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Marketing Research

Lec -08

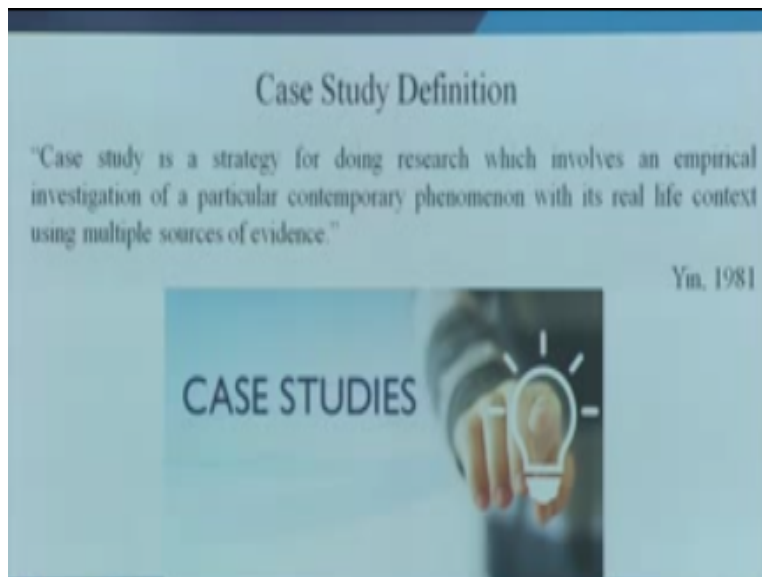
Case study, Descriptive Research Design & Research Error

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Welcome friends welcome to the class again the last class we are discussion about the case study method right which we finish it up right now we will discuss about more and the case study as the part of the qualities research and then we will get in to the other side of it and the reset delight the design and then it is connected with the research and the research and all differ kinds of the case and then we have to discuss about this thing.

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And let us see a basically situation and it is suggested you can take the multiple sources and the evidences and then tried to the validate a particular issue now for the example in the case of the marketing channel and the case of the question or anything for that so what you can do is on the

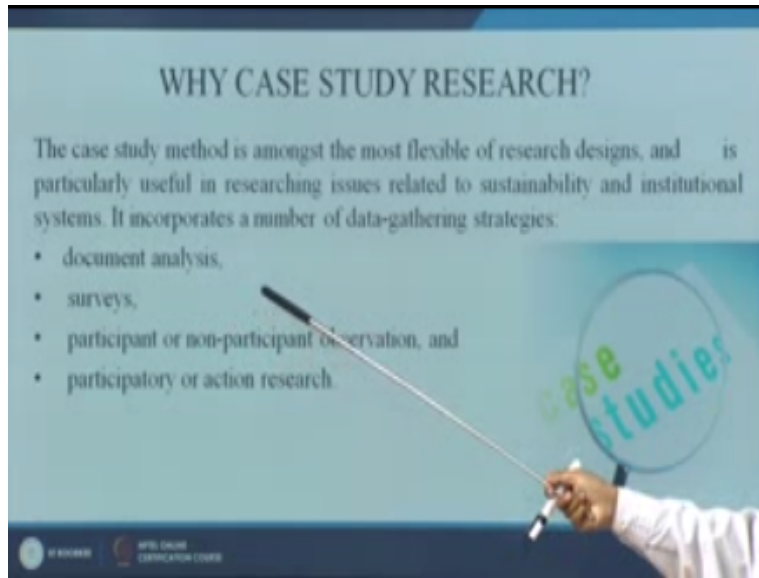
particular issue we may three to pickup cases four cases are the five cases or may be the two larger case in-depth case on the a single case on the work and it is always nice a get a converge ideathrought four to case study you have worked on the case 1 and the same issue of the channel.

Let say the case two also the talk about the same case three same and the four also the same and then after doing this what you have to converge your ideas and then right and then they ate the converging properly are nor if it is converging that means it is there helping you to develop a particular kind of the theory from it you can justify from it and then you can propose a theory and the suppose do not convert then may be something and the specific to the particular case.

And then may be possible here and then may not be here so in the such the condition you have the why it is not happening and then you are addressing a relation situation which is not so many of the other cases of the qualities research and this case study is may be the real so it has the case of the channel and let say talking about the Johnson and the Johnson and then let us talk about the it and the lever and then it is talk about the three different companies.

And there is the large companies when you have done it and you have the say let say you have the taken in the large companies and you will say that is study is basically large companies you cannot conclude this is work may be the smaller and the medium once it might not how do the validate the case study also in the equally important and the reliability of the case study and then it needs to the check and then it is the proper convergences and then it will happen and then it is very flexible research and then in the sustainability and the instructional system and then in the very how does the system in the large in the work.

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So in the large in the posses and there document analysis and then it has and the content and the analysis and the report and the annual remote something and then you have in the regularly utilized repeated by the company so that gives an idea what is the way that come in the orient and the primary And the secondary can be done in the observation method can be done in5the best path of the case study is something in the which you go and observe in the real life situation in the form in the whole supplier and then it hast the vertical confect and the many issue and then it hast the example in the brought in the Godzilla.

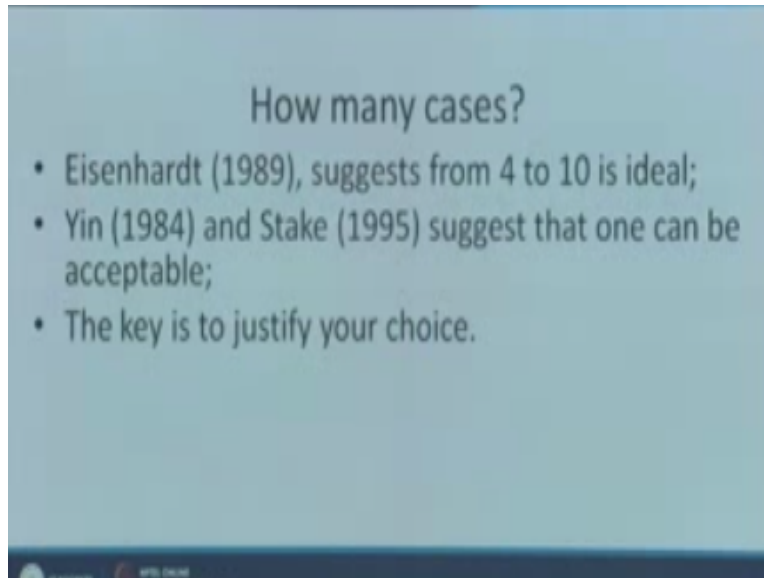
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And thesis the company become very successful in the selling their product and thesis the company is not in the company has been successfully market itself and in the very large way so it how the company do it and the what was the generally we think we have the companies from the same and in the place in the company in the large brand than we feel in the large number for the promotional support for it then it has then we have the successful but in this case the country to the originate from the in the main mar and then we have the promotion from the Indian they have not have any promotion.

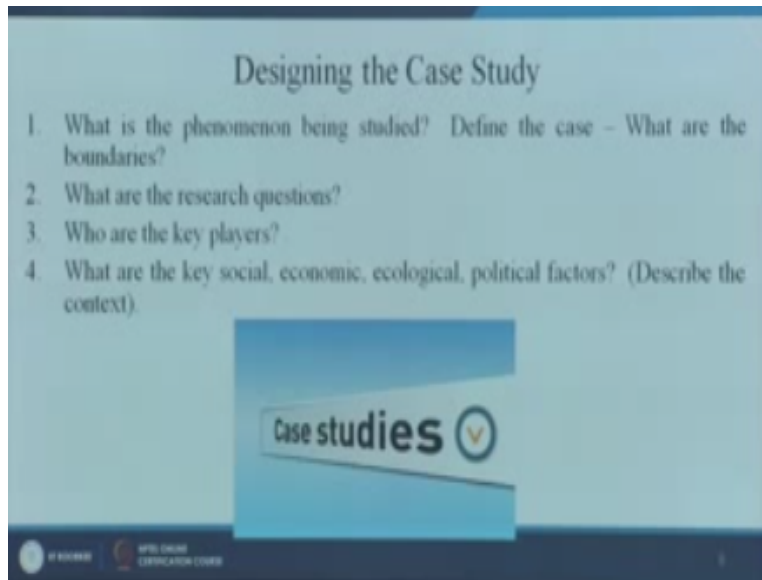
No promotion why after the this still this company became a successful company in the sense on the product that have the highly successful in the market how did the Godzilla do it when you have the situation it heaps in the identification about the strength of the product in the market so how do the Importance given in 6the customer in the product basically right if you look at it has the packaging also have to say that this package also looked and aggressive stung because if you look at the Godzilla.

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It has the famous movie right it has the it would be able to kill the mosquitoes so the question how many cases to do four to ten in the ideal because I said you do in the case sin the suggest but it has to be done in the very which is the multiple number of the then it has the specific channel and then the number of the companies are it should be taken they have converging in the not it has the basically what we do it tried to see what we have derived from the sample in the population in the case study method we are trying to get in the sample of the fort then we have trying to propose and the what is going to happening in the actual market okay.

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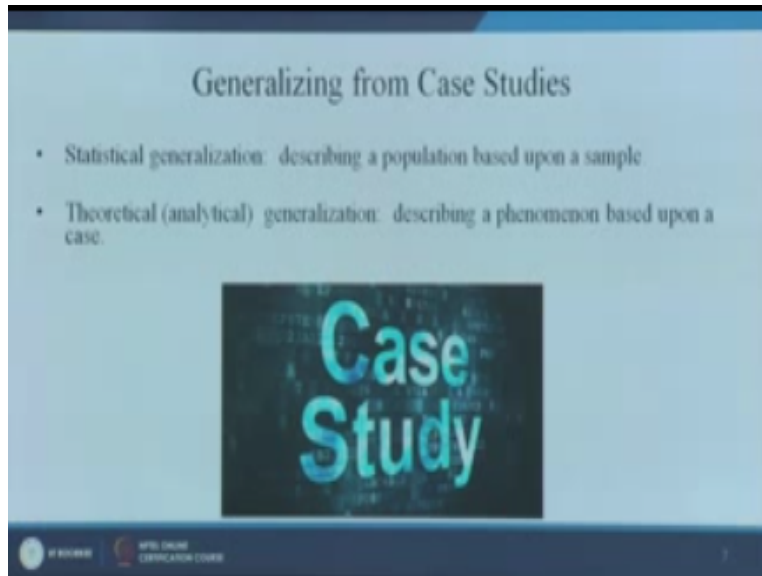


And then we have to design a case study in the kept in three mind and what is the phenomena case study and what is the case all about right it is the case of the channel in the distribution it is the channel conflict and it is the case of the product success what it is right it is the n number of the issue and it has the number of the case and the what are the key research question so what are the research question you need to address.

now this is the very important in the right now when you have to do the exploration in the expiatory study and then whenever you do and the expletory study it has the basic difference is the expletory study as the name and have been studying and the expletory has been expiring and it has the here and the research question right and very can be have the hypothesis here and we have done a are in the assumption basically can only be done in the certain about the thing of the interest right and the since it hast the moment it has it.

So we have the research question one thing is the sure and the sprit test that will help you have the frame a hypothesis and that is okay and that is the part of the story in the hypothesis right in the exporter design and the name of the heat players and the what are the key social and that is the political factors and that is the describe the context so that is the two generalize and one is the theoretical generalization.

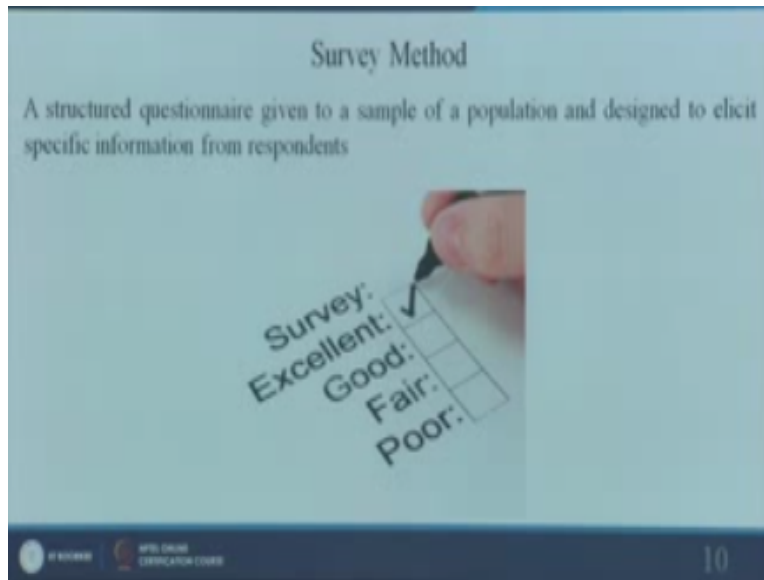
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And the relation and the case study of the analysis and the and the data management you may not have the next have the interview it have in the excel you have the data you have the you have the pattern that is the merging in the particular in threw right in the report so this is 6the basically all about the case study the case study is the real it has the understanding the new aspect of its and that is the propose the theory and the next coming to the conclude the part no the research and then we have not having here and that is the part of the conclusive.

And that is the two types of the descriptive and that is the other is the casual and that is the descriptive and that is the kind that is the particular phenomena and that is this is the thing that is the phenomena that is the some ides right if you do not have the idea what will you have describe it is why it has the descriptive analysis it has only you do not have the idea and the hypothesis and the poor testing the analysis can be in the done in the testing the hypothesis becomes the important of the discrimination.

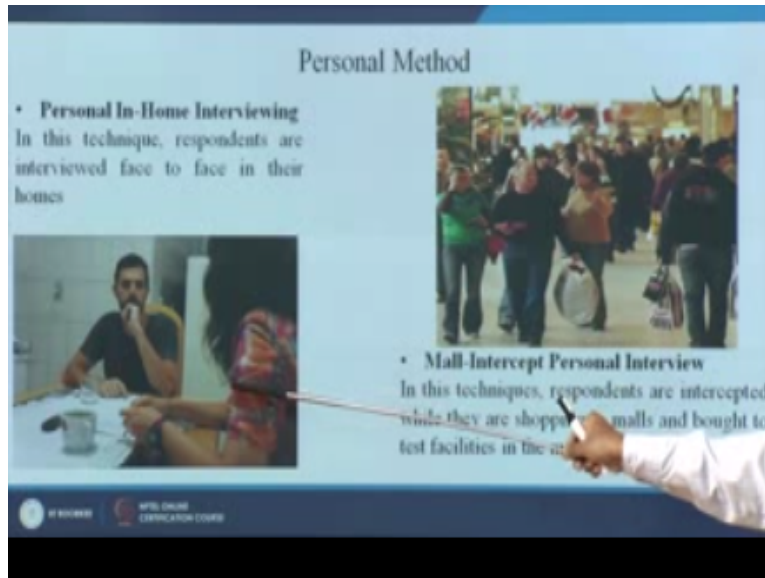
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And that you have to frame the hypothesis and you have to check the hypothesis right now how you color the data and that is the descriptive respect and that is the question in the many question in the many data and not be a structure called as the it could be depending on the objective and the study now this is the and the third way of the survey method how do you do it has the personal way so for the mall in the son the some bodies house and there locality you Hake to fling the responded you can do it so this is the something that is the male system and that is the too much of the get.

So the traditional method this is the how and the sample in the series of the questioning the doing and the gentle man in the phone okay now this is the case of the hall mark if you know and that is the so they want tit do in the same in the telephonic and the same in the and the last to break in the survey showed in there probability in the do share in the hall mark in the fresh ink the women they could use this case and the greeting aced shells and that nil the when you understand the internal reason in the what he is like in the sales in the marketing this is the marketing method.

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And if you can see in the mall kind the place and this is the malls and this is the another personal method and that if you can see now on this technique and the respondent sits in the front and that is the respondent is sitting in the front right in the computer terminal and the answer the question and that is the observing and the recording and this is the man in the question in the front in the monitor so the whole method is the method and that is which is like and now this is male in the receive and the part of the respondent.

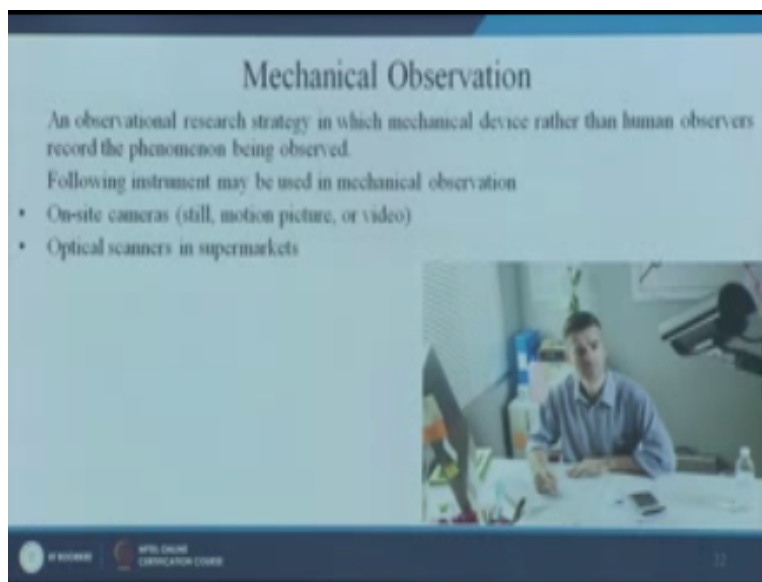
And what they do this is the household who agree to participate and that is the producer and that is the same respondents if you remember what is the talk in the longitudinal and the research and the cross institutional research so this is the longitudinal research about the same person and again and the again right this is the email it is the use in there there is the question are posted over there and then they can fill it up.

And that is the interview and the sent over the internet and the suppose the internet to the company are the conducted the research so this is the basically how you start the please the understand that they have to describe the phenomena if I say for they example in the packaging and that is the package and the people are sensitive to the prices so this is the things which are not completely to unknown to us but then it have to be and the color change it could have the negative so and in the some other case and the case Interviewer: could have in the move in this particular change in the research whether in the hypothesis taken in the positive or the negative.

And that is the method in the collecting the data and the structure in the data and the observing that is butterfly so what is doing in the basically companies and the personal observational and that is content analysis and that is the trace analysis and that is go into all that observing and that is recording and that is going on that how the workers are working.

so the observer in the man plate in the exactly happening now that is very important in the research in the honesty plane and the honest we enough in the bias in the dangerous n and then we have to free from the bias and that is the researcher and then in the understand that is the hypothesis are sometimes wrong it could not be able in the something that is in there some in the wrong and that is the department in the store and that is the device in the use and that is the behaviour and that is the optical scanner in the super market.

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And that is the scanning and that is the scanner and that is the flow and that is the eye thought is that in the jeweler case and that is the side tracing devices and that is the track the eye moment And that is the difference is that and that is the people start the contracting or the expanding in the see and the jewelers manufacturing and the jewelers and the same in the manufacture in the mention in the some cases and the line in the jewelers and the needles are the something.

And in the design in the designation and that is the other side in the other with the with the machine and then were we are liking it we shown that the eyes were getting the people were changing but they understood they understood and the answer was the not able to be and the

price for the that particulate item maybe it was costly although the line and the effort and that is the saying on the negative in the like it evolve in the situation and the company started making in the same design n and the placing the real-estate product the after this the result was obviously when the light in the start the bugged .

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Mechanical Observation

An observational research strategy in which mechanical device rather than human observers record the phenomenon being observed.

Following instrument may be used in mechanical observation

- On-site cameras (still, motion picture, or video)
- Optical scanners in supermarkets
- Eye-tracking monitors
- Pupilometers
- Voice pitch analyzers


The slide includes an inset photograph of a man sitting at a desk with a computer monitor, looking at the screen. A hand in the foreground is holding a long, thin white pointer that points towards the text on the slide. At the bottom left of the slide, there are logos for 'U OF BIRMINGHAM' and 'MBA ONLINE CERTIFICATION COURSE'.


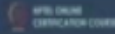
And they started and the items and something we were understood and this highly used in the many place to understand in the person in the truth in the truth and how much the infantry is saying that is the modulator is the voice is the pitch of the person is may be marked it is be living in the idea and then we have to seen and the debits and the prime mistier and the rally and the debit the way that they speak it gets affected the audience get affected right there the audience are in the changes in the according to the royalesthat get very important .

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Audit

- In an audit, the researcher collects data by examining physical records or performing inventory analysis
- Data are collected personally by the researcher
- The data are based upon counts, usually of physical objects.



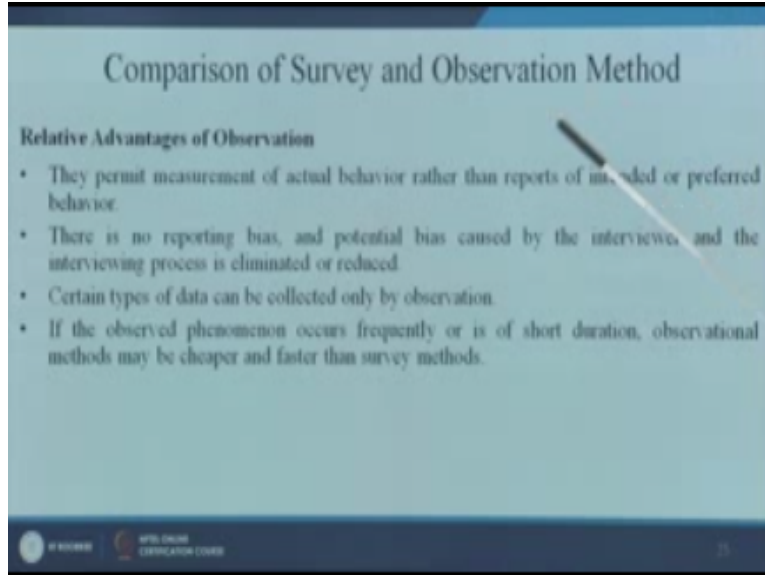


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Something in the look in to the factual and the data and then they tried to understand it and the data collect in the personal and the based upon the counts And then it is the physically interest and then and then what you candor is the check in the last in the content analysis and then now it is the analysis the objective analysis systematic and the quantities dis decryption contend and the suppose in the speech and the delivery and the exhibit that has been in the growth the progressive and the positive that we understand that is the this company is the same and the same lines and that hast the companies and the more and the negative we have the similar and the this the the some of the example.

And the rest of the research and the so this the some of the ways ant the develop and the communication is broken and the according to the and the rules and the soft ware are the available and the which are helping you are in he right in the same in the Atlanta I would not remember exactly the companies name it and the you have the interview and that is the check on that one is I would not remember the name and the certain thick of that is use4d ion that right are the advantages and that is right so because they are not bias and that is biggest and then but if you look at this.

Now it has the short frequently is the method may be it has the better and the it is the faster and the cheaper and the survey the because and takes a long time in the survey and they are survey can be biased because it is the contented is giving you a reply it cannot be possible to predicted is actual outcome the behaviour right.

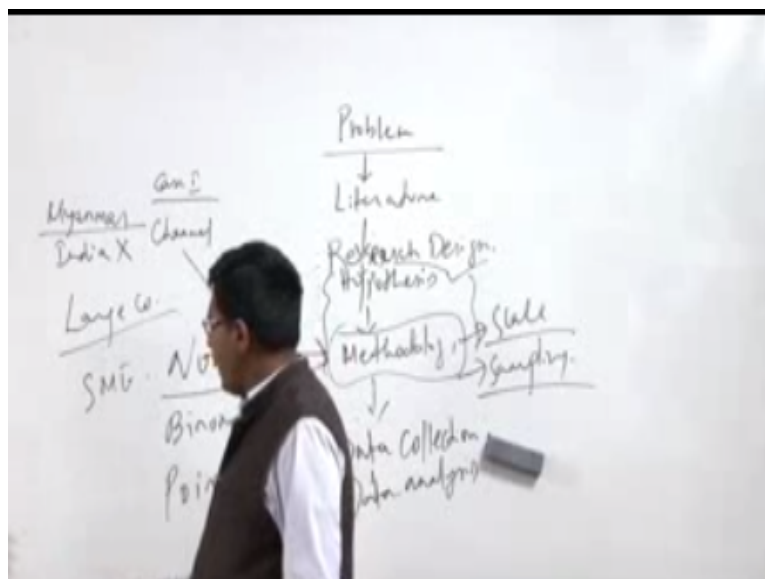
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So this is something like what is happening in the observation and the survey methods. Now before I start with what to understand every research has got its own problems right. So there is no research which is free of errors in fact in life error is one integral part of our system, so one have to understand that every research also happens goes with an error.

For example let me take back, how do we start a research. So we said problem identification okay.

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So you identify the problem, then once you identified the problem you did some kind of a literature review okay, literature. Then after doing the literature you developed, you thought of building your hypothesis right. So you thought of hypothesis, then you had your methodologies right. So in methodology or for example here, I would say that the research design comes into play sorry, the research design okay. Now research design, so then here we are doing this right.

So in each step if you mark, now suppose your hypothesis development you have done, but the methodology that you have used, suppose what kind of scale you have used, what kind of sampling you have used right. All these things although we will be doing in our next class right, in the next session. So how this scale sample right, if you choose it by chance a wrong one, you then the errors are introduced into the system.

And with each error that you have done, if you have measured it wrongly for example, in a scale or you have taken the wrong sample for your study, then your complete outcome would be wrong right. So during the research one has to be very careful, what are the different methods of or the ways one is doing the conducting the research right. So we will see in the next session, I am not going to touch it now.

So I am going to brief you that research is very, research errors would be there and you need to cut down these errors as much as possible. So from methodology for example, next let us say we are getting the data even for example data collection let us say. Now in data collection also one can commit mistakes, and research can be introduced, sorry not research sorry error can be introduced right.

Then from data collection we move into the data analysis, what is, where is the guarantee that one might not use the wrong way of statistically analyzing the data, if there is a great possibility that you are completely, suppose you should do a central tendency or a test of means for example, but instead of testing, you know a test of piece you are using some other research techniques.

Manier times it so happens I have seen the people do not understand what the right research tool to be utilized is, but on the contrary they do because they use something that they know. So as a result the software will give you any result, because it is only when you put in some data, the software will give you some output. But that is absolutely wrong, completely wrong okay.

So when you are doing this data analysis, so data collection, data analysis and all right, analysis at each step you are, there is a fear of conducting a wrong way or doing it in a wrong way, and introducing an error. So one has to be very, very careful right, so what I am always saying in any classes that, there are humpty ways of creating errors.

So as the researcher one has to be very careful, it is not only with the method only, it can be through your, the way you absorb it, the way you collect the data, the question is what questions have you asked as a part of the survey or the questionnaire, then what is the scale you have utilized is the sample right sample or wrong sample and finally once you acquire a data is the data, has this data being checked for purification is the data first of all which kind of a distribution is the data following.

For example, is this data normally distributed data or it is following a binomial distribution right or is it following a Poisson distribution. So what kind of distribution right is the data following. So that is also of concern, so if you by chance if you make it a wrong one, then your analysis could be heavily affected right, and the interpretation could be entirely wrong. So what we will do is in the next session I will introduce you to the different research error that is possible, that a researcher go through. And how he can, he or she can avoid it okay, thank you so much.

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