



Exploratory Research Design

Week 02

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Research Design



A ***research design*** is a framework or blueprint for conducting the marketing research project. It details the procedures necessary for obtaining the information needed to structure or solve marketing research problems.



Tasks Involved In a Research Design



Define the Information Needed

Design the Exploratory, Descriptive, and/or Causal Phases of the Research

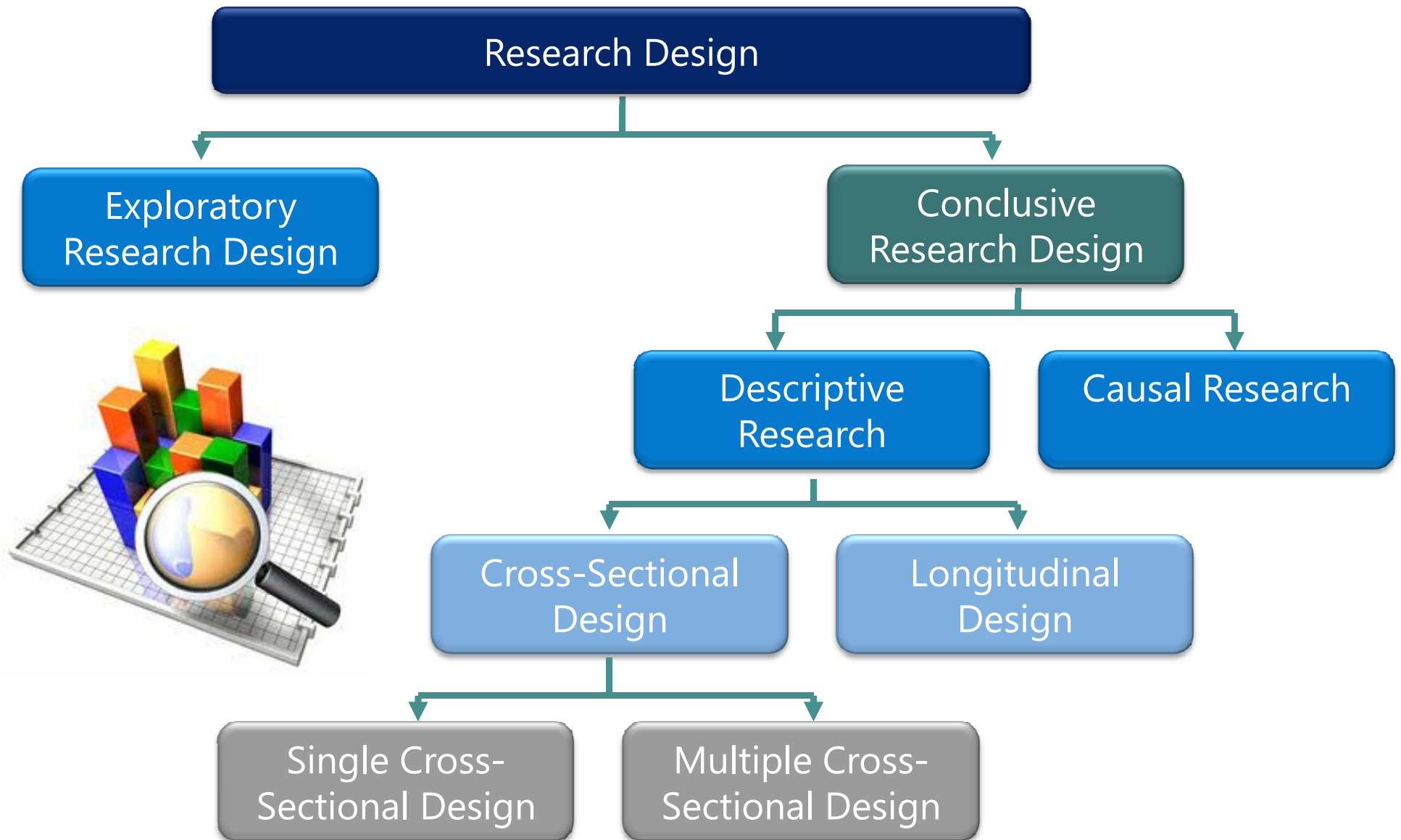
Specify the Measurement and Scaling Procedures

Construct a Questionnaire

Specify the Sampling Process and the Sample Size

Develop a Plan of Data Analysis

A Classification of Marketing Research Designs



Exploratory vs Conclusive Research Designs



Exploratory

Conclusive

Objective

To provide insights and understanding.

To test specific hypotheses and examine relationships.

Characteristics

- Information needed is defined only loosely.
- Research process is flexible and unstructured.
- Sample is small and non-representative.
- Analysis of primary data is qualitative.

- Information needed is clearly defined.
- Research process is formal and structured.
- Sample is large and representative.
- Data analysis is quantitative

Findings/ Results

- Tentative

- Conclusive

Outcome

- Generally followed by further exploratory or conclusive research

- Findings used as input into decision making

A Comparison of Basic Research Designs



	Exploratory	Descriptive	Causal
Objective	Discovery of ideas and insights.	Describe market characteristics or functions.	Determine cause and effect relationships.
Characteristics	<ul style="list-style-type: none">▪ Flexible.▪ Versatile.▪ Often the front end of total research design.	<ul style="list-style-type: none">▪ Marked by the prior formulation of specific hypotheses.▪ Preplanned and structured design.	<ul style="list-style-type: none">▪ Manipulation of one or more independent variables.▪ Control of other mediating variables.
Method	<ul style="list-style-type: none">▪ Expert surveys.▪ Pilot surveys.▪ Case studies.▪ Secondary data (qualitative).▪ Qualitative Research.	<ul style="list-style-type: none">▪ Secondary data (quantitative).▪ Surveys.▪ Panels.▪ Observational and other data.	Experiments.



Cross-sectional vs. Longitudinal



Cross-Sectional Design

Sample
Surveyed at T_1



Longitudinal Design

Sample
Surveyed at T_1

Same Sample
also Surveyed at
 T_2

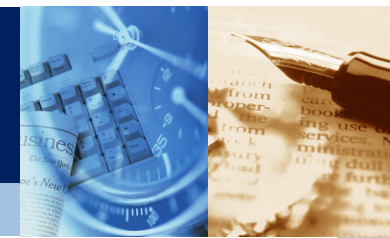
Time →

T_1

T_2



Alternative Research Designs



(a)

Exploratory Research

- *Secondary Data Analysis*
- *Focus Groups*



Conclusive Research

- *Descriptive/Causal*

(b)

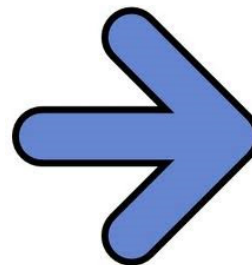
Conclusive Research

- *Descriptive/Causal*

(c)

Conclusive Research

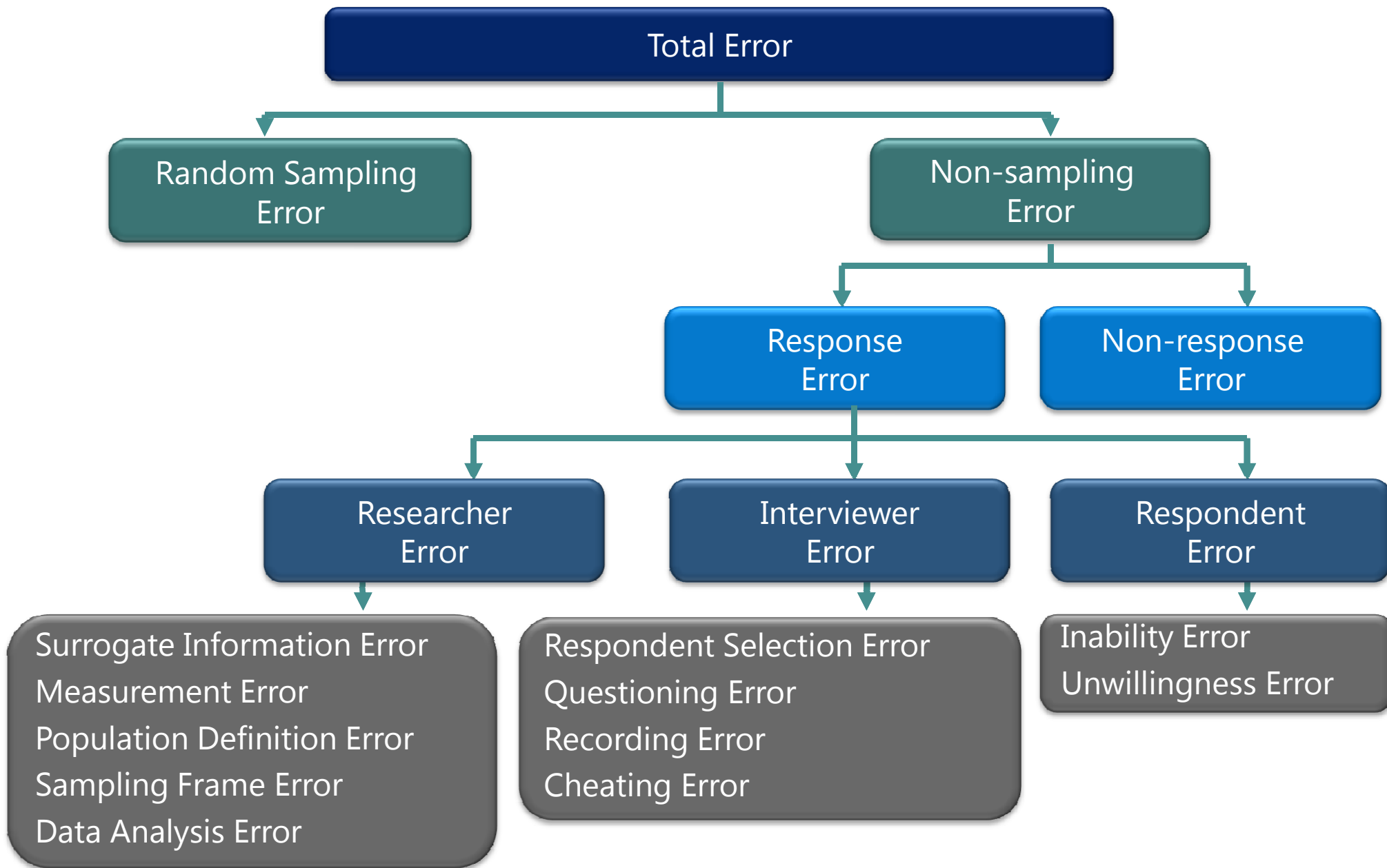
- *Descriptive/Causal*



Exploratory Research

- *Secondary Data Analysis*
- *Focus Groups*

Potential Sources of Error in Research Designs



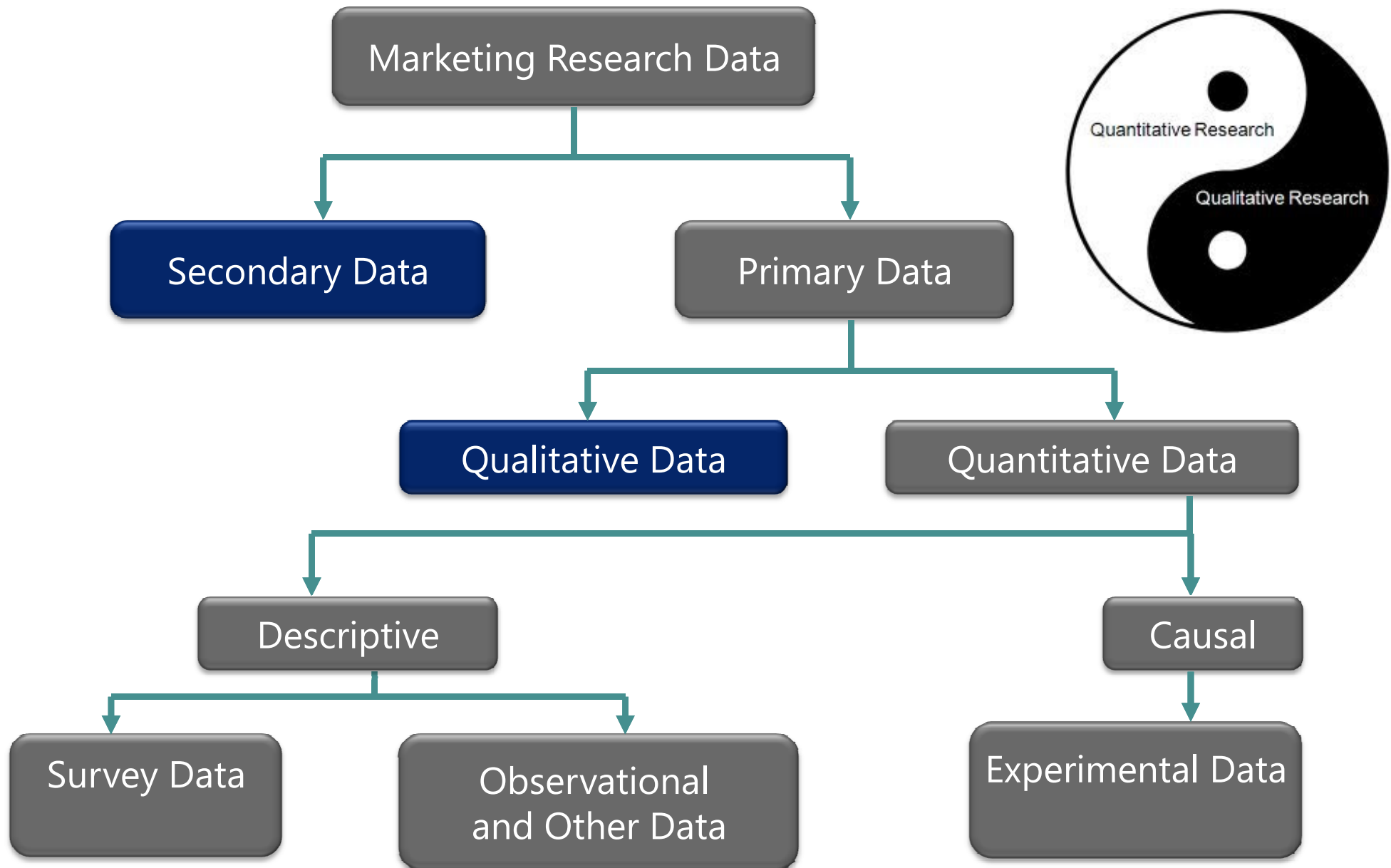
Research Proposal Outline



- ✓ Executive Summary
- ✓ Background
- ✓ Problem Definition/Objectives of the Research
- ✓ Approach to the Problem
- ✓ Research Design
- ✓ Fieldwork/Data Collection
- ✓ Data Analysis
- ✓ Reporting
- ✓ Cost and Time
- ✓ Appendices



Exploratory Research Design : Qualitative Research



Qualitative Vs. 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

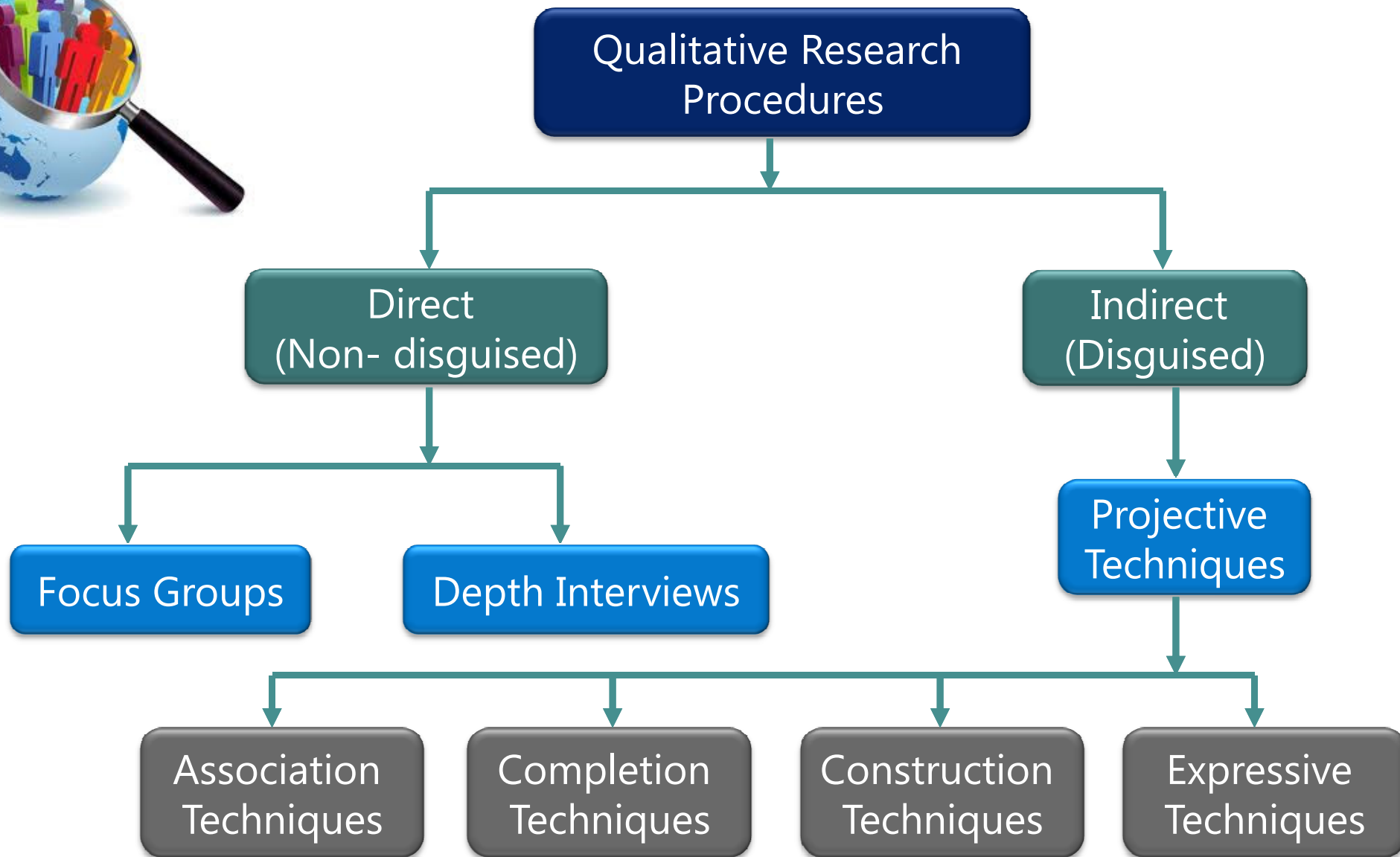
Statistical

Outcome

Develop an initial understanding

Recommend a final course of action

A Classification of Qualitative Research Procedures



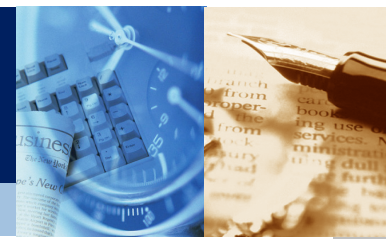
Definition of Projective Techniques



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.
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Projective Techniques



Word Association

Stimulus

washday
fresh
bubbles
towels

Mrs. M

everyday
sweet
bath
dirty

Mrs. C

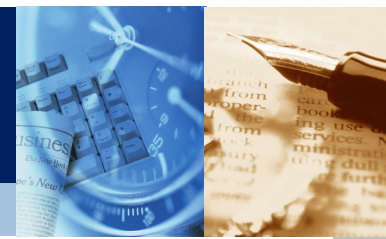
ironing
clean
soap
wash

Completion Techniques

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 shops at Hero is _____

Projective Techniques



Completion 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.

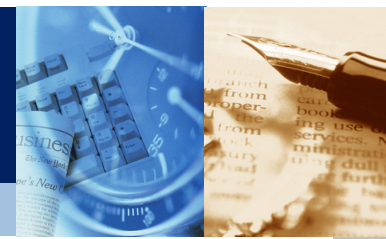


Construction Techniques

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.

Qualitative Analysis



- 1) Data reduction** – Select which aspects of the data are to be emphasized, minimized, or set aside for the project at hand.
 - 2) Data display** – Develop a visual interpretation of the data with the use of such tools as a diagram, chart, or matrix. The display helps to illuminate patterns and interrelationships in the data.
 - 3) Conclusion drawing and verification** – Considers the meaning of analyzed data and assess its implications for the research question at hand.
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A word cloud featuring the phrase "Thank You" in multiple languages. The words are arranged in a roughly rectangular shape, with "THANK YOU" being the largest and most prominent. Other visible words include "GRACIAS", "ARIGATO", "SHUKURIA", "JUSPAXAR", "DANKSCHEEN", "TASHAKKUR ATU", "YAQHANYELAY", "SUKSAMA", "EKHMET", "MEHRBANI", "MAAZIE", "GOZAIMASHITA", "EFCHARISTO", "KOMAPSUMNIDA", "PALDIES", "BOLZIN", "MERCİ", "BIYAN", and "SHUKRIA". The word "TINGKI" is also visible at the top right.

THANK YOU

GRACIAS
ARIGATO
SHUKURIA
JUSPAXAR
DANKSCHEEN
TASHAKKUR ATU
YAQHANYELAY
SUKSAMA
EKHMET
MEHRBANI
MAAZIE
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EFCHARISTO
KOMAPSUMNIDA
PALDIES
BOLZIN
MERCİ
BIYAN
SHUKRIA
TINGKI