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**NPTEL ONLINE CERTIFICATION COURSE
Marketing Research**

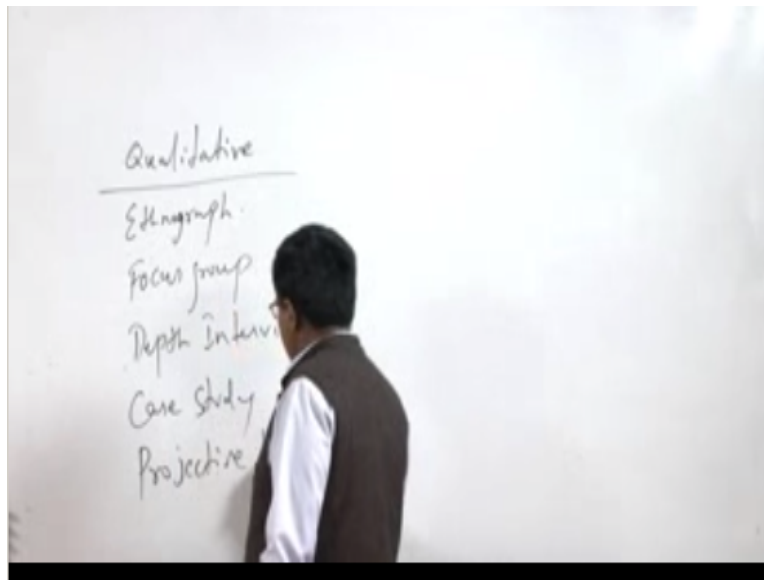
Lec-07

Projective Technique & Case Study Discussion

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Indian Institute of Technology Roorkee**

Good morning everybody so today we will come to the class of marketing research and analysis. As in the last class we are covering up on qualitative research.

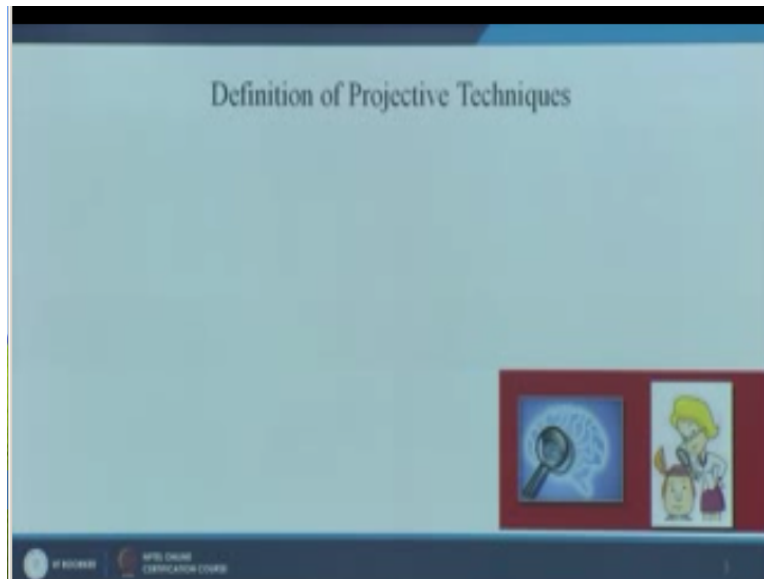
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We talked about what are the types of qualitative research in which we discussed about the ethnography and then focused to why it is important and how in which situation it is required. Then we also discussed about depth interviews how to conduct the printer views and in what situations interviews are therefore much use. Today we will be covering two more aspects of it of the qualitative research one is the case study method case study right which we have not covered and the projective technique.

So these are the two today we are going to discuss it and the first in the session. So what is basically a projective technique let us start with the projective technique as you can understand from the word projective is something like a projection so you are projecting something into the future or you are trying to learn something by understanding the past and then moving into the future is as simple is that okay so what is the definition of projective technique is.

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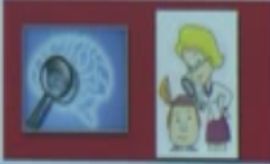


In fact how did it start if you would like to know about it then projective technique start at a basically in the housed technological technique when hurray and the assistant Krishna and Mohan they learned about what are the cases about what are the students child whose suffering from dream problems right so he was getting dreams in the night in which we are quiet viewed dreams so they thought in fact he could we treat this child by understanding more about going deep about his personality right so to do that hurray started that his technique in fact right so what is this technique all about .

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Definition of Projective Techniques

- **Projective technique** is an unstructured, indirect form of questioning that encourages respondents to project their underlying motivations, beliefs, attitudes or feelings regarding the issues of concern. (Henry Murray and Christiana Morgan at Harvard Psychological Clinic)



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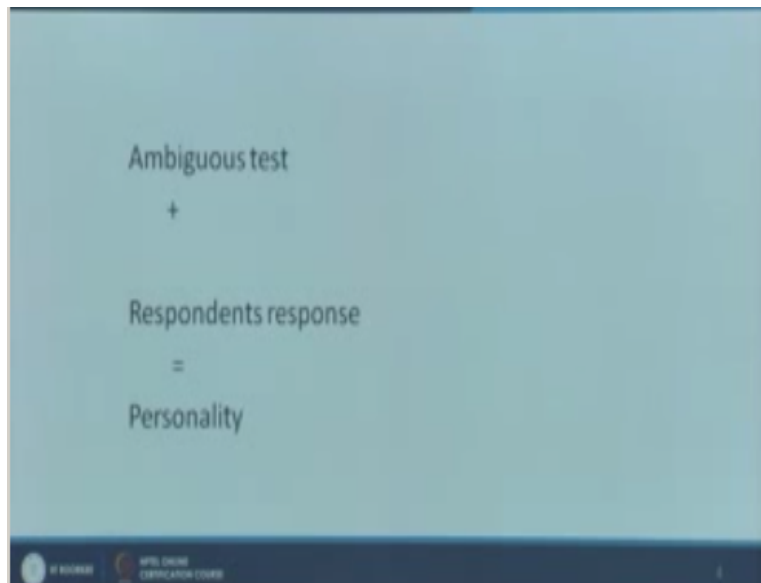
Former questioning that encourages responses to talk about his true self or believe or his inner feelings right his motivations his beliefs right and his issues of concern many a times a life which happens that what we look at inside that is very different from what we are showing outside right so in such cases it becomes very complicated to stand in human phenomena and the personality as a holistic manner s in such situations projective techniques takes deep into the mind of the you know the respondent or the participant it tries to understand what his is thinking possess right what is he getting in you know may be encouraged or motivated at or.

What is he what is that upsetting him and sometimes or all connected with his past behaviour also right and so sometimes these things are happened in the childhood days and now it is hurting him in the may be the late you know when his forties doesn't matter so you cannot see exactly what is happened so in projective technique respondents are asked to interpret the behaviour of others what happens is if we ask someone directly is there any possibilities at people might try to hide their emotions obviously they would in sense sensitive issues so they would not like to talk about their inner feelings beliefs and all in the fear of the society in the fear of something else.

In the society so to do that you avoid this situation what would you do what would other do when such a situation is presented in front of them in interpreting the behaviour of others directly sorry indirectly project their own motivations so suppose if I ask what do you think we should x would do in this situation.

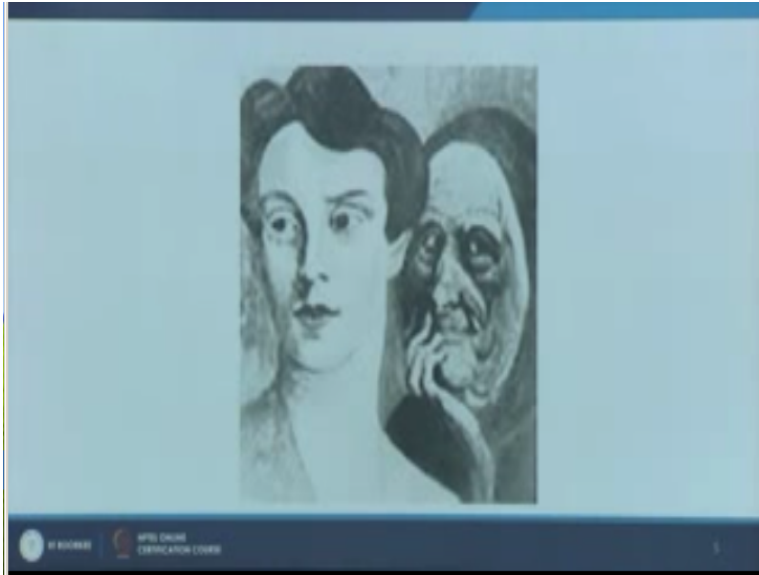
So if you are asked on this and you are saying something that is actually a belief that you have in fact it is your part of the personality okay. So that is very nice way of understanding how a set of people would react to a particular situation and once the market is understand it automatically they can put it into their use it states that.

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$$\begin{array}{c} \text{Ambiguous test} \\ + \\ \text{Respondents response} \\ = \\ \text{Personality} \end{array}$$

Because the repondence response what is that is responding to the test is basically nothing but his personality okay.

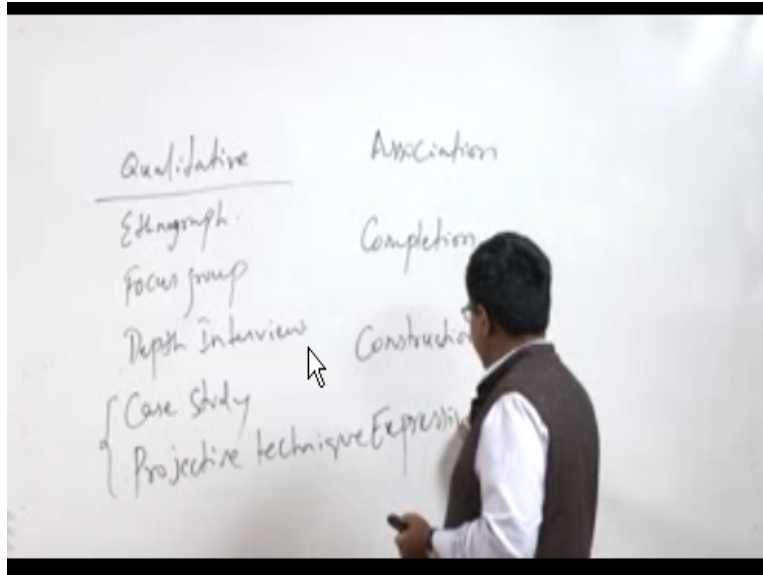
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Let us see this photo and try this is very usually you be in psychology what is this photo talking all about this picture basically if you see there are two ladies right or could be one lady and one person also they are also discussing on some issue so if you have or if you want you can take a pause here and then think about photograph this picture so what is exactly happening in this situation right if you look that you will realize may be its my opinion to you that may be hiding something may be which is generally caught off may be the old lady is highly distressed condition.

And she may be she is trying to help this old lady or may be something has happened with that old lady she is too much scared of in the society some she is suffered of may be nobody takes cares of something and this lady is like a protector to her so it could be anything how am I thinking so projective techniques are. Basically to dwell into your minds basically right so there are four basically techniques as you see the association techniques.

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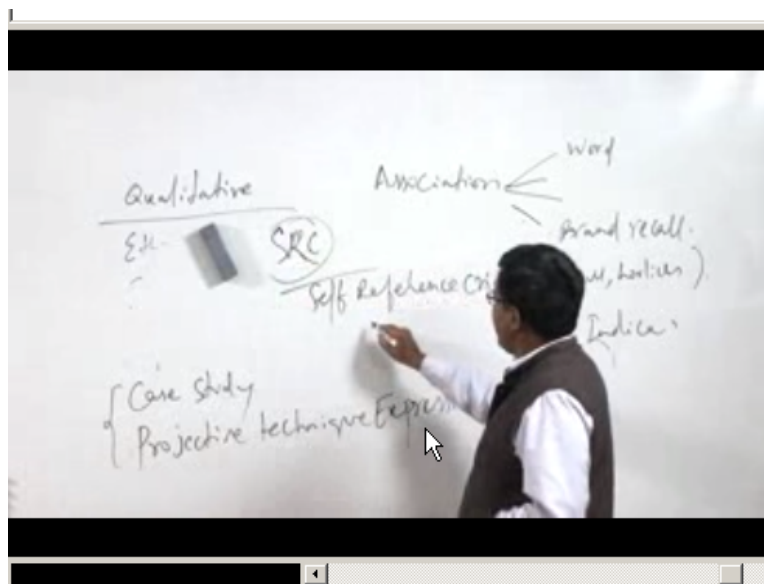
Then comes the completion techniques right you have completion now you are given a partial story or situation to complete it that you could have done then construction so you basically its close to the construction you build up on the case and finally they are expressive if you see each one of them expressive right.

So this four situations you see what is happening let's start with the association first now association sometimes you know it have word association for example now word association is nothing but how do you associate with the word now for example the marketer use it very, very wavemently very largely the branding or the brand personality the personality associated with the brand is much concerned to any marketer right how did you feel what you feel when you talk about Nike what you when you listen about ford.

What do you feel when you listen about reliance what do you feel about reliance let's say when you talk about it so when you hear about these companies and suppose I talk about the soft drinks what comes to your mind so these are tests were we try to associate things right we are asking you to maybe they are asking you to recall something right the brand recall test for example okay let us see this association.

The respondent presented with stimulus and asked to respond with the first thing that comes to mind so otherwise the brand we call so you should look at the brand recall now when I am saying let us say.

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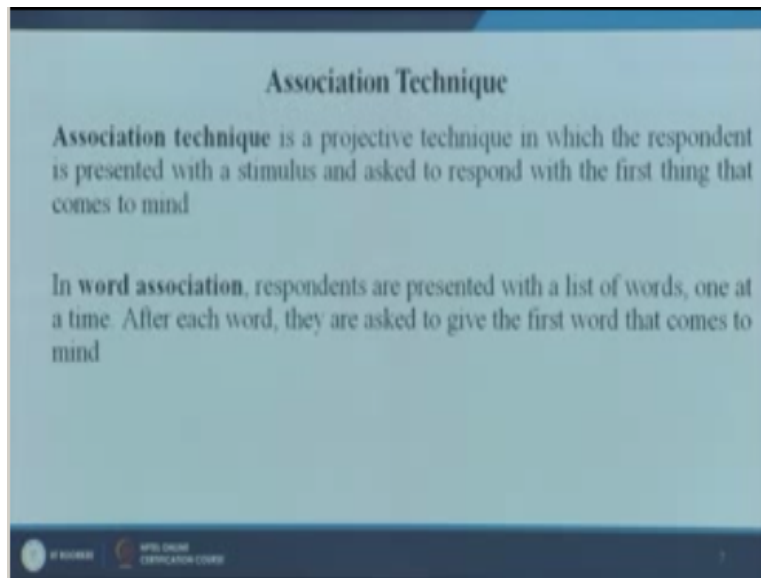


When I am saying the word let us say export drink let us say if I say export drink comes to your mind energetic drink what comes to your mind so people might say anything from red bull to let us say some other drinks for example horlicks or let us say something else I do not know I am just giving you example so what comes top your mind have much importance when that Tata indigo was launched.

So company asked there was the model v2 at that time what comes to your mind when v comes when you listen to the letter v right. So when that letter v was viewer people said different things like v is victory you know v is whatever comes to your mind so all these things were taken to understand okay whether how this term v associated in the people mind sometimes.

Otherwise what happens in marketing field that people might suffer or companies to suffer from something called an SRC now SRC means nothing but self reference criteria if it is not visible so it is visible I think is it visible now so self reference criteria okay. Now that is what we try to understand things from our own perspective so that are difficult and very dangerous situation many a times when we go international brand fails for a simple reason we have assumed it to happen but that is very wrong and one cannot be sure of it right in fact that it is dangerous to do it.

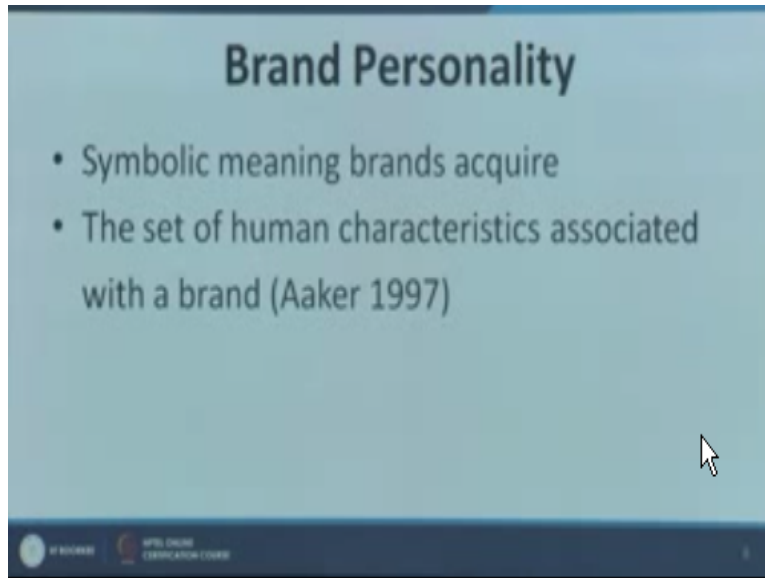
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in word association are presented with the list of words one hundred times and after each word their asked to give first word that comes to the mind okay. Now let us take an example of it now three words as Rebid protector and conqueror now what can you do is as a assignment you can think of three companies I have given it from the companies perspective what companies come to your mind.

When you hear the word rebid what company comes to your mind which company comes to your mind when you think of the word protector which company comes to your mind when you think of the word conquer now suppose if you do this take an pause a game as I said earlier and try doing it then again start the exercise so now brand personality has its schedule.

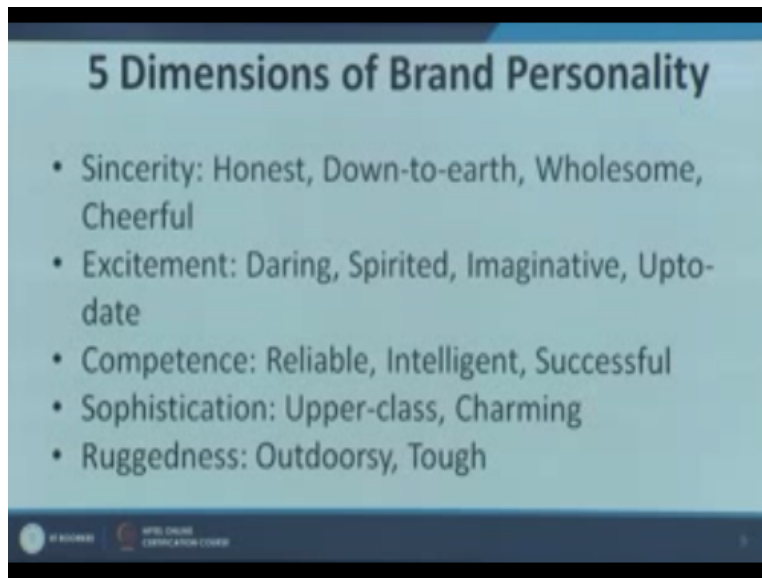
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The set of human characteristics that is associated with the brand right so when you think of let us say if what is that the for example any character for example when you hear about any sports camp you know clothing dressing or a suit and shirting then there a person comes to your mind if you think about an Indian perspective suppose you think of a Cadbury Amitha Buchan comes to your mind.

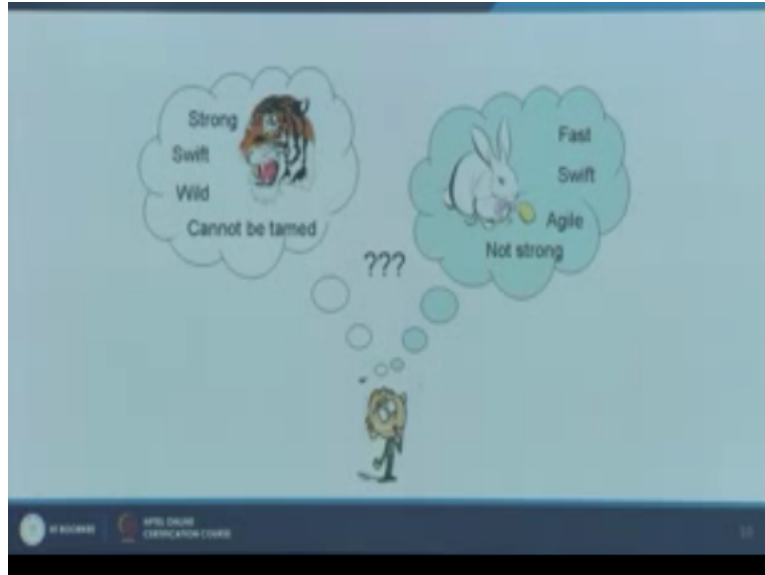
Now these are brands that are associated quality of the character that are associated with the brand okay so the company is one in way the form is in one way try to take up as conducted a research and what the people want to see in and then accordingly try to put the personality now in the five dimensions of the personality are basically.

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Personality are basically excitement competence sophistication these five personality states will be explained in the means of the projective techniques right so for example let us say this is one the child is thinking.

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If is that if I give the personality if it is let us say the personality of a tiger and it has to be strong it should be wild cannot be teamed on the other hand if the personality it is something like a rabbit then it is a fast swift gale but not strong right okay so which personality which one is the company or the products or the personality or you know more fitting to or even the respondent personality more feeling to.

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One is to think either I said to you time Harley Davidson when I see it is to me the word robed came to my mind right.

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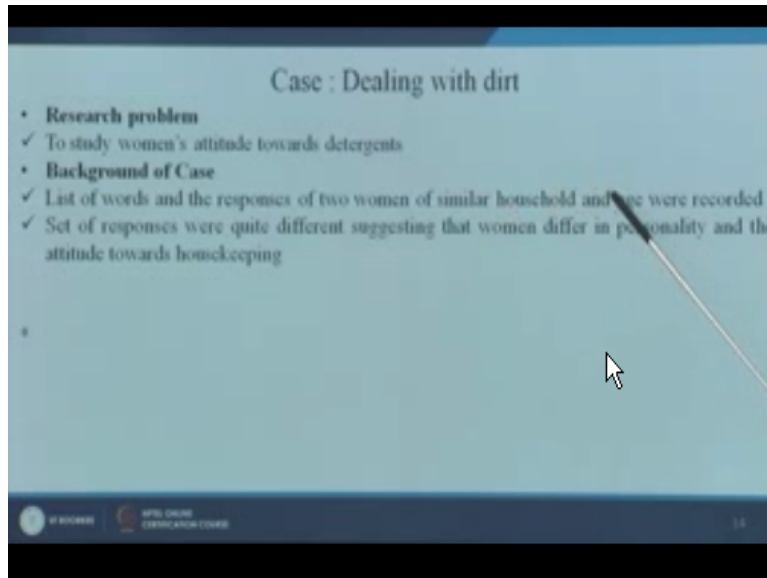
When Johnson and Johnson protector.

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It is conquered and it talks about discipline and hard work so just does it.

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Now this is the case where a company what did you understand the companies prompt and gamble basically so what did you understand how what is the attitude to the women to its detergents right. So they develop the case in which they had you know the list of words basically and the responses of women were recorded now this suggested the difference in the personality of the women towards its housekeeping right so when they did it lets see what happened here.

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Case : Dealing with dirt (cont...)

<u>STIMULUS</u>	<u>MRS. A</u>	<u>MRS. B</u>
washday	everyday	ironing
fresh	and sweet	clean
pure	air	soiled
scrub	don't, husband does	clean
filth	this neighborhood	dirt
bubbles	bath	soap and water
family	squabbles	children
towels	dirty	wash

Now the stimulus is given to us like this washday said like for example everyday right to wash ironing that into the mind when the word fresh was given fresh and sweet is said clean is said pure air and this is soiled scrub do not exercise at do not husband does and it is to be cleaned so fills neighborhood.

So all these vowels bubbles bath soap and water all these things when you see and the last one towels are dirty and she is wash now although there are two different words but if you look at the way your mind is oriented is different it says talk about for the dirt and this talks about just washing okay.

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Finding

- Mrs A's association suggest that she is resigned to dirt (she don't like hard cleaning)
- Mrs B's association suggest that she sees dirt (She is ready to combat dirt with soap)
- Market of detergents can be segmented on the basis of attitudes
- In 2009, **P & G** led the market offering with a number of brands in detergents.
- Research findings similar to the above case had helped in positioning their detergents

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So what is happened to the finding with the finding that happened was marketing of detergents could be segmented on the basis of attitude okay so prompt and gamble in 2009 let the market offering with the number of brands and this helped him to position that detergents accordingly on the detergents of I do not exactly know that the name but it doesn't was the positioned right but something else it was the position it in the terms of.

So it is the second best selling detergent in the market right such kind of projective techniques helps you to understand the personality of the consumer or the respondent who is of more you know connect it with your product. Then comes the Compression techniques.

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Completion Techniques

Completion technique is a projective technique that requires the respondent to complete an incomplete stimulus situation

In **Story completion** respondents are provided with part of a story and required to give the conclusion in their own words

In **Sentence completion**, respondents are given incomplete sentences and asked to complete them. Generally, they are asked to use the first word or phrase that comes to mind.

Example:
When I think of shopping in a department store, I _____
A person who shops at Pantaloon is _____

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Story completion sentence completion now story completion is something like a part of the story is given to you and you have to conclude in your own words.

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Story completion

- Rita had worked hard all day long, cleaning her apartment. She was tired but decided to reward herself with a meal in one of the restaurants down the street. Upon entering the restaurant, she was seated in a comfortable chair and given a menu. After reading it over, Rita decided upon a Caesar salad, French onion soup, and bread with matar paneer. Some 15 minutes later, a waiter came around to take her order. Time slowly passed and Rita was getting hungrier and hungrier. Finally, about 45 minutes after her order had been taken, Rita was about to leave when she saw the waiter approaching with her food. What happens next? List 20 things that Rita will do, say, think or feel as the story continues.

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Let's go to the story completion in which there is a case it as a character about all day long and now she wants to go not to take rest by having her food in a restaurant where she goes and she has ordered something like all this French onion soup and bread with mater pacer or something. And the waiter comes after 15 minutes right so 15 minutes is very important and to take the order and after that she has been waiting hungrily and after 45 minutes her order has been taken she was about to leave right when she is the waiter.

Approaching with her food now what happens what happens next list 20 things that rita will do say think feel as the story continues now this is the situation where a company can understand how would a person react to in such a situation for example you have seen about companies talk about if 30 minutes we won't deliver you 30 minutes the pizza we give you free.

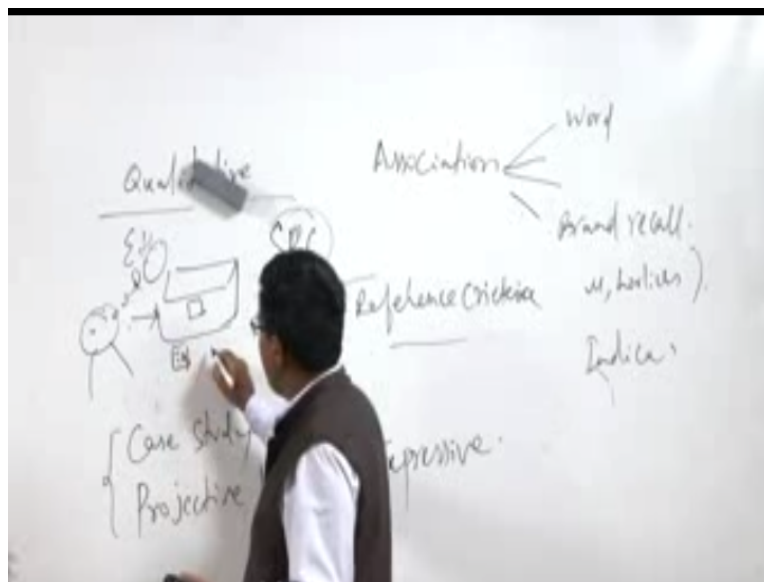
This is not something like out of the blue there is a part of the research outcome right so they have identified how many times what will happen if the people are not provided within 30 minutes and they would be the change in the loyalty or he brand so in this situation companies as a result companies ready to pay price for it and give of pizza free.

Okay similarly if you look at story completion you know one more is sentence completion now for example take a look at this when you think of shopping in departmental store I now you need to fill up when you think of shopping in a departmental store I get excited right or I feel it is too difficult to reach the departmental store or I am excited about the promotional offers it could not be right.

Similarly if you shop a pant logs now you have to fill up on your own for me it could be something it is like rich a person pant logs is in who is want to spend his time on purchase and all these things in the format so it could be anything so by doing this physically we are going to understand okay what is the respondent or anything actually.

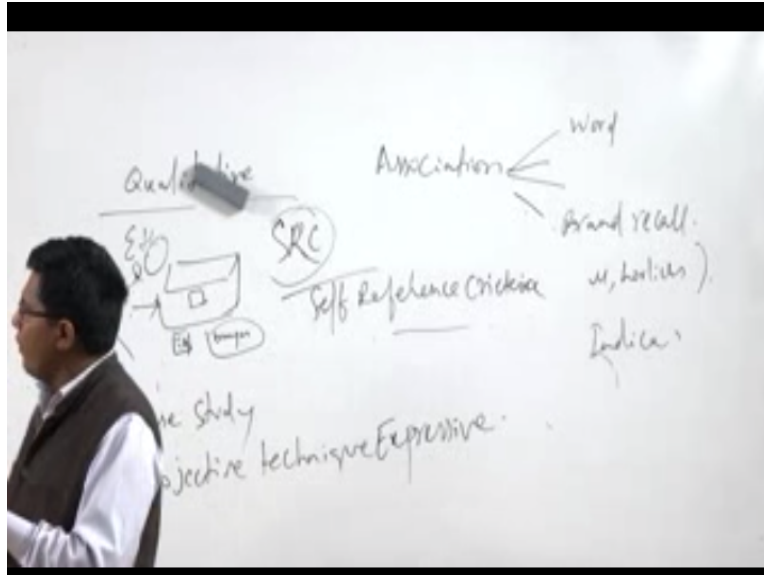
And opinion he is got about the particular store now we are do this now we have do this so let's go to the next case so ya so this was the case I was talking about right and comes next is the.

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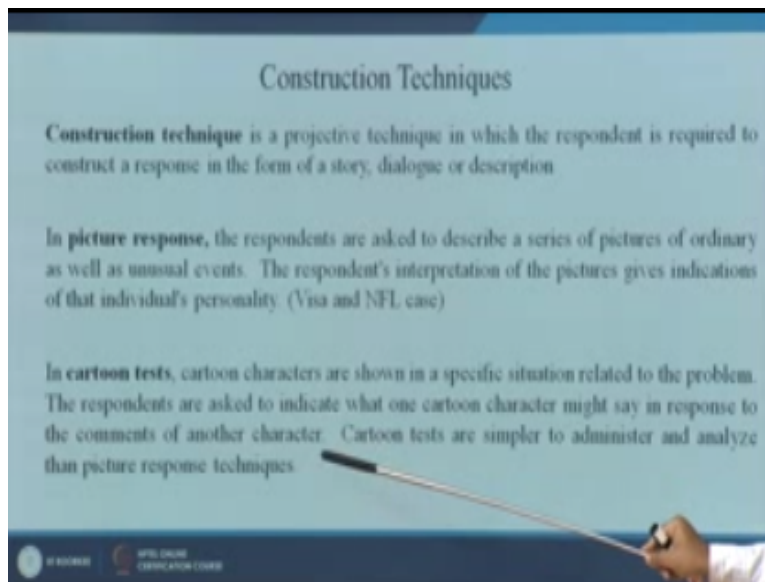
Construction techniques in which the respondent is required to construct the response in form of the story dialogue and description you know companies put in some kind of hard process when a person is saying vey looks at store or you know.

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Suppose something and he person look of it so what comes to his mind right so what comes to his mind when he looks at this object so object could be the object interest for the marketers or the shop or it could be any just a product let us say pack of tide right or it could be like burger or it could be anything it when we look at it what comes to his mind he has to fill up that right as a dialogue in.

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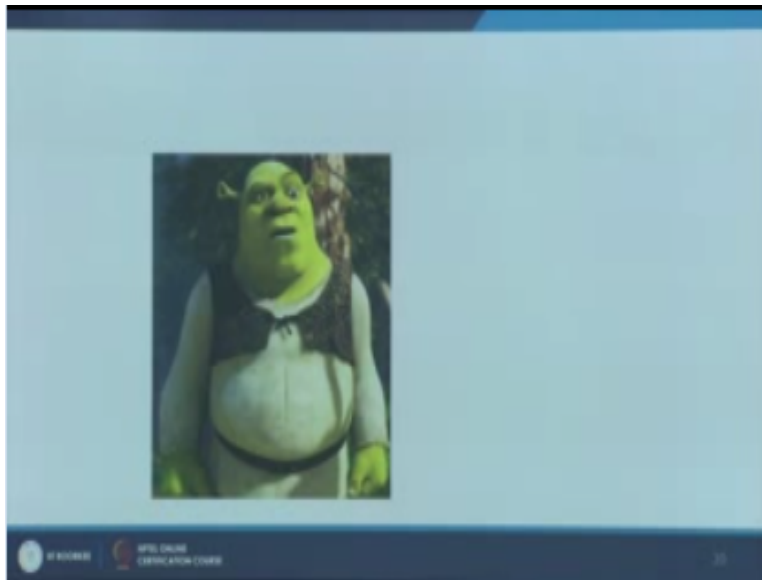
The picture response very interesting case this case you can see here is a very interesting case which was where picture responses was used to understand okay what do people feel about visa so when visa then you know the card company the master the card company plastic card so when they did they found that people had a very different opinion about visa they felt that visa has got a feminine characteristic.

And it was in the middle of the road so that means the personality was not very clear right so once I had feminine and the other side not a very clear personality so to do to avoid this situation after understanding that visa tight up with the national football league the national football league and as a response to that when they retune with the national football league they started funding they started sponsoring all the football events all.

So that the image of visa should be changing right they wanted to change this image from a feminine to a more masculine image so and as a result the successful it did it right similar there are characteristics like you know a cartoon character is soon and this is very applicable this is very nice when you are getting into a child you are trying to understand the mind of a child or a person who is of less understanding to a certain subject it could be something like this right so they are simpler to administer and analysis then the picture response.

Because in the picture response you need to write something here it become more simple because that cartoon tells you most of thing for example now what is the thinking or what is.

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He doing right now this is a very famous charter now what is what did he see what is he going to do next is a thing like which is of interest similarly.

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Expressive Techniques

Expressive techniques is a projective technique in which respondents are presented with a verbal or visual situation and asked to relate the feelings and attitudes of other people to the situation.

Role playing Respondents are asked to play the role or assume the behavior of someone else.

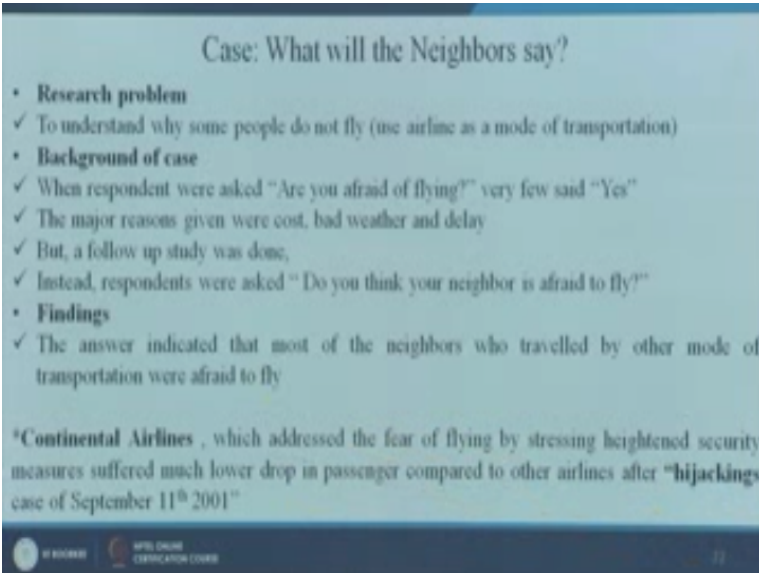
Third-person technique The respondent is presented with a verbal or visual situation and the respondent is asked to relate the beliefs and attitudes of a third person rather than directly expressing personal beliefs and attitudes.

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Under expressive a technique which is again another projective technique the resonance are presented with a verbal situation and asked to relate the feelings right now this is to express how do you express this situation basically. So maybe you are given a particular situation and then you are asked what is your opinion about it right similarly in role modeling or in role playing also we do the same respondents are asked to assume the role for example in marketing research classes are you know in these schools what teachers do is.

They try to take up a issue of let say negotiation basically two parties let say buyers and supplier and the students are asked to take up the responsive roles of buyer and some few students take a role of the supplier and then they are asked to behave accordingly so role playing also is an expressive technique you express your inner feelings right.

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Case: What will the Neighbors say?

- **Research problem**
 - ✓ To understand why some people do not fly (use airline as a mode of transportation)
- **Background of case**
 - ✓ When respondent were asked "Are you afraid of flying?" very few said "Yes"
 - ✓ The major reasons given were cost, bad weather and delay
 - ✓ But, a follow up study was done,
 - ✓ Instead, respondents were asked "Do you think your neighbor is afraid to fly?"
- **Findings**
 - ✓ The answer indicated that most of the neighbors who travelled by other mode of transportation were afraid to fly

²Continental Airlines , which addressed the fear of flying by stressing heightened security measures suffered much lower drop in passenger compared to other airlines after "hijackings case of September 11th 2001"

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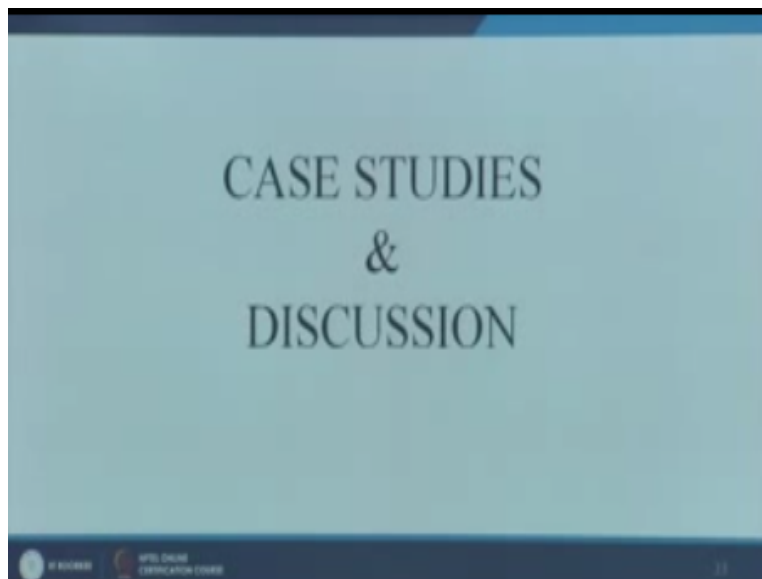
So anyway you are hear trying to express what is there in your mind through an oral presentation right orally basically that means right so the third person technique also you know part of the expressive technique let see within your example now this is the case where a company right

continental airlines wanted to know why people do not fly right so what is the problem respondents were asked are you afraid of flying.

Very few said yes right the major reasons they were given was like cost bad weather and delay etc but actually when they found when they went deep they change the question they ask the respondents do you think your neighbors is afraid to fly so when they did it when they ask this question people were more you know they feel it is more easier to talk to tell a truth.

And they said yeah most of the neighbors who travelled by some other mode of transportation were actually afraid to fly and it is not because of cost or bad weather in delay so you know what happen was as there is result this actually had a happen after the twin tower blast case right so obviously people in their mind somewhere they had this fear of accident okay, so continental airlines the company which is being talked about it has address the fear of flying by stressing height and security measures, so as the result this company had less to suffer because people felt okay this was the right airlines to fly because they were taking care of security and the others were talking about something else which was not the.

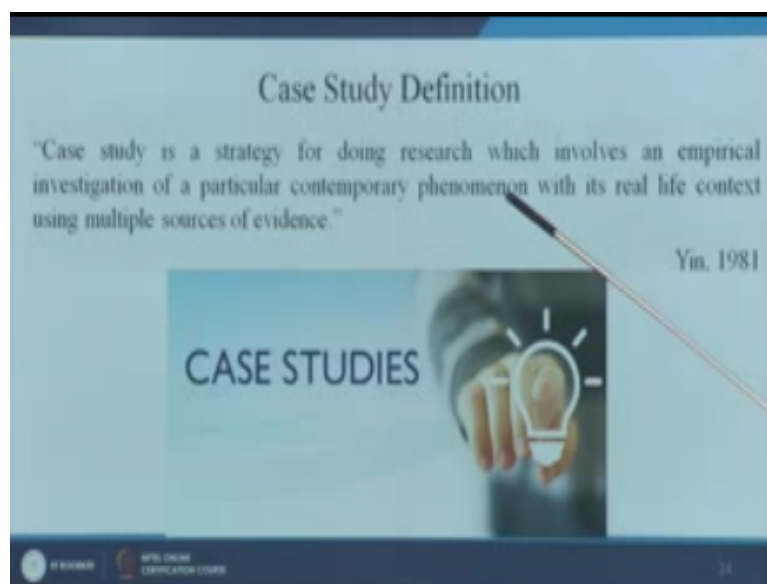
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Their importance or the priority okay so this was all about the different techniques we talked about under projective techniques okay now we will move into one of the most another important types is the case study the basically what is the case study we going to understand a case to study about a particular case as simple as that right, so the case could be like real life problem or it

could be something like a situation where you need to interpret by taking some qualitative and some quantitative data and then come out with your own inference, okay. So let us see what the case study.

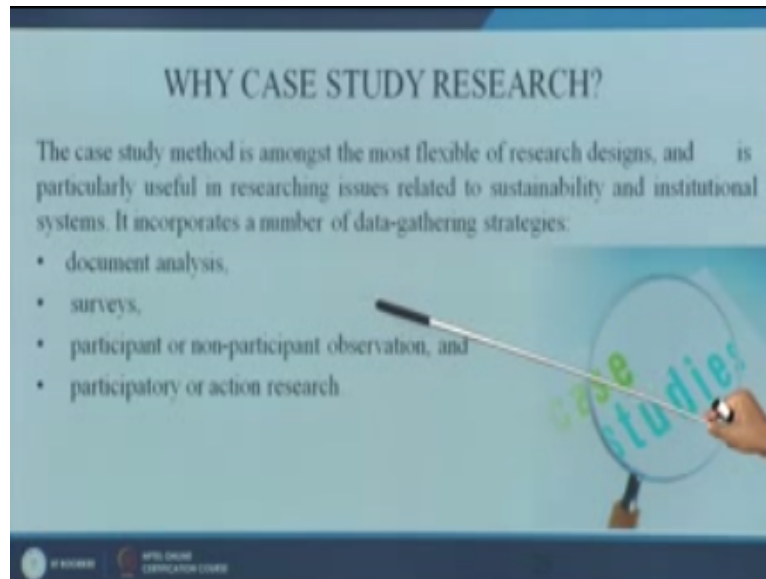
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So Yin says case study is a strategy for doing research which involves an empirical investigation of a particular contemporary phenomenon with its real life context using multiple sources of evidence. Now again the question comes, why should you use a case study although we will not be able to complete in this session may be we will take it to the next class, but let me briefly why do we need a case study.

A case study is basically a situation where you are stimulated situation or a situation which is existing but then you are ask to be a part of it and then take a call or take a decision what you would have done, so whatever you say that the respondent would do in that case is basically nothing but an you know is a way he is thinking or she is thinking okay. One of the most popular material reading material on case studies is Robert Ins you know book on case study right this is the very popular and I would suggest everybody if possible can surely should go through it okay.

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Just we will see why this case study research why should you do it basically as we discussed it is a most flexible research design it is one of the most flexible right and it is particularly useful in researching issues related to sustainability and institutional systems it is uncorrupted the number of data gathering techniques as I said it has qualitative techniques also being used and quantitative, so you use for example documentary analysis content analysis which is not written over here.

But content analysis is a method which we use that how many times a particular content as been repeated right, surveys and participants or non participant observation. So if you are doing a basically a case study on the particular let say form you can adopt even the non participating observational method right. So that can be also done or action research that we said earlier, action research is basically nothing but to get into the action.

That means be a part of it and tries to explain the process earlier if you remember I have given the example of Chicago gang and American emergent tribe right. Where the social scientist when on to stay there and stayed there for the long time to understand that what is the behavior, you know how do they make their hierarch? How do they create their leader and how do they lead

this basically. So that is all for the day for the session now, so we will continue in the next session thanks.

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