

INDIAN INSTITUTE OF TECHNOLOGY ROORKEE

**NPTEL
NPTEL ONLINE CERTIFICATION COURSE**

Marketing Research

Lec -05

Qualitative Research: Nature & Approaches

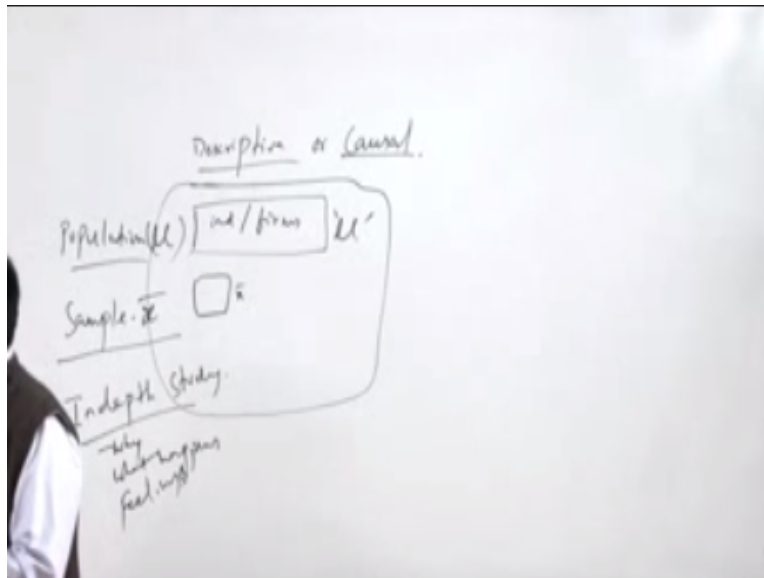
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Welcome friends welcome to the class of marketing research analysis today we will be discussing about qualitative research which is one of the approaches which is widely used across the world and sometimes the most important thing that happens is it becomes very difficult to quantify all researchers so you might not have enough data you might not have proper you know understanding so in situations arise where it becomes very difficult to quantify the all the things right , so in such situations qualitative research becomes very hard it way right of conducting the research and coming out with some kind of inferences.

So let us see what is qualitative research how it is define and how it is you know understood as basically okay, so if you see it says nothing but if you remember in the last class when we started with exploratory research descriptive research we said that exploratory research is a kind of research where the researcher tries to explore try to unearth something which is earlier not known so he tries to find out something which is not known to the most of the people maybe or in to the general public at larger may like that right.

So in such situations one tires to explore the study so we say it is kind of a kind of a discovery you can think of kind of a discovery so we are exploring into the to the world of science our you know social science and understand something out of it so as it says if you look at it, it is an unstructured primary exploratory design based on small samples the question is why small samples now if you go back to our last class you will see you will understand that in descriptive research.

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Descriptive or causal research right which both comes under the conclusive research these are that there are number of data that is required a substantially large and large you know size of data is required because one cannot draw a inference it is not possible to draw an inference with a very small sample right, so in case of an experimental study which is the conclusive or the causal, causal or exploratory which comes in conclusive it becomes imperative that you have a large set of data.

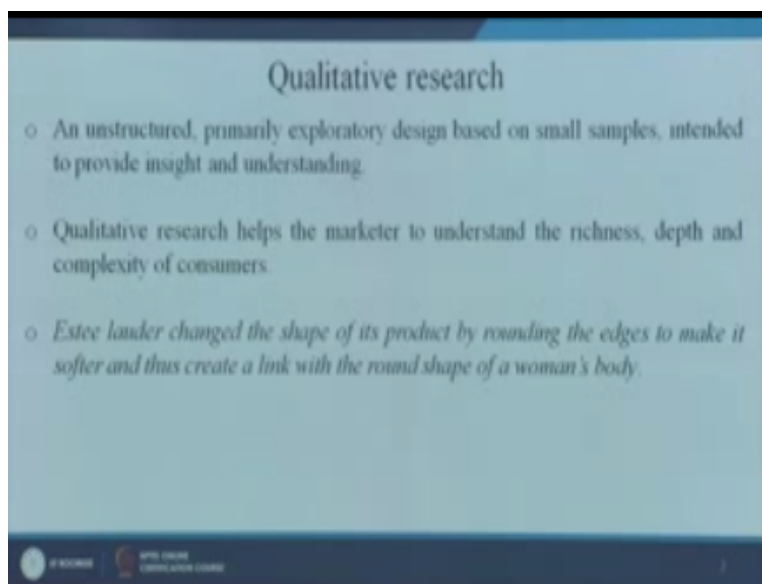
And once you have this data then you understand whether there is a significant difference of the maybe the sample what we basically understand that is there is a population and there is a sample right, so is the sample statically different from the population mean the sample means statically different from the sub population mean, so that is what we try to find out generally the descriptive or causes study experimental studies so you take large this is a population It say of a number of industries.

Or firms right and we take only a few out of it right and try to check okay whether thus mean drawn from this sample is it corresponding or is it is similar to something like the mean that is drawn from the population if it is yes then we can infer that there this sample comes out from this population right but all the time it is not possible and it is not necessary even right so there are situations when the researcher does not know many things so what it does he tries to go into our induct study. Now what is, why I am saying in depth study so in depth study that means I will rather look into since I know that all people are humans and mostly they would behave like

very similarly so what I will do is on some of the objectives of according to my research I will try to understand okay, how do human beings where behave in a particular situation.

For example, let us say how would people react when they come into a store retail store right, or what happens when people see a police for example let us say. Now when you do this kind of research you do not need dozens of people to do that, so maybe a few people but you do one in depth study okay, why what happens right, or what are the feelings right, so such kind of things okay, so such kind of things are discussed here.

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So qualitative research basically helps to understand the richness depth and complexity of the consumers. Now you would be very you know surprised you know that companies have used qualitative research in order to get new product designs, set new prices for the products because they understand for example, what is the right price for a product we do not know, so if the consumer is ready to price then the manufacture would really be happy to take that, right.

If it is much more than and it is getting a premium out of it, so sometimes qualitative researches help that, because things are very complex in the society for example status is involved with diamonds for example or cars so in such situations the complexity of relationships comes into play to determine that are new price, mechanism can be supported for a different kind of product, right.

So this is why it becomes very important, for an example as I said about product development this company is still order which is a cosmetic company it changed the shape of its products what did he do by rounding the adjust to make it softer and thus create a link with a round shape of a women's body. So generally it is said be understand that a women's body is taking to be more softer and of less ruff adjust right, we will say man masculine being more ruff and aggressive women being soft and let us say soft rather let us understand that way and the less of aggressive. So in such a condition what they did they change the shape.

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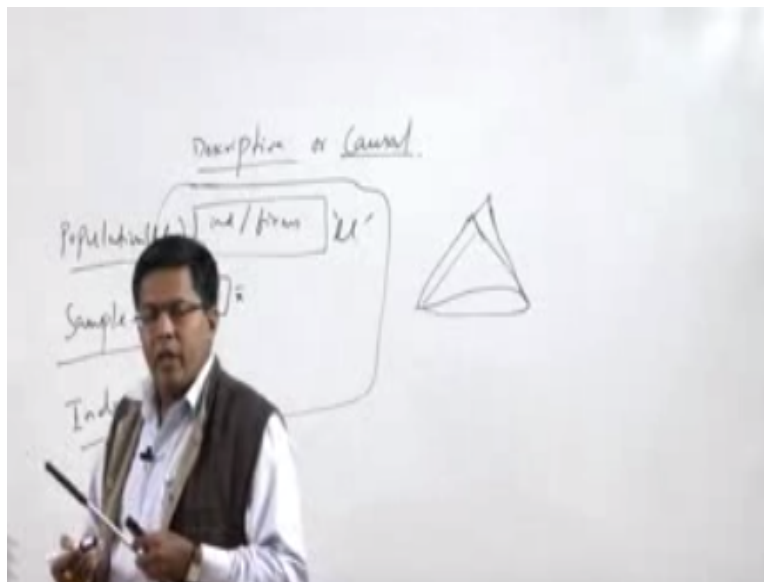


Now when you look at the shape, this shape by doing it, it look like it made in impression that this is generally meant for women right, so as a result when we did it people appreciated the

women's started liking it more okay. I tell you one more example, this had happened with one of the oil companies you know Edible oil what they did was they has made several designs one of the design was conical in nature, right.

The structure of the packet, the oil packet was conical now when they designed a conical design right.

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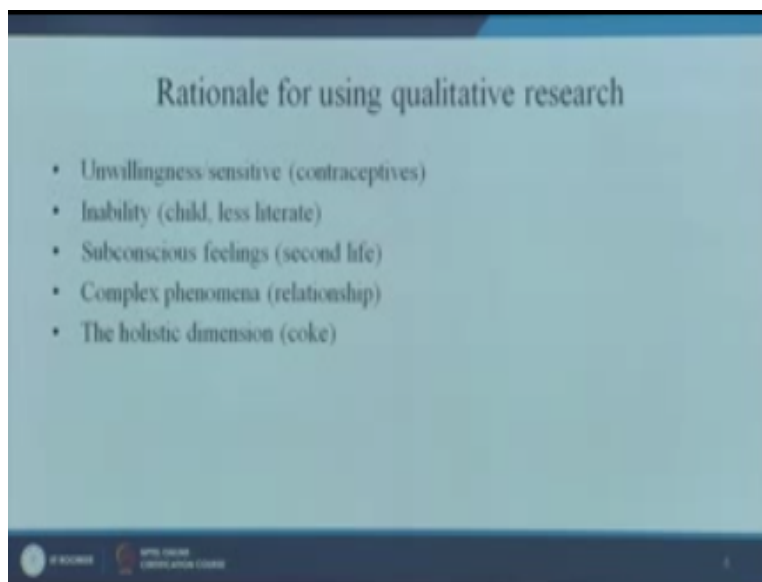


Let us say conical design so we say, so a conical design initially it look nice but the point was slowly they have to withdraw the design what was the reason, the reason was very simple, when oil was being used basically oil obviously oil is used in the kitchen right, so when it is used in the kitchen children's used to follow small children's babies used to follow they mother, right and there when they followed their mother they sometimes use to get attracted towards the color of the packet or something and they use to you know try to hold it.

So when they did it automatically the conical point the tip of the cone is sometimes used to hurt the babies the small babies because they used to try to sit down over it or sometimes they used to press it against their body so as a result many such small accidents happen and one and you know that most products they sell because they have an emotional connection, it is not key always there has to be a high functional value.

It has some it is mostly also connected with an emotional value, so when mothers had thought their children the child is getting effected or he is crying or she is crying in such situations they disliked the product and thus the company had to pull back that particular design, right so they again came with the normal design of cubical shape, okay. So what is the rational for using qualitative research?

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Trying qualitative research, we have started the class when we started we discuss about it. The first is for example I have given you see several cases unwillingness or sensitive cases, now suppose you want to make a study on the use of contraceptives for example. Now in a society like India everywhere people are shy in nature in country it is not like in India only but in at least in our country we have seen that people are very sensitive to issues like sex and you know about contraceptives and all of things user contraceptives.

So in such conditions people would not like to answer you right, so they would they will be in strong difference you know resistance to information to you know give information, so then there

is an unwillingness or sensitivity then in such conditions it is better that we use a qualitative method instead of a quantitative method, because qualitative we have to ask and maybe get some numbers out of it and then analyzed on basis of this data. But here that is not possible no data would be you know reviled by the users the consumers. Second case you can see is an inability now let us says there is a child how do we understand whether a child likes a particular kind of Barbie against the other.

For example Barbie comes out with several designs right metal produce a several designs of Barbie now which design is the child liking more to suppose to understand that can be ever ask the child is it possible nor right to true that we have to may be absorb the child we have to keep the toys companies have been doing it like that so what they do is, they keep the toys around and the let ht baby to scroll to the toy or let the child go and pick it up.

By doing this we could understand that which is the one which is largely being followed by the child okay even people who do not have let us say education in terms of you know education sometimes literacy becomes a very big issue, so in such conditions how do companies realize what is the important thing what are the parameters on basis of which they decide right the basis of which they decide.

For example if you see the sales of fertilizers instead of getting effected only by yield it also gets effected by the size of the yield now what do I mean by saying that now it is very surprising you see let us say now in a hector let us say in hector of land suppose or in an Accor of land suppose one ton of wheat comes out and suppose this time 1.1 ton has emerged then we would sake there has been a growth due to the fertilizer.

But suppose instead of that it has been only on same one ton but the size a few size of the grains or say let us say the for example vegetable growers they found that the size of the pumpkin or the size of the cucumber has significantly been big so that gave them kind of an impression that you know because of this fertilizer the size of the yield is growing the vegetable or something right. So that also becomes an impact important factor to take a decision while selecting a particular fertilizer.

So third case is a sub conscious feeling now everybody has got something in mind we are not able to express all things right we have certain interest and desires which we suppress it and do

not relieve it to the society because we are afraid that may be sometimes people will mock at as they laugh it as and all these things right. So in order to do that one of the I remember there was case of you know organizations in the name of second life itself, so what they did is basically they gave people an opportunity to behave in the manner they wanted to know what does it mean?

Suppose for example you have never been to the Andaman and Nicobar Islands okay now you want to know how it would be to the how the nice it would be to flout on the waters of Andaman and Nicobar. So to do that they give an opportunity that they will make a the virtual world has been created you can go to Andaman exactly there could be a simulated world and you can go and enjoy.

So what do they do here they allow you to they give you some virtual money or something and they will ask you to buy whatever you like so there is not resistance to buy so when there is no resistance is not real money so the customer tends to spend on the products that he likes most or that he wishes to have on his own kitty.

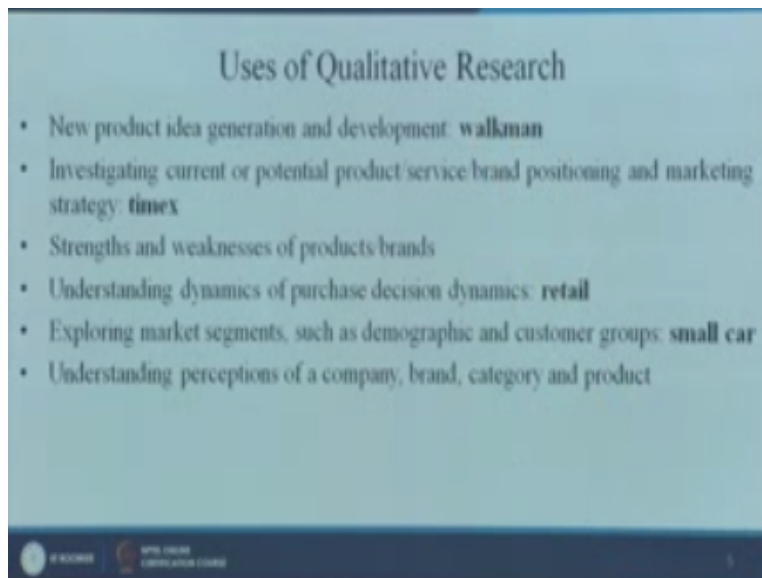
So as result of it what happens the company is get an idea which are the products generally liked by a person right so when they such kind of data it becomes easier for them to realize for etc you know those you know tourist operators or somebody travel agencies and all to understand what products can be associated with their package right to their package or something so and this can be done in every all other industries also okay.

Life is a very complex phenomena relationship now how do we establish relationship and how do we understand sometimes we do something which we do not like but maybe it is an outcome of a particular relationship I like my maybe you know I like somebody and because to make him or her happy I do a thing which I might not have done otherwise okay.

Similarly there is a case of this coke holistic dimension now coke taste when the coke when the coca cola made a you know test of blind fold test to check that whether the taste of Pepsi was better or coca cola they found that most of the people like the taste of Pepsi, they felt the Pepsi was a slight sweet in taste so they change their old coca cola to a new with the new taste but when they did it.

As we know this was a very famous case people in US started revolting because coca cola was not only a product but it was culture so they did not like there somebody would offend or disturb their culture and tradition right. So one has to in such conditions a qualitative research can only work a quantity will never ever give you a solution right so one has to maybe sometimes come out of the world of thinking that it is only quantities it is research no it is not in many time quantity research will be an attar failure right.

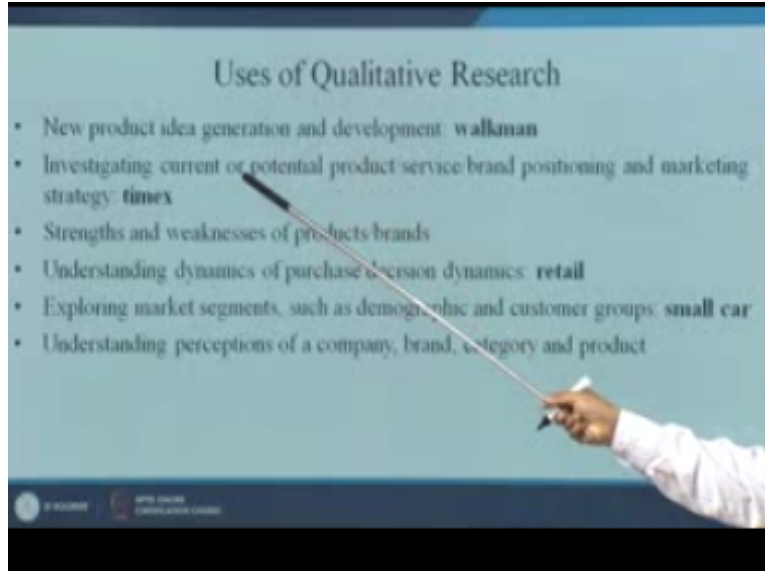
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Now uses of quality research some more examples I will be sighting let us discuss them, now it helps as I said in the new product idea generation and development so I gave the idea of this cosmetic company ideas and this is the case of walkman now you will be surprised that walkman was never made in a out of our research right walkman came out of a qualitative resist rather not a quantitative research one day acme monitor found that somebody a person was using a stereo on his shoulder and he was listening to music he felt this been such a big sized object carrying it would must have been very tough.

So he tried to understand how do people listen to music and when do they listen music so how do they what is the way they what are things that they used to listen music so ultimately came to a conclusion that is small mobile or portable device would be much better right so and the result we know it is very difficult to even compare another product of walkmans starchier right in history of marketing.

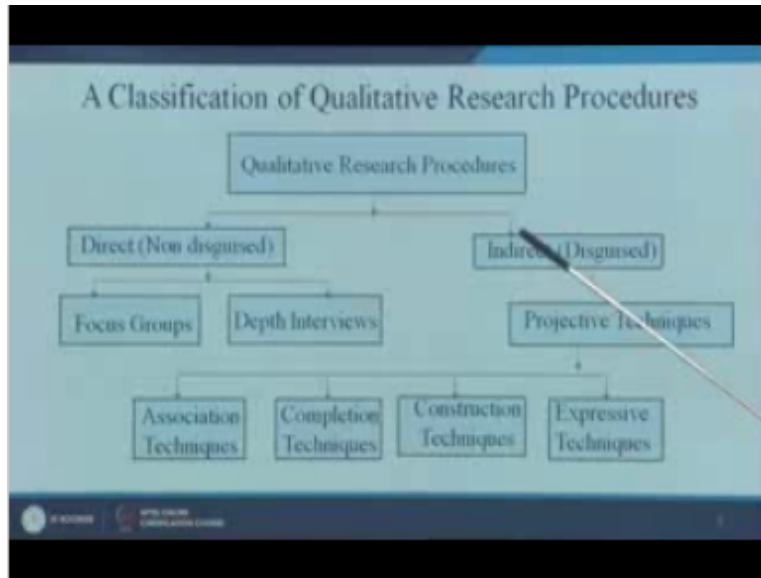
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Investigating current or potential product service brand positioning and marketing strategy now just imagine now this is the case time x is a case of why I have written here is for a reason now just imagine would we ever think that watches can also be available at medical stores no I think never right but company this company did that so many a times it becomes important to identify understand who our customer is and what kind of people have your purchasers right.

And what are they characteristics so according companies think of positioning that products changing they distribution and may be packaging and etc okay to understand the strengths and weakness of production brands understanding the dynamics of purchase retail as in the retail world we have seen right this is to understand the demographics and the customer groups right for example small car nano which I have given in example earlier also understanding the perceptions brand category and product so what is the perception what do you will when you talk about let's say a parley biscuit or what you feel when you talk about a lame cosmic right or something like that what is the kind of image when holds and does it does this image actually come in and fit with the customers designers that is important

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So qualitative research can be done in two ways one is called the direct or the non disguised form so this is nothing disguised right and this is second form in the indirect form now under direct we have to the focus group method and the depth interview method so direct non disguised which is focus group and depth interview will see what is the focus group basically as a name suggests this is the groups is a high focused for doing the particular job or understanding.

The particular phenomena okay so this particular focused groups are try to unlevered you know unlevered the objective of the research okay similarly depth interviews are also used and depth interviews are similar fashion are interview basically right then in the indirect we have projective techniques which have certain types of techniques association completion construction expensive such kind of techniques okay.

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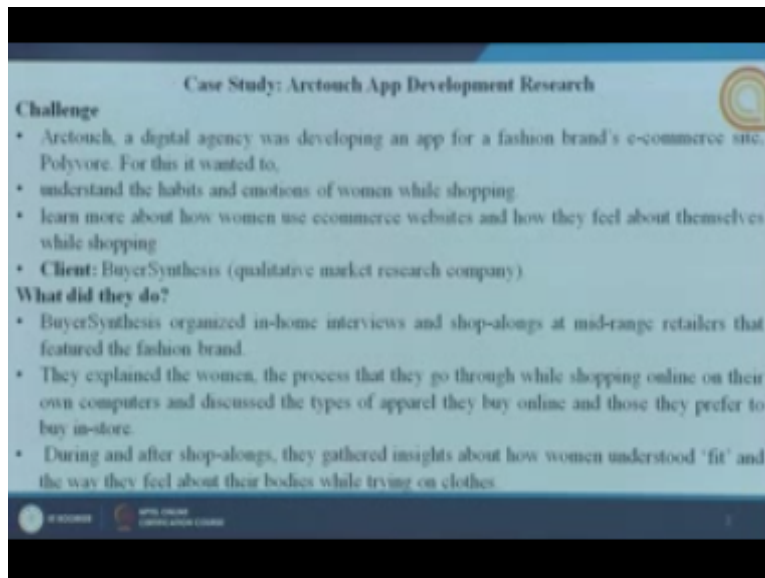
Case Study: Arctouch App Development Research

Challenge

- Arctouch, a digital agency was developing an app for a fashion brand's e-commerce site, Polyvore. For this it wanted to,
- understand the habits and emotions of women while shopping
- learn more about how women use e-commerce websites and how they feel about themselves while shopping
- **Client:** BuyerSynthesis (qualitative market research company)

What did they do?

- BuyerSynthesis organized in-home interviews and shop-alongs at mid-range retailers that featured the fashion brand.
- They explained the women, the process that they go through while shopping online on their own computers and discussed the types of apparel they buy online and those they prefer to buy in-store.
- During and after shop-alongs, they gathered insights about how women understood 'fit' and the way they feel about their bodies while trying on clothes

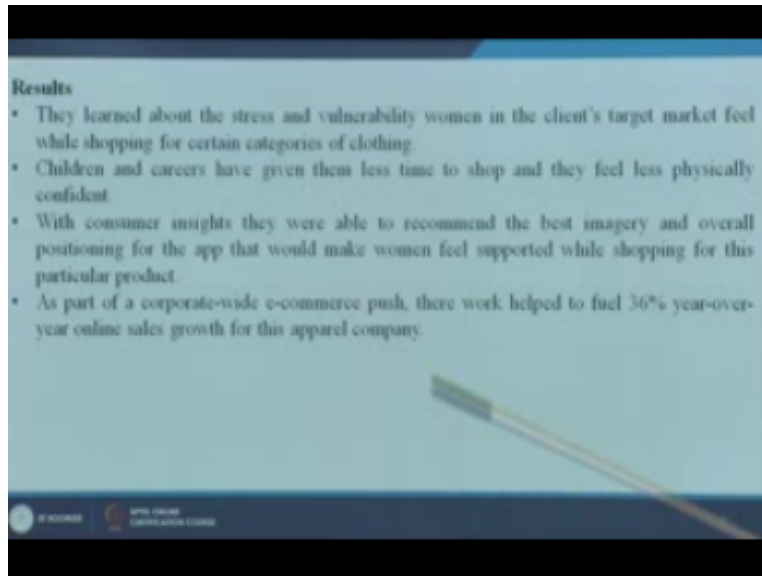


So this is a case where you know what is happened is a company called after app development research is large company which will do app development basically apps so what is wanted was to understand the habits and emotions of women while shopping that means they wanted to know how do women buy basically what are the emotions that they go through to learn about how women use e commerce websites and how they feel about themselves while shopping what do they feel about themselves right.

So the company hearted a research client marketing research client with basically a qualitative market this company called buyer synthesis now buyer synthesis took up this research and what did they do so what did they do let us see they organized in home interviews and along the shops also right that feature the fashion brand right arch ouch the app so they explain the women the process that they go through while shopping online on they own computer they explain the women the process that they go through right.

And discuss the types of apparel buy online and those the prefer to buy in store in fact the women is explained what do they go through during the shopping and all these so how women understood fitting what is the meaning of fitness and fitting that was what they understood by through the inside that they got from this discussions right from this online method so gathered insights about how women understood fit and they feel about the bodies while trying tools.

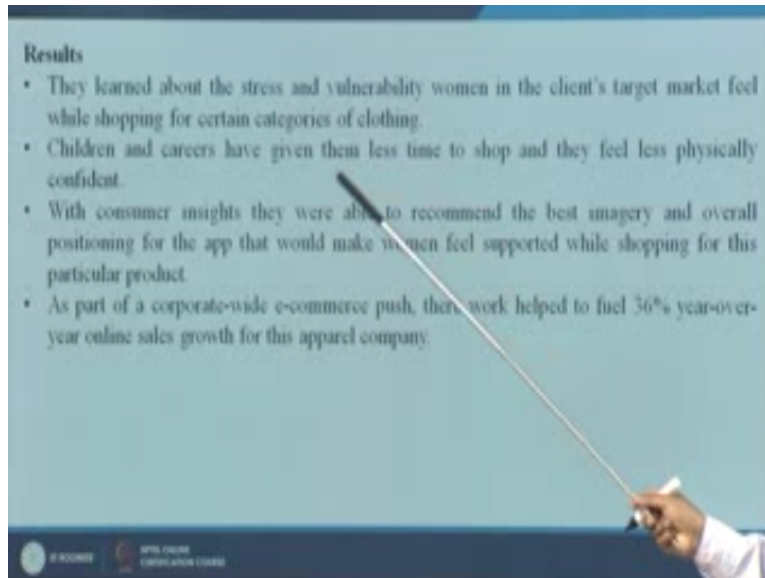
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The results was they learned the stress and vulnerability women in the client target market feel while shopping that means women is go through a kind of a stress they feel vulnerable while buying because may be some times because of the price because of the design that will be too fat or too thin or you know it might not fit or it might fit so that is how they came highly vulnerable children in career also have given them less time to shop and they feel physically less confident while consumer they will be able to recommend the best imaginary right.

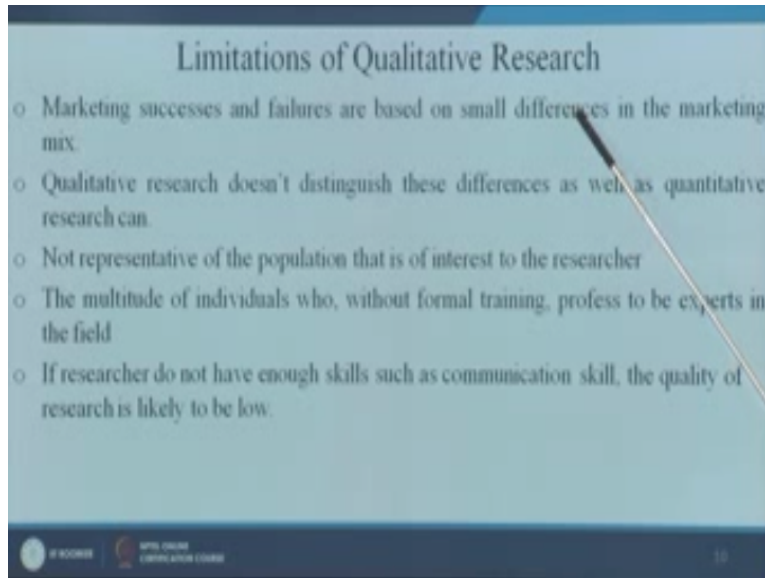
And over all positioning for the app that would make feel women feel supported that means what the app was such design that women would start buying into the product there would be kind of a support system which will make them feel as it there are company to somebody and they are not alone so this was the kind of a companion which was there with them right as a part of wide spread you know e-commerce push their work help to fuel 36% growth of the appeared companies growth of the appeared companies.

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So now this is one case where we can see how understanding the behavior of women as helped in improving sales right qualitative research said so I am not spending time large number of representative cases they are small they are unstructured they are mostly structured they are statistically driven they are non statistically driven right. So but both have both helping as for example the developing a hypothesis and initial understanding and then developing a hypothesis and this recommends the final decision right course of action limitations yes.

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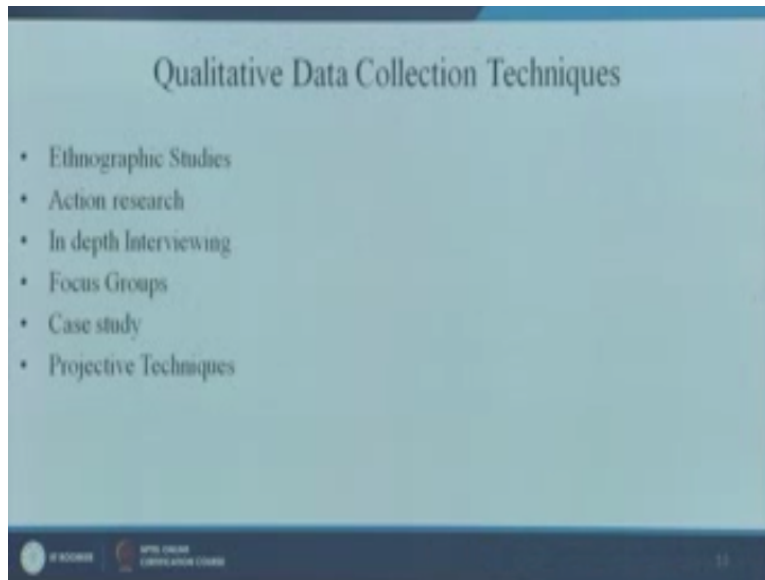


Every researcher has a limitations too now what are the limitations of the qualitative small differences sometimes can create a major impact in marketing which is not possible may be in some cases to be found in qualitative research in quantitative research you have the numbers so let say it mean of 3.5 and a mean of 3.2 when you extracted to a population of 1 million it makes sense right.

Even the .3 it makes as significant sense right but here it is very difficult to that qualitative result does not distinguish result in differences not represented the population sometimes because of it low sample size small sample size the population not being represented properly comes also a problem because of the problem individuals sometimes who are conducting the research without formal training progress to be experts you know sometimes the clients also and sometimes the respondents everybody the sample selection in fact becomes very, very vital in qualitative researcher.

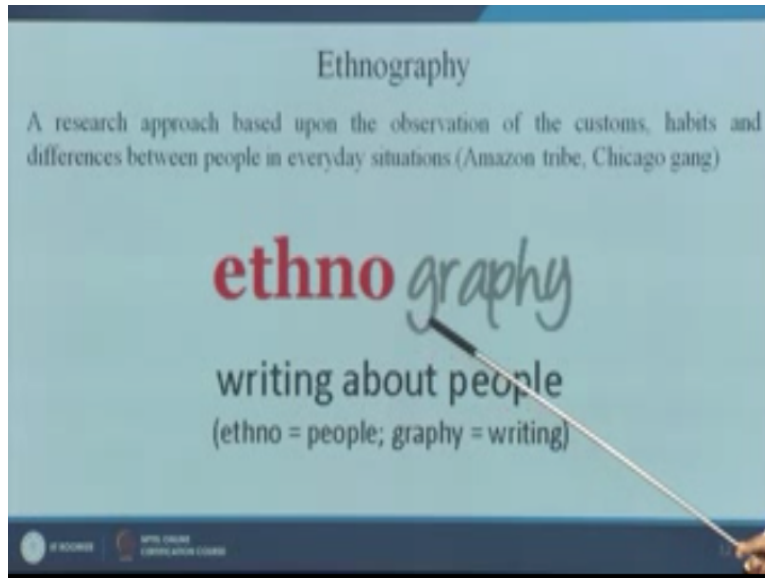
In quantitative research at least there is a number which is called which is normalized it can be normalized because of some extra samples but in this case already you have few samples so if you samples have not properly related then it becomes very difficult but it might be possible that you are getting into very wrong the conclusion or you derive a wrong inferences okay. Finally the communication skill the quality of the researcher research is also important because it has a influence okay.

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So what are the different types of qualitative data collection techniques first is ethnographic studies now other words I just say ethnography is nothing but.

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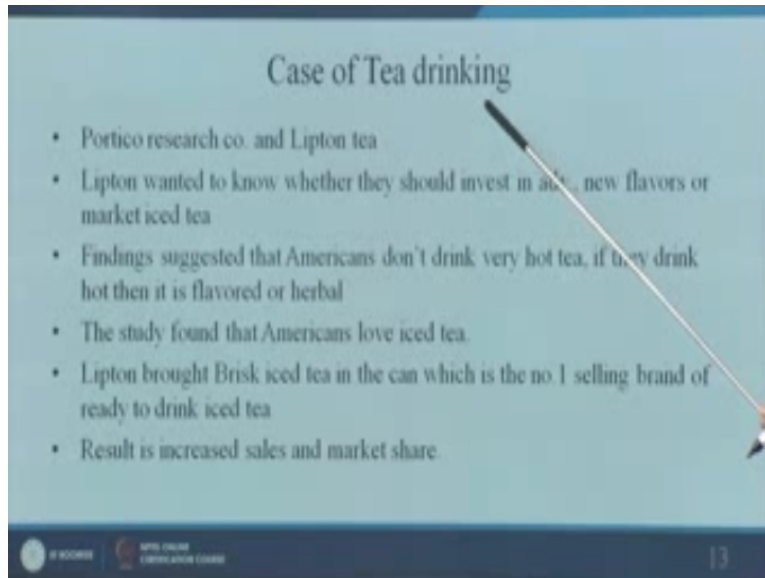


If you see writing about people ethno is people graphy is writing so writing about people right it is a research based on the observation of the customs habits and differences so all qualitative researchers or basically will understand the observing right and trying to then inference out of it right so in this case for example I have written this two examples you have see can Amazon tribe one of the scientist.

To understand how very isolated tribe in the mission how they behave and how they leave and what is the organizational what is the culture how they tribes have the role hierarchy and all to understand that what they did was the state for almost two years and more will more the reason in this tribe so by staying there he become a pattern partial of the tribe and slowly he could understand why they were doing something or why they not doing something right.

And how they were particularly doing a thing and all this things right similarly another researcher that is very interesting all though not very qualitative that he worked in Chicago gang you know under the using drug a loads and try to understand how do they maintain the hierarchy and how do they take decisions and all this things okay.

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This is the case of tea drinking which ethnography was used as a part of the research portico research company is a company which did the research for Lipton tea right now Lipton wanted to know whether they should invest in advertisement or create a new flavors or market iced tea so their three you know options they could invest in the advertisement with new flavors of tea or market the iced tea.

Finding suggested wine done by this company in that Americans do not drink very hot tea as I told you if you remember in the earlier in the class that when Indians do not use cold milk rather right so similarly the Americans do not drink very hot tea and if they want to drink hot tea then it has to be flavored or herbal one they found that American loved ice tea more than the hot tea.

Lipton brought this ice tea is a brand in the can because cans are again more popular because they have a ability to carry the product everywhere. The mobility right which became the number one selling brand of ready to drink ice tea okay the result was increased sales and market share.

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Action research

- A team research process, facilitated by a professional researcher(s), linking with decision-makers and other stakeholders who together wish to improve particular situations.
- It aims at producing a specific, desired social outcome.

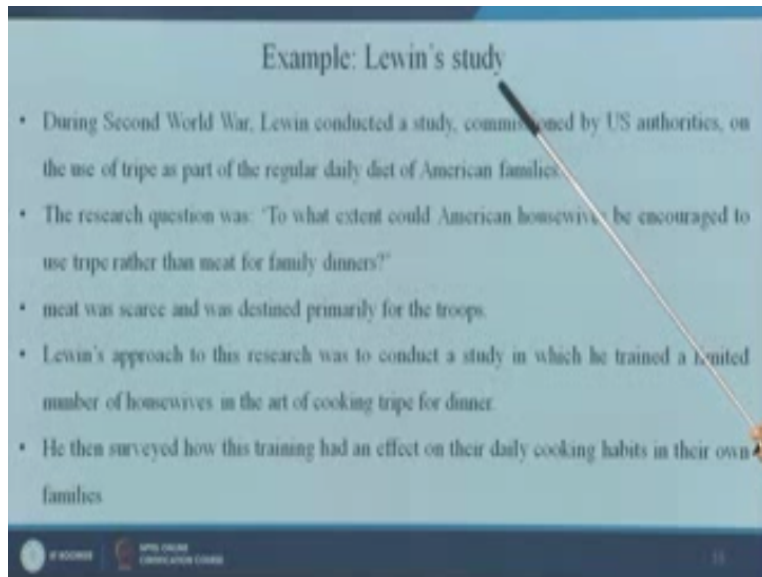
Similarly another thing that we are going to do is once we have done this ethno graphy we have understood that is the study of the culture basically habits of people so another kind of research which is part of the qualitative research is called action research now as the name suggest action so you are take you are word in the action now what is the action first is to identify the problem so we identify the problem right.

But we know that quantitative research cannot be done in this case suppose then accordingly you design a plan how do I conduct it how do I conduct the study then you act or implement the plans right observe the change in the data right observe the change in the behavior or the reference of diversity in the consumer or the respondents oaky.

And finally reflect what changes you have to being in your plan so this is something like a team research process faciliated by a professional so this is something like team research process faciliated by the professional researcher linking with decision-makers and other stakeholders who together wish to improve a particular situations and for example action research is largely using educational institute for example now teachers wants to teach small children they were research to what she was done to understand the key how do small babies or small children you know not babies exactly but children or may be in the class one or under the age group of five and all.

How it all work in a team how effective this team work has done so to do that teacher did as researcher did research on the children and understood key children have a particular way of making on own groups and choosing the own leaders and then following them.

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Example: Lewin's study

- During Second World War, Lewin conducted a study, commissioned by US authorities, on the use of tripe as part of the regular daily diet of American families.
- The research question was: "To what extent could American housewives be encouraged to use tripe rather than meat for family dinners?"
- meat was scarce and was destined primarily for the troops.
- Lewin's approach to this research was to conduct a study in which he trained a limited number of housewives in the art of cooking tripe for dinner.
- He then surveyed how this training had an effect on their daily cooking habits in their own families

This is the study of Lewin who did in the Second World War right in which is saw because in the second world war of shortage of food okay so with third key you know instead of the mate was not able because meat is the very important in the food item in those places he instead of the enough meat can be use the tripe, tripe is a internal parts of the body of the animals okay.

So to what extend could American house wife's be encouraged to use tripe rather than meat for the family dinners so meat was not available so the alternative which had the same protein and other nutritional values but hardly it was not like because they was the abidance of meat available but now it is not available so we have to use this so meat was scarce and for destined only for the troops.

Lewin suppose to research was conducted the study in which it trained a limited number of house wife's in the art of cooking tripe for dinner right even surveyed how this training had an effect on the daily cooking now some many times qualitative research is used to change for example you want people to behave in a particular manner for example let us say in earlier days when computers are not there right.

So people had a great resistance to computers so in order to make them acceptable make it acceptable they have to train them tell them educated them tell about educate them tell them about the you know advantages and disadvantages advantages mostly not the disadvantages obviously so advantages so the people could like it and start using it more and more so well what I do this what will do is will take up in the next, next class in the continuing class the depth interviews and the rest okay thank you very much.

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