Marketing Research

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Eighth Edition

Instructor’s Presentation Slides
Chapter Four

Research Design and Implementation
Research Design and Implementation

Research Design

- The detailed blueprint to guide the implementation of a research study toward the realization of its objectives
Categories of Research

**Exploratory Research**

- Used when seeking insights into the general nature of a problem, the possible decision alternatives, and the relevant variables that need to be considered
Categories of Research (Cont.)

Descriptive Research

- Provides an accurate snapshot of some aspect of the market environment, such as:
  - The proportion of the adult population that supports the United Fund
  - Consumer evaluation of the attributes of our product versus competing products.
  - The socioeconomic and demographic characteristics of the readership of a magazine
  - The proportion of all possible outlets that are carrying, displaying, or merchandising our products
Categories of Research (Cont.)

Causal Research

- Used when it is necessary to show that one variable causes or determines the values of other variables, a causal research approach must be used.
Detective Funnel

Uses Combination of All Three Research Techniques

- **Exploratory** techniques generate all possible reasons for a problem
- **Descriptive** and **Causal** approaches narrow the possible causes
Problem

Exploratory Research

Possible causes of the problem

Detective Funnel

Descriptive Research

Causal Research

Probable Causes
# Data Collection Methods

## Relationship between Data Collection Method and Category of Research

<table>
<thead>
<tr>
<th>Data Collection Method</th>
<th>Category of Research</th>
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<tbody>
<tr>
<td><strong>Secondary Sources</strong></td>
<td>Exploratory</td>
</tr>
<tr>
<td>Information System</td>
<td>a</td>
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<tr>
<td>Databanks of other organizations</td>
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<td>Syndicated Services</td>
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</table>

<table>
<thead>
<tr>
<th><strong>Primary Sources</strong></th>
<th>Exploratory</th>
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<th>Causal</th>
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<tr>
<td>Qualitative Research</td>
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<td>Surveys</td>
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<td>b</td>
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<tr>
<td>Experiments</td>
<td>b</td>
<td>a</td>
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Once the research approach has been chosen:

**Develop:**

- The specifics of measurements
- Plan for choosing the sample
- Methods of analysis
- Analysis of value versus cost and time involved
Issues in International Research Design

Determining Information Requirements

- Consider level and type of decision for which research is conducted

- Two types of decisions
  - Strategic
  - Tactical
Global Strategic Decision

- Mostly made at corporate headquarters
- Information required is governed by overall company objectives
- Implies long term survival of company
- Deal with macro environment
Issues in International Research Design (Contd.)

*Tactical Decisions*

- Concerned with micro-level implementation issues
- Information obtained from primary data
- Concerned with marketing mix strategy for country/product markets
- Made at functional or subsidiary level
Issues in International Research Design (Contd.)

Unit of Analysis

- Researcher must decide at what level the analysis is done
  - Global level
    - All countries taken simultaneously
  - Regional level
    - Groups of countries considered homogeneous for macro environmental factors
  - Country level
    - Each country taken as separate unit
Construct, Measurement and Sample Equivalence

Construct Equivalence

- Deals with how both the researcher and the subjects see, understand, and code a particular phenomenon

- "Are we studying the same phenomenon in countries X and Y?"
Construct, Measurement and Sample Equivalence (Contd.)

**Measurement Equivalence**

- Deals with the methods and procedures used by the researcher to collect and categorize essential data and information

- Are the phenomenon in countries X and Y measured the same way?"
Construct, Measurement and Sample Equivalence (Contd.)

Sampling Equivalence

- "Are the samples used in countries X and Y equivalent?"
Key Pitfalls in Conducting and International Research

- Selecting a domestic research company to do your international research
- Rigidly standardizing methodologies across countries
- Interviewing in English around the world
- Setting inappropriate sampling requirements
Key Pitfalls in Conducting and International Research (Contd.)

- Lack of systematic international communication procedures
- Misinterpreting multi-country data across countries
- Not understanding international differences in conducting qualitative research
Error in Research Design

Two Components of Errors

- Sampling error
- Non-sampling error

Sampling Error

- Difference between a measure obtained from a sample of population and the true measure that can be obtained only from the entire population

Nonsampling Error

- All other errors associated with a research project
Sources of Nonsampling Error

Design Errors

Flaws in research design

- Selection Error
- Population Specification Error
- Sampling Frame Error
- Surrogate Information Error
- Measurement Error
- Experimental Error
- Data Analysis Error
Sources of Nonsampling Error (Contd.)

Administering Errors

Occur during the administration of a survey instrument to the respondents

- **Questioning Error**
- **Recording Error**
- **Interference Error**
Sources of Nonsampling Error (Contd.)

Response Error

- Occur when respondent provides inaccurate answers to survey questions

Non-response Error

- Occur if
  - Some members of sample not contacted
  - Some members provide incomplete or no response to survey instrument
Budgeting the Research Project

Two approaches to budgeting

- Estimate the dollar costs associated with each research activity
  - Used for unusual or expensive projects
- Determining the activities to be performed in hours and apply standard cost estimates to these hours
  - Used for routine projects or when researcher has knowledge of costs
Scheduling the Research Project

Identifies personnel accountable for each task within a given time period

Scheduling techniques:

- Critical path method (CPM)
- Program evaluation & review techniques (PERT)
- GANTT charts
- Graphical evaluation & review techniques (GERT)
Research Proposal

- Describes a plan for conducting and controlling a research project
- Basis for a written contract between manager and researcher
- Basis for a vehicle for reviewing important decisions
- Used to choose among competing supplies and influence decision to fund study
Basic Contents of a Research Proposal

- Executive Summary
- Purpose and Scope
- Objectives
- Research Approach
- Time and Cost Estimates
- Appendices