RESEARCH
IN THE
COMMERCIAL WORLD
BY
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Listening to the people
Process of planning & conducting marketing research

Problem identification
  e.g. loss of customers

Define the problem
  e.g. customers dropped by 20% in 2002

Problem justification
  e.g. to identify strategies to retain customers

Select the research strategy/design
  e.g. is it Quali of Quant.

Study objectives

Select the research strategy/design

Detailed Methodology

Sample sizes, sampling procedure coverage, target, field dates

Develop study tools
  Qnaires, discussion guides, training manuals, sampling manuals & points etc

Fieldwork
  Field, backcheck, accompany, edit

Data capture & analysis
  Coding, scanning, SPSS, syntax

Report
  Executive summary, conclusions, principal findings

DISSEMINATION
Methodologies and factors to consider

**Quantitative**
- Large numbers of respondents

**Qualitative**
- IDI, FGS,

**Is it exploratory (no background information is available)**

- why are they leaving is because of prdt performance, better prices out there, poor customer support, promotions by competitors etc

**OR**

- Is it quantifiable, what % left because of poor customer support

- Background information is available but we do not know to what extent/incidence this is a proble
Analysising the data

Quantitative

- Qnaires are the basis of analysis
- Use statistical packages – SPSS, Quanvert, Telmar
- Present data in %

Qualitative

- Transcripts are the basis of analysis
- Limited to manual analysis though packages like Nuduist exists
- Presented in thematic no % and verbatims are used to back findings
Example of ways of presenting quantitative data

- 73% 67% 62% 67% 57% 57% 52% 55% 41% 53% 59% 15%
- Caltex BP Total Shell Mobil Kenol/Kobil En

- Pre_measure Post Measure

- Will better protect the engine
- Will keep the engine clean
- Makes car run more smoothly
- Gives you power at your command
- Is more economical
- Gives greater acceleration and speed to your car
- Restores your engine to pick condition
- Reduces wear and tear
- Gives extra kilometres per litre
- Less harmful for the environment
- Different to other types of petrol
- Most advanced petrol on the market
- Gives special treatment to your car
- Different to other types of petrol
- Will keep the engine clean
- Makes car run more smoothly
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- Different to other types of petrol
- Most advanced petrol on the market
- Gives special treatment to your car

- Posited Factor Score Factor 1 of 1 Weighted
- Mean = 122.14
- Std. Dev. = 100
- N = 52,978,024
Example of ways of presenting qualitative data

<table>
<thead>
<tr>
<th>Factor</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thickness</td>
<td>Thin so as not to inhibit pleasure</td>
</tr>
<tr>
<td>Likelihood of bursting</td>
<td>Some brands are perceived as likely to burst</td>
</tr>
<tr>
<td>Lubrication</td>
<td>Long-lasting lubrication is preferred because it enhances pleasure</td>
</tr>
<tr>
<td>Texture</td>
<td>A rough texture is perceived as better</td>
</tr>
<tr>
<td>Price</td>
<td>Price is perceived as an indicator of quality</td>
</tr>
</tbody>
</table>

**Personification**

Brand A - old, male lives in a rural area, drinks local brews has many children,

Brand B - male sexy, lives in Mikocheni, drives a Prado, hangs out at sea cliff, dress well
Sharpen your edge

After handing over results what nex

New Problems are Identified the research process starts again

DISSEMINATION

You have formed strategic partners for life

Sharpen your edge
How does the process compare with formative research for social marketing

It is 100% comparable with social research process
With twitches hear and there