

Learning subject: Marketing Research

Level: 3rd year of License

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Chapter 3

Types of Marketing research

Introduction:

Exploratory research refers to documentary and qualitative studies that are not designed to produce representative results. Instead, they aim to shed light on the complexity of a topic and to highlight its different dimensions.

Such studies often precede quantitative research, as they help to develop hypotheses that can later be tested and measured through quantitative methods.

I. Documentary research

1. Definition

Documentary research consists of selecting, synthesizing and analyzing secondary information, which, by definition, has not been produced for the purposes of the study.

2. Features:

- Secondary Data
- Precede the quantitative research
- Inexpensive

3. Advantages/ Disadvantages

	Advantages	Disadvantages
Documentary research	-Relatively quick to carry out if it is based on easily accessible data. -Inexpensive if it is public -The only type of study carried out by those who do not have neither the means nor the expertise to lead others. -Availability of mass information on the internet and on the market	-The Reliability of data is not ensured -Risk of obsolete (Old) Data -If the problem is specific (concerns a brand), it is not easy to find precise data -Available data is not necessarily enough to answer the marketing problem

4. Domains

- Define a target:

1-Customer segments and profiles:

-Segmentation by factors.

-Profiles according to the three types of targets: Large, core, intermediate target.

2-Motivations, obstacles and purchasing methods

3-Target size

4-The psychological price

- Identify competitors and regulation:

1-Competitors

2-Regulation (Rules): years of experience, a clean criminal record, financial guarantees, a professional card, etc.

II. Qualitative research

1. Definition

Qualitative research is often characterized by a deep evaluation of the motivations and obstacles to purchasing. In practice, qualitative research is carried out with significantly smaller groups of respondents.

Qualitative research is designed to gather meaningful and deep information regarding different aspects of the subject matter; this information will eventually become hypotheses that will be tested quantitatively.

Qualitative research can be defined as "studies of an intensive nature, using a relatively open, non-directive, permissive and indirect approach to the people interviewed when collecting data".

2. Features:

- Intensive: In-depth exploration
- Open: Open-mindedness and questioning.
- Non-directive: for the contact method, the interviewer does not direct, he uses the references of the other to move forward.
- Permissive: giving the other the full opportunity to express themselves.
- Indirect: qualitative mode of contact is natural and not structured, it is the one that we apply in daily life.
- Reduced number of contacts
- Selection method adopted
- Method of data interpretation

3. Objectives

- Study the perceptions, attitudes, motivations and obstacles of the subject.
- Obtain new ideas on the subject covered.
- Form hypotheses to test.

4. Steps

- 1 • Identify the problem and objectives of the research
- 2 • Specify the objectives of qualitative research
- 3 • Make a list of questions to discuss with the group
- 4 • Write a questionnaire for selecting participants
- 5 • Develop an interview guide for group animation
- 6 • Lead group meetings
- 7 • Analyze data recorded during meetings
- 8 • Present the conclusions and draw guidelines for further research or marketing actions

5. Advantages/ Disadvantages

Advantages	Disadvantages
They are soft and flexible, in fact, to analyze delicate and complex psychological or social situations.	The interviewees may not be representative, that's why the results will be in the form of hypotheses.
inexpensive	Absence of the credibility
Coverage of all facets of the problem	Bias

III. Quantitative research

We saw that marketing research begins with a search for secondary information (documentary research).

If this is insufficient or impossible, this information must be created (primary information).

If the qualitative study does not provide enough information, or if it is important to verify it on a larger number of people, quantitative research becomes necessary. This is the most used research type.

1. Definition

Research that allows opinions or behaviors to be measured. It is most often based on a survey carried out on a representative sample of the population studied. The numerical results from this survey give, after analysis, the measurement of the phenomenon studied (for example, measuring the notoriety of a brand).

2. Features

- High number of interviewees.
- Special selection mode (sampling).
- Method of data interpretation.
- Directive.
- Direct.

3. Objectives

- Test the hypothesis obtained through qualitative research.
- Quantify the results (answer the question “how many?”).

4. Advantages/ Disadvantages

Advantages	Disadvantages
Important number of interviewees	Problem in reliability
Limited time per interviewee	Bias
Automatic processing of data	The questions aren't deep.
Adapted to many studies like notoriety	Expensive