate stratified sampling, the size of the sample drawn from each stratum is proportionate to the relative size of that stratum in the total population.
- In disproportionate stratified sampling, the size of the sample from each stratum is proportionate to the relative size of that stratum and to the standard deviation of the distribution of the characteristic of interest among all the elements in that stratum.
- Cluster Sampling
  - The target population is first divided into mutually exclusive and collectively exhaustive subpopulations, or clusters.
  - Then a random sample of clusters is selected, based on a probability sampling technique such as SRS.
  - For each selected cluster, either all the creation is are included in the sample (onestage) or a sample of elements is drawn probabilistically (two-stage).
  - Elements with a cluster should be as neterogeneous as possible, but clusters themselves should be a nonogeneous as possible. Ideally, each cluster should be a small-scale representation of the population.
- In probability proportionate to size sampling, the clusters are sampled with probability proportional to size. In the second stage, the probability of selecting a sampling unit in a selected cluster varies inversely with the size of the cluster.