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INFORMED - INDEPENDENT - INTELLIGENCE

2016 Update

Market Research Explained



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Research – Qualitative & Quantitative

Qualitative is about...

Getting inside the minds of your consumers and/or customers

- Finding out what people think and why they think it
- People talking about their opinions so you can understand their motivations and feelings

Qualitative uses...

Face-to-face interviews & group discussions

- As the best way to get in-depth feedback
- Which can provide valuable insights into your products, market, consumers or customers

Quantitative is about...

Asking people for their opinions in a structured way

- Producing hard facts and statistics to guide you and inform decisions
- Getting reliable statistical results

Quantitative uses...

Surveys and customer questionnaires (sometimes on-line)

- More closed questions for consistency
- Fairly large numbers and to make sure they are a representative sample of your target market.

Qualitative Research

Starting Point

- Know **broadly** in advance what you are looking for
- Want to **explore** ideas/views/experiences
- Want to **generate hypotheses**, identify different views/answers

Not looking to make evidence-based business decisions

Aims

- Provides **directional** insights
- See through the **eyes** of **target audience**
- Understand **feelings, impressions** and viewpoints
- Make sense of, or **interpret**, phenomena in terms of the meanings people bring to them

Obtain consumer language and context to subsequently be able to ask the right questions accurately and unambiguously

Sample Sizes

- 3-6 groups (24-48 respondents)
Typically different groups represent different 'population' ie men/women of certain age

Strengths

- **Immersion** in a topic – time to dig deep
- Uncovers **unanticipated issues**
- Can use **tactile** stimulus
- **Questions** can be **changed** between groups to reflect uncovered insights

Weaknesses

- Can **not** be taken as **representative** of any 'population'
- Difficult to replicate as **based** on context and **personal interpretation**
- Can **lack subjectivity** due to moderators personal style/approach



Quantitative Research

Starting Point

- Know **clearly** in advance what you want to measure and what the answers may be
- Want to **test hypotheses/quantify**, insights from qualitative research

*Want to make evidence based decisions
Such as whether to proceed*

Aims

- Provides **robust, actionable** insights
- **Quantify** market/consumer **segments** and/or decision hierarchies
- **Impact** of **price** rises on **purchase intent**
- Explore **usage** and **attitude** with actionable output (understand brand strengths/weaknesses)
- Get a degree of **statistical confidence**

*Results can be applied to the whole
'population' sample sizes notwithstanding*

Sample Sizes

- 100-1000 respondents
- Sample aims to be representative of a whole 'population'

Strengths

- **Statistically reliable** – can determine if one idea/concept is better than another
- Results are **projectable**
- Opportunity to get **respondent language** and **thoughts** through open style questions

Weaknesses

- Questionnaire usually fixed – **everyone** answers **identical questions**
- Closed questions can **squeeze respondents** into a **box** if answer options aren't comprehensive
- Can **describe** rather than explain
- Uneconomical when testing a hypothesis (vs using Qualitative)

Research – The Basic Steps

Step 1

- **Problem Identification & Definition**
The tighter this is, the better

Step 2

- **Develop Approach**
Qualitative vs. Quantitative

Step 3

- **Research Design**
Questions, stimulus, location

Step 4

- **Conduct Research**
Interviews, questionnaires etc.

Step 5

- **Data Analysis**
This may also include interpretation

Step 6

- **De-brief**
Includes a report and presentation

Step 7

- **Next Steps**
Findings will prompt follow-up work

