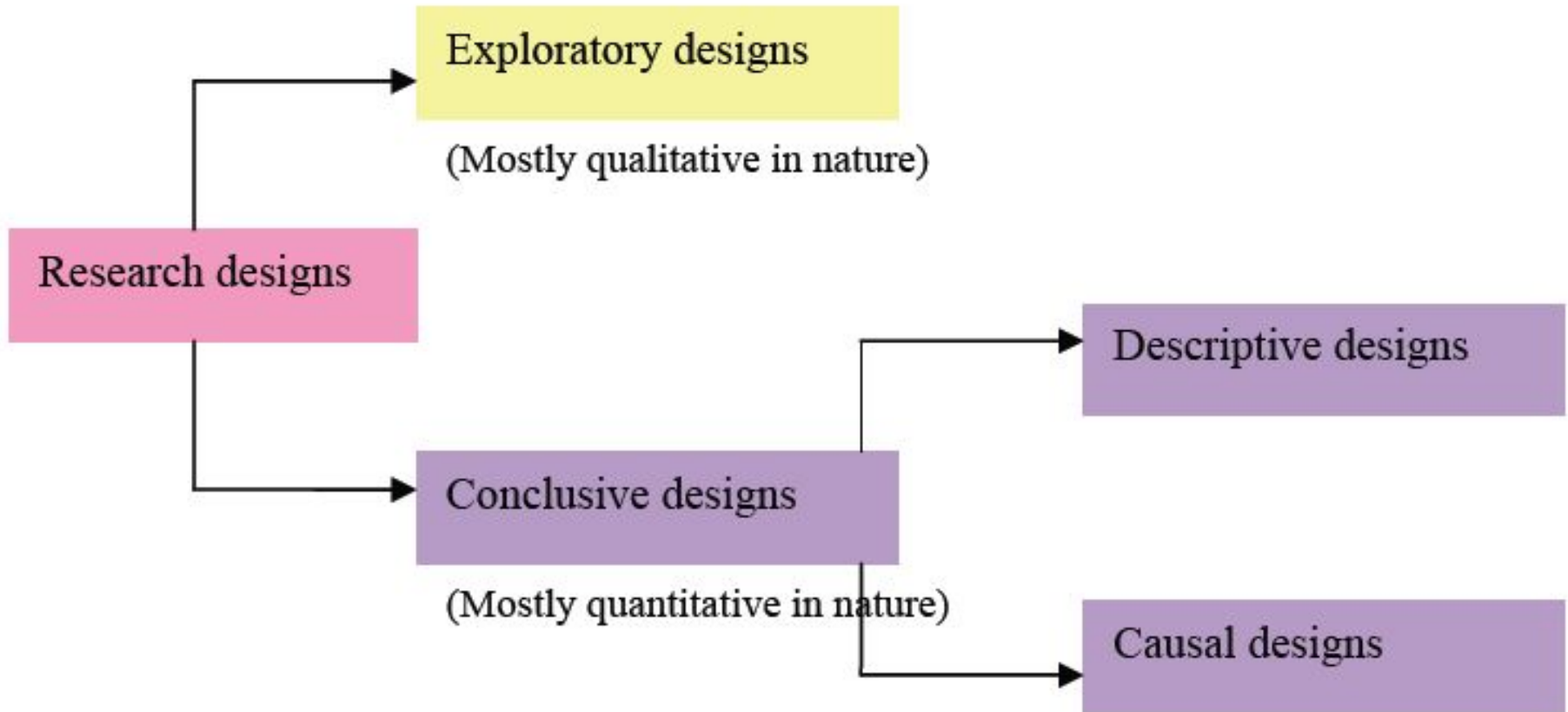


Exploratory research design

Classification of research designs



Secondary data sources

Data source	Example
Internal data	In company reports, memos etc.
Syndicated data	Syndication services like AC Nielson
Expert advice	Newspaper, interviews, reports
Internet	Various search engines, portals and websites
Industry data	Industry or trade associations
Macro data	Government and international publications
Market research report	Independent market research firms

In-depth interviews

- In-depth interviews are an unstructured and direct technique of obtaining insights in which a single respondent is probed by a skilled interviewer to uncover underlying motivations, beliefs, attitudes and feelings on the topic of enquiry. It endeavours to understand the nature and make-up of the area being researched, rather than precise measurement. In-depth interviews can last from 30 minutes to 2 hours and can provide ample information. This technique allows the researcher to collect both attitudinal and behavioural data from the respondent from all time frames (past, present and future). A unique characteristic of this technique is that the interviewer has ample chance at probing the respondent and collect in-depth data. The interviewer can use the answers provided by respondent and turn them into related questions ensuring a more detailed answer.

Focus groups

- Focus groups are one of the most popular qualitative research methods used around the world. Many times researchers and managers use the term focus groups to define qualitative research. Focus group is a formalized process of bringing a small group of people together for an interactive, informal and spontaneous discussion on a particular topic or concept. A focus group generally involves eight to twelve participants and can capture vast array of information. The focus groups timing can vary from 1 to 3 hours and is usually conducted in a congenial surrounding such as a hotel or specialist focus group research facility.

Projective techniques

- Projective techniques involve indirect form of questioning which allows the respondent to project their beliefs, opinions, feelings, attitudes and emotions on an issue of concern. Projective techniques consist of several techniques of qualitative data collection. These techniques are useful when the respondent is not at ease in answering questions. The underlying objective is to learn more about the subject in situations where they might not reveal their true thoughts under direct questioning. The techniques relating to this area were developed in the field of motivational science and clinical psychology.

- In pictorial construction technique, the respondent is shown a picture and instructed to describe his or her reactions by writing a short narrative story relating to the picture. At times this technique is used in focus groups scenarios to get a better idea of how respondents perceive an organization or product in a group setting. The difficulty with such techniques comes in understanding and interpreting what the response really means. Traditionally, this technique has proven quite useful in communications industry where experts

- In word association technique, respondents are exposed to preselected words one at a time and are asked to respond what comes to their mind regarding that word. This is put into the context of a brand name or a product attribute. For example, respondent may be asked to think what word comes in their mind when they are exposed to the word 'call'. Some may answer mobile phone, texting, Nokia, friends, Motorola etc. After completing the list of words, researchers than look for hidden meanings and highlight associations between the

- In sentence completion technique, incomplete sentences are provided to the respondents who are then asked to complete them. The researchers hope that such completion will reveal hidden motives, feelings and behaviour towards the issue at hand. For example, researchers may ask people who play on Xbox are _____ and people who play on Wii are _____. This examples highlights respondents feelings about how do they profile Xbox and Wii consumers in their

References:

- **Essentials of Marketing Research – Paurav Shukla, BookBoon.com, 2012**