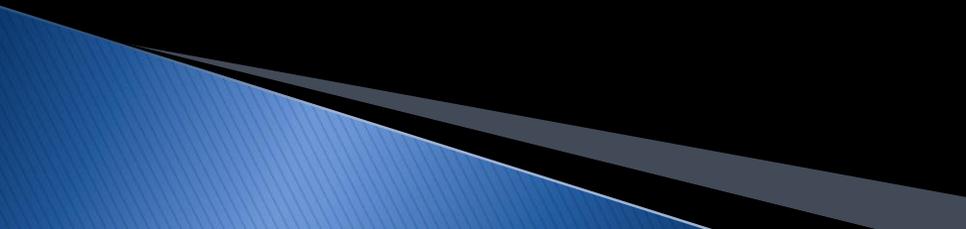


# Learning Objectives

1. What is descriptive research ?
  2. When is descriptive research used in the product life cycle ?
  3. What hypothesis may be tested using descriptive research ?
  4. What marketing questions would require a longitudinal study ? A cross sectional study ?
- 

# Descriptive Research

1. Describe characteristics of groups
  1. Demographic profile for an online JEE course
2. Estimate proportion of people who behave in a certain way
  1. % of local residents visiting a mall
3. Make specific predictions
  1. What is the sale likely to be in next 2 years
  2. No of customers expected per new outlet
4. Useful to test how variables relate to or are different from each other

# Descriptive research

5. Presupposes that some information is known
6. That specific hypothesis can be formulated
  1. Small city residents more likely to join an online JEE course
7. When a company opens a health shop in a mall how many customers can it expect ? What issues should research address ?
  1. Who is the customer ?
  2. What characteristics should be measured ?
  3. When should they be measured ?
  4. Where should they be measured ?
  5. Why do you want to measure ?
  6. How should data be collected ?

# Descriptive research

- ▶ Longitudinal studies
  - Done over a period of time with a fixed group of respondents
    - True Panel
    - Omnibus panel
- ▶ Cross sectional studies
  - Done across different respondents
  - At one point of time

# True Panel

- ▶ Used to measure the same variable across the same respondents over a period of time
- ▶ Eg: Which brand of soap is purchased by the respondents across a six month period

# Omnibus panel

- ▶ Used to measure different variables across a period of time
- ▶ Panel members may or may not be the same
- ▶ Useful for assessing attitude and behaviour change across a sample population over time

# Longitudinal studies

- ▶ Useful for data that needs to be measured over time
  - ▶ Useful when you need an easily and readily accessible panel of respondents
  - ▶ Used for evaluating brand loyalty and brand switching
  - ▶ Greater depth of information
  - ▶ Accuracy of data
  - ▶ Reduce interviewer bias
- 

# Longitudinal studies – Uses

- ▶ What is the effect of changes in a variable such as price over time ?
- ▶ Is the brand equity getting diluted ?
- ▶ Do customers stockpile and purchase only when a sale or discount is offered ?
- ▶ Has the organisation taught its customers to be price sensitive ?

# Brand switching

Brand purchased	First Time	Second Time
A	200	250
B	300	270
C	350	330
D	150	150
Total	1000	1000

# Brand switching

		Bought 2nd Time				
		A	B	C	D	Total
Bought 1st Time	Bought A	175	25	0	0	200
	Bought B	0	225	50	25	300
	Bought C	0	0	280	70	350
	Bought D	75	20	0	55	150
Total		250	270	330	150	1000

		Bought 2nd Time				
		A	B	C	D	Total
Bought 1st Time	Bought A	0.875	0.125	0.000	0.000	1.000
	Bought B	0.000	0.750	0.167	0.083	1.000
	Bought C	0.000	0.000	0.800	0.200	1.000
	Bought D	0.500	0.133	0.000	0.367	1.000

# Cross sectional studies

- ▶ Study done across a single point of time
- ▶ Sample is representative of the population
- ▶ Allows establishing of categories and cross tabulation
- ▶ Cohort Research – to establish differences across time

# Data Collection methods

- ▶ Personal Interview
- ▶ Telephone Interview
- ▶ Mail survey
- ▶ Fax survey
- ▶ Email survey

# Factors influencing data collection

1. Sampling control
2. Information control
3. Administrative control

# Personal Interviews

- ▶ **Sampling Control**
  - High response rate
  - Useful for getting response from specific person
  - *Difficult in getting sampling frame*
- ▶ **Information control**
  - Any type of question
  - Sequence of questions can be changed
  - Allows probing via open ended questions

# Personal Interviews

- Clarifications of ambiguous issues possible
  - Use of samples, visual stimuli possible
  - *Interviewer bias*
- 
- ▶ Administration control
    - Most expensive method
    - Relatively slow

# Telephone surveys

- ▶ Sampling control
  - Relatively strong response rate
  - Wide distribution possible
  - *Difficult to establish sampling frame due to unlisted numbers*
- ▶ Information control
  - Less interviewer bias than personal interviews
  - More interviewer supervision possible
  - Sequence of questions can be easily changed
  - *Cannot use visual aids*
  - *Rapport more difficult to establish*

# Telephone surveys

- ▶ Administrative control
  - Relatively low cost
  - Little difficulty and cost in handling call backs
  - Allows easy use of computer support
  - *Interview must be brief*

# Written formats : Mail,Email,Fax

## ▶ Sampling Control

- Only method to reach certain respondents
- Sampling frame easily developed with mailing lists
- Wide distribution
- *Low response*
- *Targeting specific individuals not easy*
- *Speed of survey completion difficult*

# Written formats : Mail,Email,Fax

## ▶ Information control

- Not subject to interviewer bias
- Respondents work at their own pace
- Ensures anonymity
- Best for personal sensitive questions
- *Ambiguous questions cannot be explained*
- *No probing possible*
- *Respondents can view entire questionnaire*

# Written formats : Mail,Email,Fax

- ▶ Administrative control
  - Generally least expensive
  - Short response time for e mail
  - *Long response time for mail*