

Managing brands

Lecture 3 – Conducting qualitative research

By Zamira Ataniyazova

What will we cover today?

Qualitative research step by step process:

1. Defining objectives
2. Gathering a list of targets
3. Developing a recruitment screener
4. Designing an interview guide
- 5. Fieldwork**
6. Reporting

The most popular type of research



- to gather customer insight into current or prospective products, services or ideas.
- used to develop or improve products or services.
- 6-10 people per focus group of common background
- questions asked of group participants should be based on the objectives of the project.

Defining objectives

- Justify why focus group not other research types like survey, phone interview, diary, observation, home visit.
- Marketing mix – examining 4Ps
- Brand equity



Targets and Recruitment screener

Demographics

Age, gender, income, location, education, etc.

Usage frequency

How often do you consume/use?
(Reject the rare options)

Decision making

Who makes the decision about the purchase of?
(Reject all except myself)

Purchase

Who is responsible for buying in your family?
(Reject all except myself)

Brands

Which brands do you consume/use from time to time? What is your most often used/consumed brands?

Designing the guide

From general to specific:

- Introduction - Examining rapport
- Talking about what could be important to the target audience
- Talking about the category
- Talking about brands in general
- Talking about each brand

Ad-ons:

- Testing the product
- Testing concepts
- Testing package
- Testing communication (TV ad)
- Asking for recommendations

Designing the guide

From general to specific:

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• Introduction

- Moderator introduces herself and her company.
- Moderator explains the aim of research and the kind of help expected from participants
- Participants are asked permission for audio recording.
- Participant introduce himself/ herself
- Could you talk about yourself a bit?
- How would you describe yourself in 3 words?
- If I asked your parents to describe you in 3 words what would they say? And your friends?
- What are the things that you like to do in general? Do you have any hobbies/interests?

Designing the questions

- Practical demonstration of a sample focus group – please read the sample focus groups provided.

Designing the questions

1) Focus group guide example 1 – Diaper category

Study objectives:

- To understand Uzbek diaper market better; the consumer, the category, needs and behavior
- To develop communication and marketing strategies to improve the market share and enable the brand a strong positioning

Designing the questions

1) Focus group guide example 2 – Beverages

Study objectives:

- Understanding target groups' lifestyles, profiles and cold beverage consumption and purchase habits

Fieldwork – moderating focus group



“Moderating focus groups.” YouTube, uploaded by Richard Krueger, 28 July 2015, <https://www.youtube.com/watch?v=xjHZsEcSqwo>

Analyzing and Reporting

Analyze data by coding

Report - practical demonstration – explain by words (word clouds, pictures, tables, and graphs).

To create word clouds you can use - wordclouds.com or Nvivo software.

- Introduce yourself
- Thank respondent for their time and valued opinions.
- Explain the research aims.
- Research **anonymity and confidentiality**.
- Stress there are no right or wrong answers – we are just interested in hearing own views and opinions.
- Inform about the time frame – approximate duration of interview/focus group.
- Tell about audio-recording and getting the consent: Being audio recorded for analysis purposes only.

Attributes that are important for the interviewer:

- 1."Open-minded. Judgment or criticism can act as barriers to communication, so it is important to maintain openness during the interview process. If interviewees perceive that they are being judged or evaluated, then they are less likely to openly share their opinions. Any conclusions that need to be made can be written in a journal after the interview is over.
- 2.Flexible and responsive. Human interactions are complex and people's responses to questions are rarely predictable, so good interviewers can think on their feet, respond to challenges, and make sure that the core purpose is being served.
- 3.Patient. Allow the respondent to speak freely and open up at a pace that is personally comfortable.
- 4.Observant. Good interviewers are observant, picking up subtle cues such as facial expressions, body language, and tone of voice.
- 5.A good listener. A good listener is one who listens actively, using strategies such as:

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