Exploratory Research Design
Week 02
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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

- Research Design
  - Exploratory Research Design
  - Conclusive Research Design
    - Descriptive Research
    - Causal Research
      - Cross-Sectional Design
      - Longitudinal Design
        - Single Cross-Sectional Design
        - Multiple Cross-Sectional Design
### Exploratory vs Conclusive Research Designs

<table>
<thead>
<tr>
<th></th>
<th><strong>Exploratory</strong></th>
<th><strong>Conclusive</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Objective</strong></td>
<td>To provide insights and understanding.</td>
<td>To test specific hypotheses and examine relationships.</td>
</tr>
<tr>
<td><strong>Characteristics</strong></td>
<td>- Information needed is defined only loosely.</td>
<td>- Information needed is clearly defined.</td>
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<tr>
<td></td>
<td>- Research process is flexible and unstructured.</td>
<td>- Research process is formal and structured.</td>
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<tr>
<td></td>
<td>- Sample is small and non-representative.</td>
<td>- Sample is large and representative.</td>
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<tr>
<td></td>
<td>- Analysis of primary data is qualitative.</td>
<td>- Data analysis is quantitative.</td>
</tr>
<tr>
<td><strong>Findings/Results</strong></td>
<td>- Tentative</td>
<td>- Conclusive</td>
</tr>
<tr>
<td><strong>Outcome</strong></td>
<td>- Generally followed by further exploratory or conclusive research</td>
<td>- Findings used as input into decision making</td>
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# A Comparison of Basic Research Designs

<table>
<thead>
<tr>
<th></th>
<th><strong>Exploratory</strong></th>
<th><strong>Descriptive</strong></th>
<th><strong>Causal</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Objective</strong></td>
<td>Discovery of ideas and insights.</td>
<td>Describe market characteristics or functions.</td>
<td>Determine cause and effect relationships.</td>
</tr>
<tr>
<td><strong>Characteristics</strong></td>
<td>- Flexible.</td>
<td>- Marked by the prior formulation of specific hypotheses.</td>
<td>- Manipulation of one or more independent variables.</td>
</tr>
<tr>
<td></td>
<td>- Versatile.</td>
<td>- Preplanned and structured design.</td>
<td>- Control of other mediating variables.</td>
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<tr>
<td></td>
<td>- Often the front end of total research design.</td>
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<tr>
<td></td>
<td>- Pilot surveys.</td>
<td>- Surveys.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Case studies.</td>
<td>- Panels.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Secondary data (qualitative).</td>
<td>- Observational and other data.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Qualitative Research.</td>
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<td></td>
</tr>
</tbody>
</table>
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 $\rightarrow$

$T_1$ $\rightarrow$ $T_2$
Alternative Research Designs

(a) Exploratory Research
- Secondary Data Analysis
- Focus Groups

(b) Conclusive Research
- Descriptive/Causal

(c) Conclusive Research
- Descriptive/Causal

Exploratory Research
- Secondary Data Analysis
- Focus Groups

Conclusive Research
- Descriptive/Causal
Potential Sources of Error in Research Designs

- Total Error
  - Random Sampling Error
  - Non-sampling Error
    - Response Error
    - Non-response Error
      - Researcher Error
      - Interviewer Error
      - Respondent Error
        - Surrogate Information Error
        - Measurement Error
        - Population Definition Error
        - Sampling Frame Error
        - Data Analysis Error
        - Respondent Selection Error
        - Questioning Error
        - Recording Error
        - Cheating Error
        - Inability Error
        - Unwillingness Error
✓ 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

Marketing Research Data

Secondary Data

Primary Data

Qualitative Data

Quantitative Data

Descriptive
- Survey Data
- Observational and Other Data

Causal
- Experimental Data
## Qualitative Vs. Quantitative Research

<table>
<thead>
<tr>
<th></th>
<th>Qualitative Research</th>
<th>Quantitative Research</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Objective</strong></td>
<td>To gain a qualitative understanding of the underlying reasons and motivations</td>
<td>To quantify the data and generalize the results from the sample to the population of interest</td>
</tr>
<tr>
<td><strong>Sample</strong></td>
<td>Small number of non-representative cases</td>
<td>Large number of representative cases</td>
</tr>
<tr>
<td><strong>Data Collection</strong></td>
<td>Unstructured</td>
<td>Structured</td>
</tr>
<tr>
<td><strong>Data Analysis</strong></td>
<td>Non-statistical</td>
<td>Statistical</td>
</tr>
<tr>
<td><strong>Outcome</strong></td>
<td>Develop an initial understanding</td>
<td>Recommend a final course of action</td>
</tr>
</tbody>
</table>
A Classification of Qualitative Research Procedures

Qualitative Research Procedures

- Direct (Non-disguised)
  - Focus Groups
  - Depth Interviews
    - Association Techniques
    - Completion Techniques
    - Construction Techniques
    - Expressive Techniques

- Indirect (Disguised)
  - 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.
Word Association

<table>
<thead>
<tr>
<th>Stimulus</th>
<th>Mrs. M</th>
<th>Mrs. C</th>
</tr>
</thead>
<tbody>
<tr>
<td>washday</td>
<td>everyday</td>
<td>ironing</td>
</tr>
<tr>
<td>fresh</td>
<td>sweet</td>
<td>clean</td>
</tr>
<tr>
<td>bubbles</td>
<td>bath</td>
<td>soap</td>
</tr>
<tr>
<td>towels</td>
<td>dirty</td>
<td>wash</td>
</tr>
</tbody>
</table>

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 ______________________
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.
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.
THANK YOU