

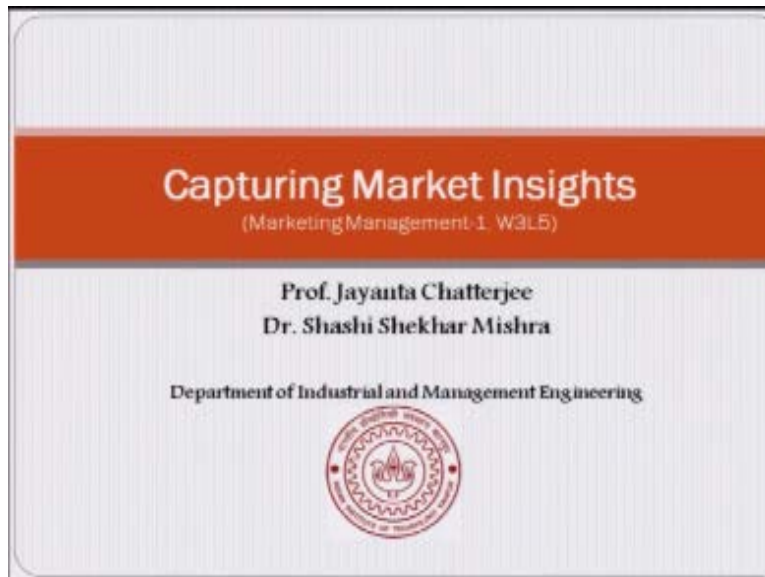
Indian Institute of Technology Kanpur
National Programme on Technology Enhanced Learning (NPTEL)
Course Title
Marketing Management – 1

Lecture: W3.I.5
Capturing Marketing Insights

by
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Dr. Shashi Shekhar Mishra: Hello, and welcome to another session of our course title marketing management part 1.

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Dr. Shashi Shekhar Mishra: So this is third module on capturing marketing insights, we are in week 3, this is going to be our fifth lecture in this module. So I will continue or I will give you a brief recap of what we have discussed till now in the previous sessions.

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Dr. Shashi Shekhar Mishra: We started talking about what is marketing research process and in that process you can recall, we have talked about the different stages of marketing research process. So it starts with management decision problem.

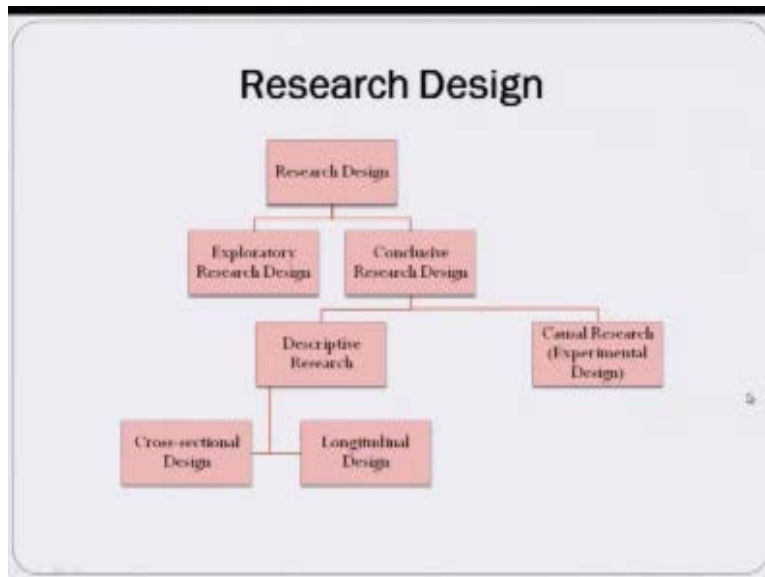
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Dr. Shashi Shekhar Mishra: Researcher has to understand corresponding to a particular management decision problem what are the research problem or what are the research problems that he needs to address. And based on those problems he needs to formulate the research objectives or marketing research objectives. Then he has to create a plan, he has to come out with the research design, or a blue print how to address those or how to fulfill those marketing research objectives.

And in that he collects the information, the information could be primary information, collection could be secondary, or could be a mix of both. Then you have the analysis of the collected information which is followed by the final preparation of the report and reporting of the findings to the management.

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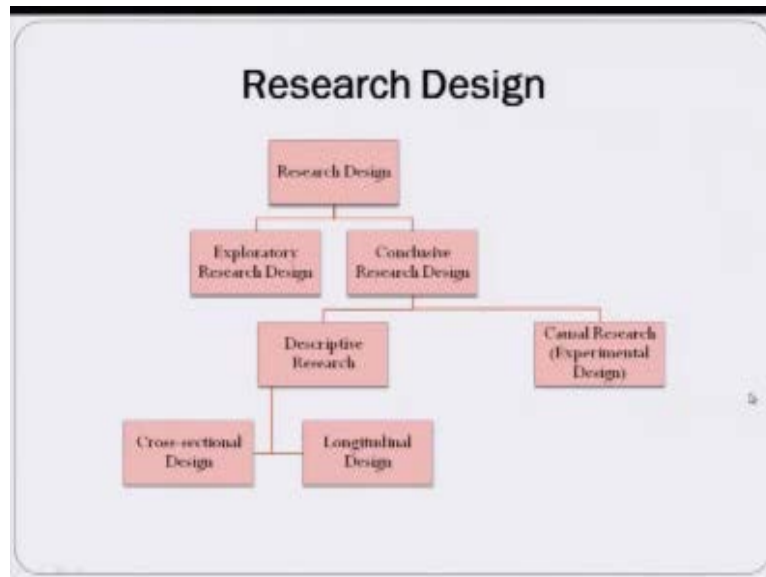
Dr. Shashi Shekhar Mishra: So that they can make a suitable decision or the most appropriate decision.

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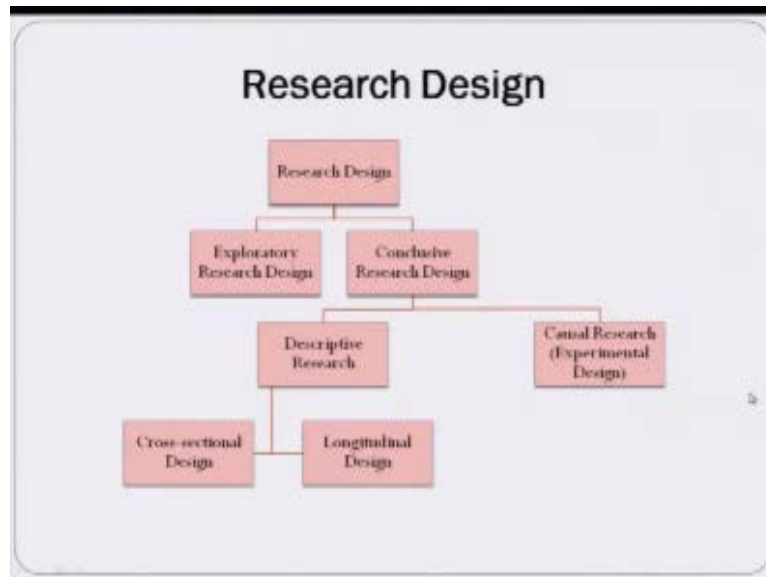
Dr. Shashi Shekhar Mishra: And considering the different options they have.

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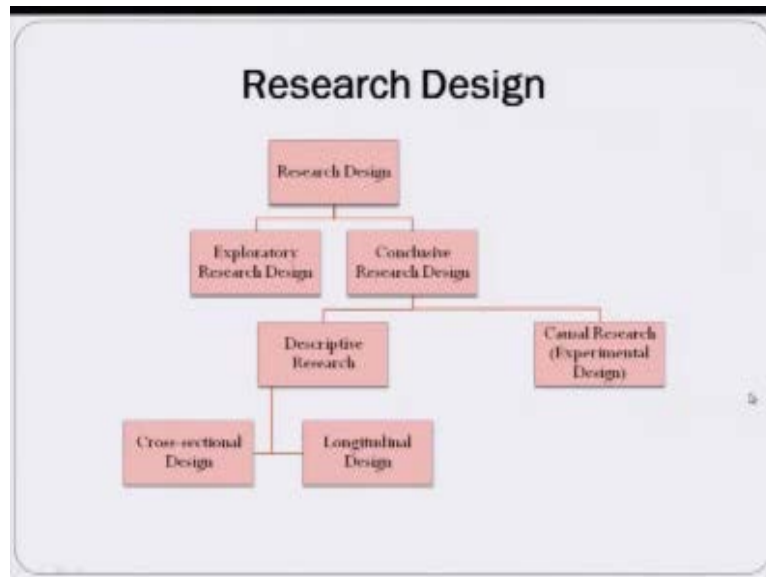
Dr. Shashi Shekhar Mishra: So we started talking about, we have discussed about management decision problem, marketing research problem, the relationship between two that they share their causal relationship one is a effect of the other, then we started talking about the next step that is research design.

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Dr. Shashi Shekhar Mishra: So I talked about there are broadly two types of research design, one is exploratory research design and the other one is basically conclusive research design, within conclusive research design you have descriptive research design which is further subdivided into two parts that is cross-sectional design that at a particular point of time you draw a sample and based on that you come out with whatever information you are seeking, you try to come out with information from that sample.

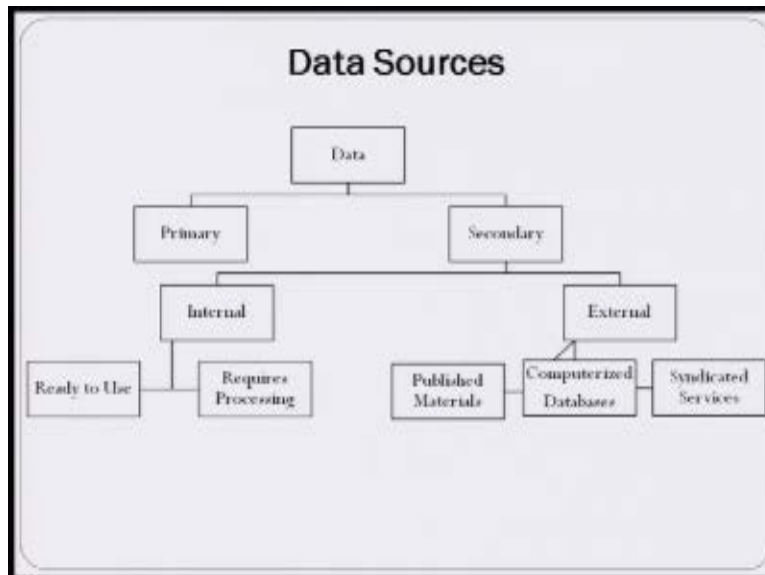
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Dr. Shashi Shekhar Mishra: However if you perform the study on the same sample or the period of time it is called as longitudinal design, and then the other type of conclusive research design is casual research design where you try to establish the causal relationship between two variable. You investigate whether there is a causal relationship or not.

So I am going to first talk about today that is exploratory research design and you will see in quite of fun in the in the marketing projects. Marketing research projects, exploratory research design will be something complimenting the later stages of the conclusive research design.

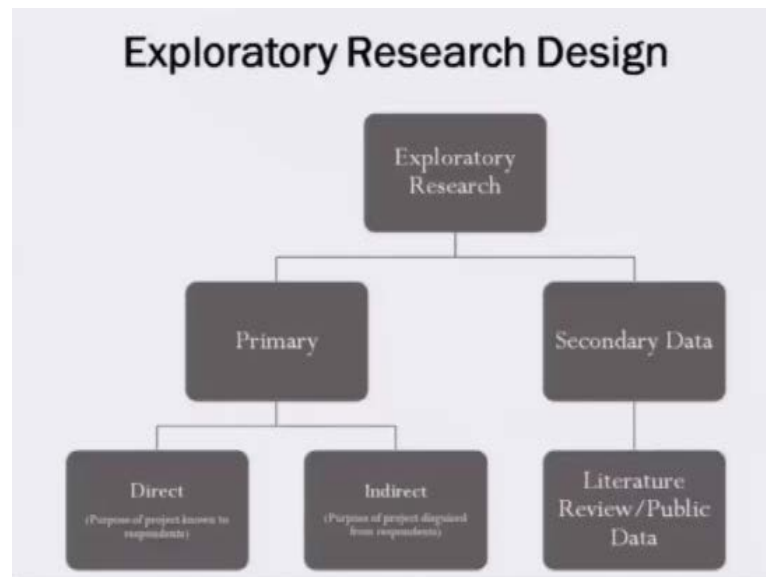
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Dr. Shashi Shekhar Mishra: So it is very important to understand the exploratory research design. Further I was talking about the nature of the data sources, so there are two types of data sources primary, and secondary while the secondary data is something which has been collected, some other purpose, but you can also use that, and the secondary data could be coming from the internal records of the company or you can get it from the external sources.

Then you are the primary data sources or primary data collection where you basically collect the data in the specific context of that problem which you are dealing with, and you might not have other sources of the data or the information that that can answer your questions, so going into this exploratory research design.

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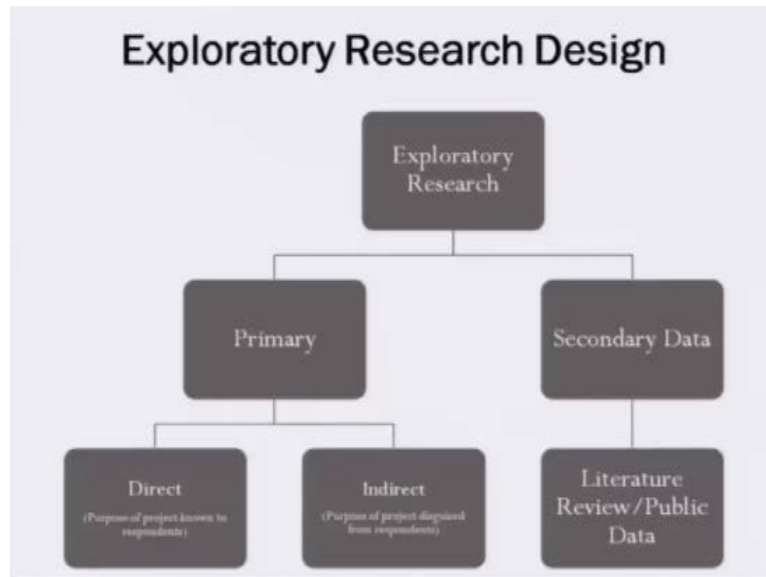


Dr. Shashi Shekhar Mishra: The exploratory research can be divided into two types primary and secondary the secondary data could come from the literature review the public, publicly available data from the government or it could also be probably something which, which is which comes from the private consulting forms and all that so this, this is something which is very important that you first you look in to the existing literature regarding the issues were which you are dealing with.

So you probably and today is while because so much work is going on and so much work has been happened it is very likely that you will get some kind of research previous research our previous reports that will help you in further understanding of your problem further refinement of your problem and then how to basically approach that problem what are the possible approaches to solve that problem are what other different approaches to get the information to basically answer those questions.

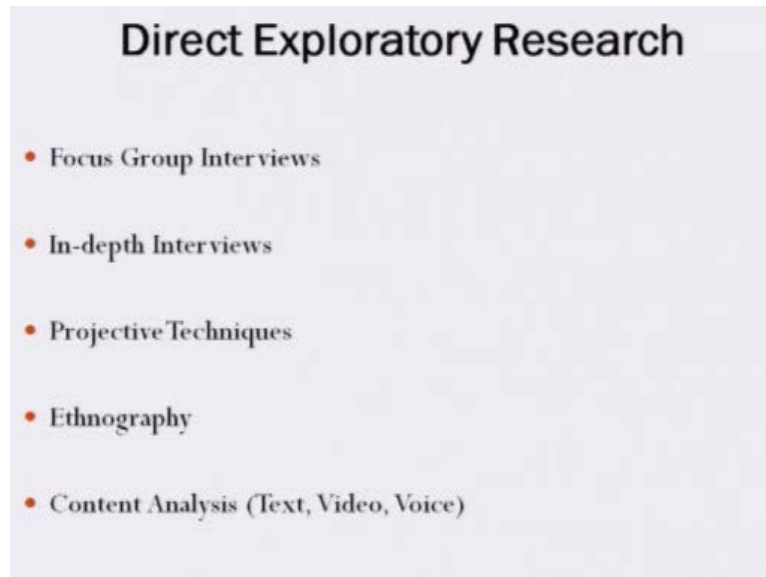
So that is basically the secondary data then you have the primary data that is collected is specifically for the problem in hand so in the exploration readable so you have two types.

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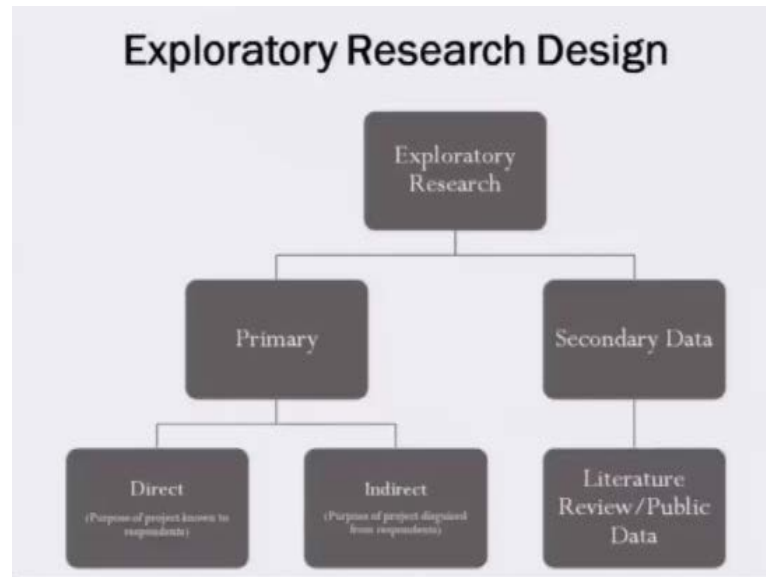
Dr. Shashi Shekhar Mishra: That is direct, so direct techniques of data collection and then you have indirect sources of a data collection we will talk about both.

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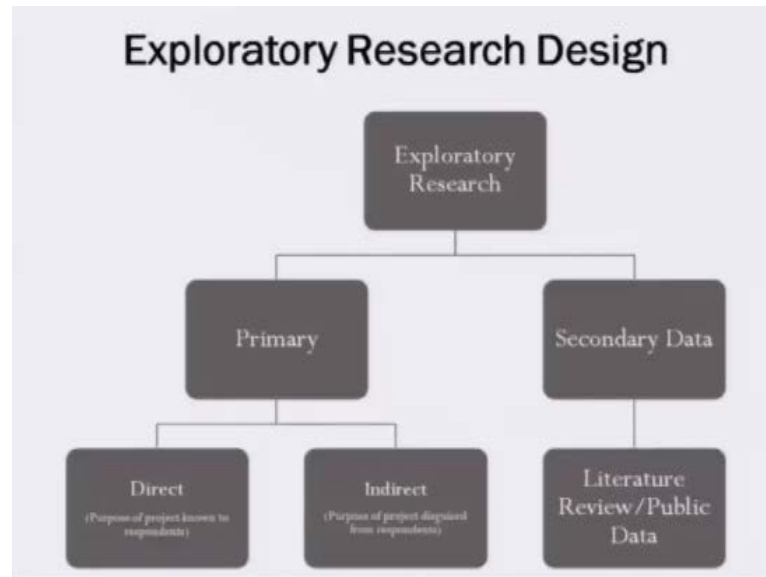
Dr. Shashi Shekhar Mishra: So in the direct exploratory research and indirect exploratory research you will see that.

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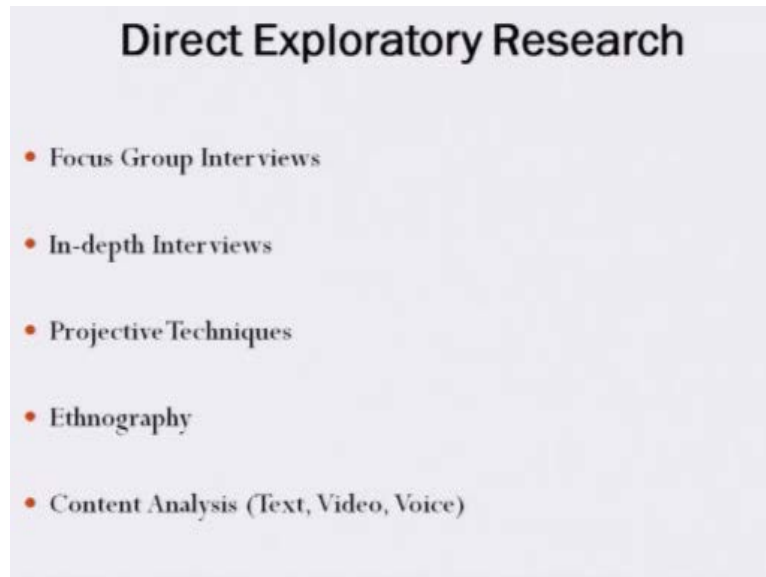
Dr. Shashi Shekhar Mishra: So in the primary data collection for in the exploratory research which involves the primary data collection you have two types of techniques that is based on the weather the purpose of the data collection is known to the respondent or not so that can be divided into the director exploratory research design and the indirect exploratory research design.

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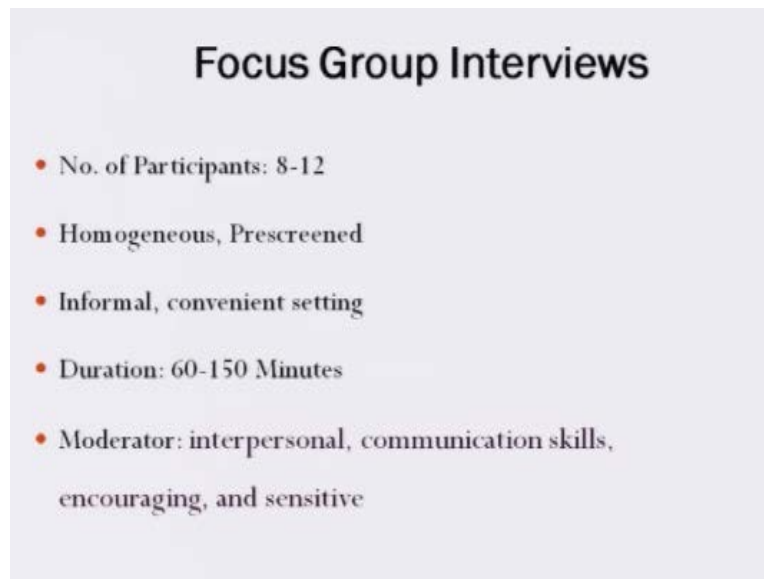
Dr. Shashi Shekhar Mishra: So in the direct basically you have couple of methods.

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Dr. Shashi Shekhar Mishra: Where the purpose of data collection is known to the responding so these are basically focus group interviews in-depth interviews content analysis and the ethnography or the observations based research.

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Dr. Shashi Shekhar Mishra: Now the first one among them is focus group interviews in this case what happens is you have basically a set of homogeneous pre-screen 8 to 12 participants kept in a basically meeting room or some environment where probably they discuss about the issue which is which is to be resource, so there is a moderator which facilitates the that kind of focus group discussion our focus group interview what happens is generally the moderators start the session he tries to put all the participant at ease.

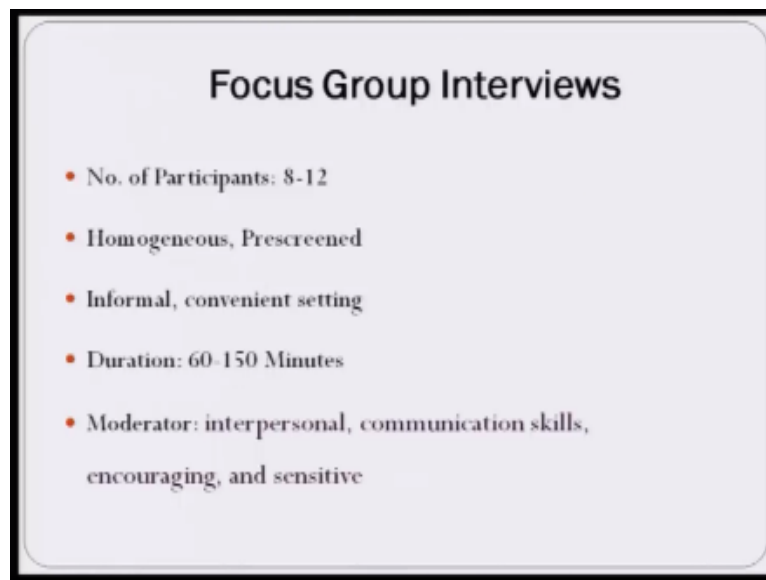
He tells the purpose and he the topic of the discussion also so basically you will see that, that in the focus group discussion you will see that the generally that duration of this kind of a data collection technique is generally 60 minutes to 150 minutes it could vary something around on the lower and upper limit by the broadly it will lie probably in this time range and you will understand in the focus group interviews the role of the moderator is very important because the moderator has to facilitate the discussion he has to basically take care of the group dynamics he has to understand are probably prompt people to participate in the focus group discussion.

He has to give their direction, so it is also important that see this is unstructured way of data collection however even before this focus group discussion the moderator should have basically

a script ready. So he needs to try his job one of the key job of this moderator is that, he keep the he should give the group.

Not diverting away from the issue. So keep the group probably within the purview of the probably the topic which you are discussing and then keep giving the direction and then probably also what he has to do is, he has to prom the people who are not participating are encouraged people to come out and that is how you enhance the effectiveness of focus group discussions.

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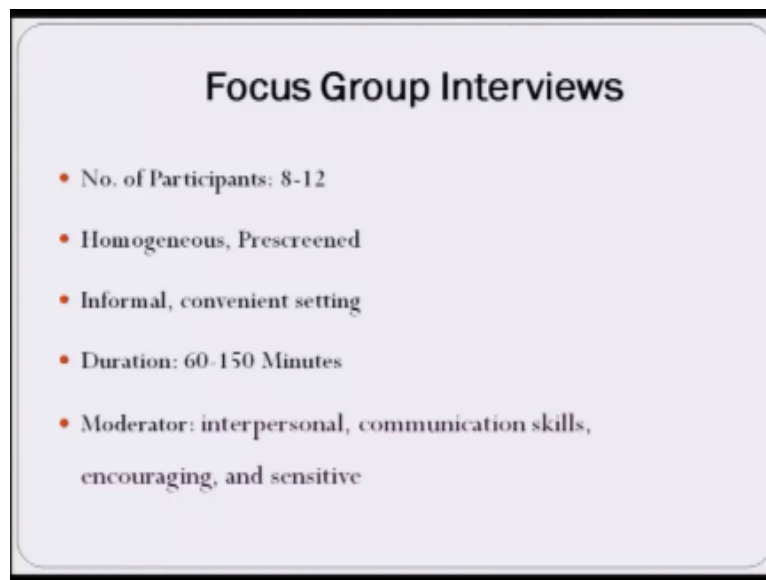


Dr. Shashi Shekhar Mishra: So you can understand that moderator should have a good interpersonal skills, good communication skills he should be very sensitive he should be sensitive to other. So that he while he promote or encourage people to talk he should not hurt the sensitivities of the probably the participants. So there are basically there are some pros and cons are focus group interviews is that, as you can understand moderator's role is very important. So this is a basically an exercise or a method which requires certain kind of skills in the moderate and that getting those who moderators or they skill moderators, is not that is something which is easy or they are not freely available.

Moreover those who come with a skill probably are expensive also. So you will understand that focus group discussion are something which is a bit expensive and it is also probably requires a high level of skill sets from the moderator side, you will see that however whether in the today's arena, this focus group discussion is being supplemented by the technological equipments like earlier whatever or used to be talked.

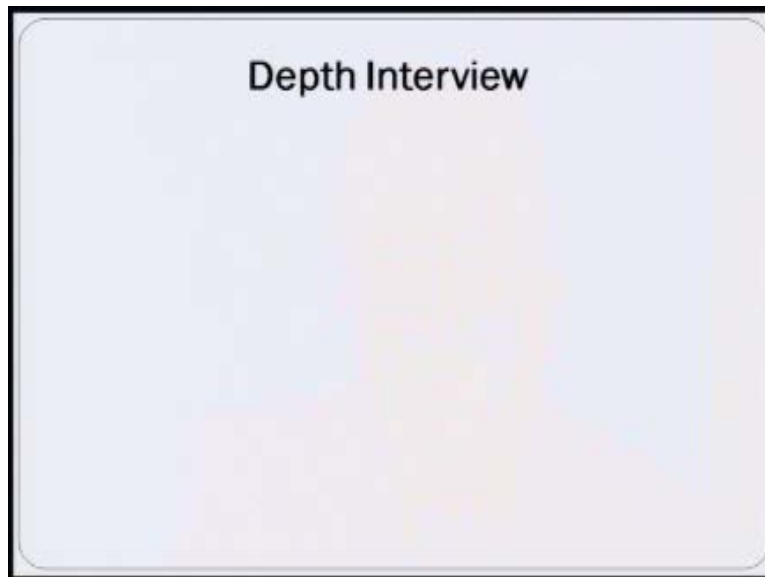
In during the focus group discussion, a person has to basically who is assisting this moderator has to write down whatever has been talked about or probably get the tape of that. Now with the cameras and this audio systems audio recording system those requirements have come down.

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Dr. Shashi Shekhar Mishra: And probably it can be done in a much easier manner today. Some of the things which, which, which, which one must keep in mind is that, that the focus group interview should be done among the homogeneous people and any conflict among the group members should be avoided.

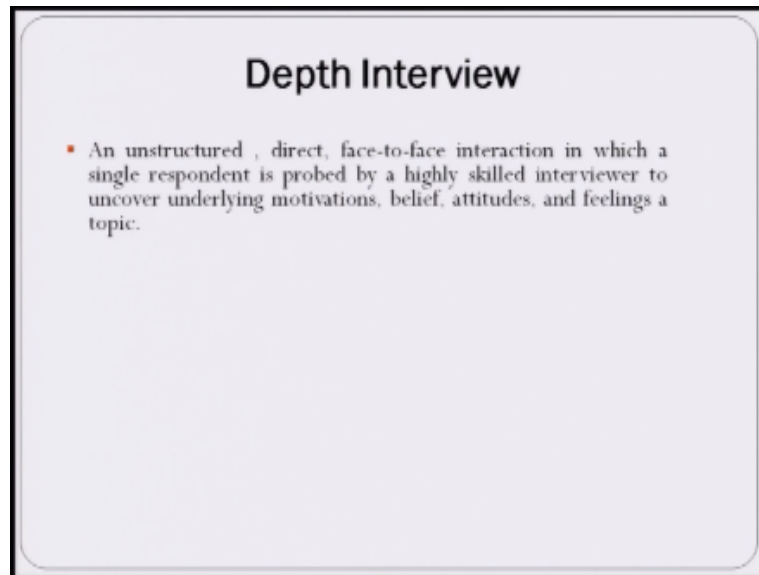
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Dr. Shashi Shekhar Mishra: Now what happens is, you have many a times in the focus group discussion, people you cannot talk about the sensitive issues or personal issues or some the issues which are embarrassing to them are and sometimes the responses in the focus group discussion are conforming to the social existing social norms and in that case the respondents meet in their response.

As, as they understand what is being talked about. So in that case probably the another technique which is used is, is in-depth interviews were probably it is one-to-one interaction between the interviewer and the respondent.

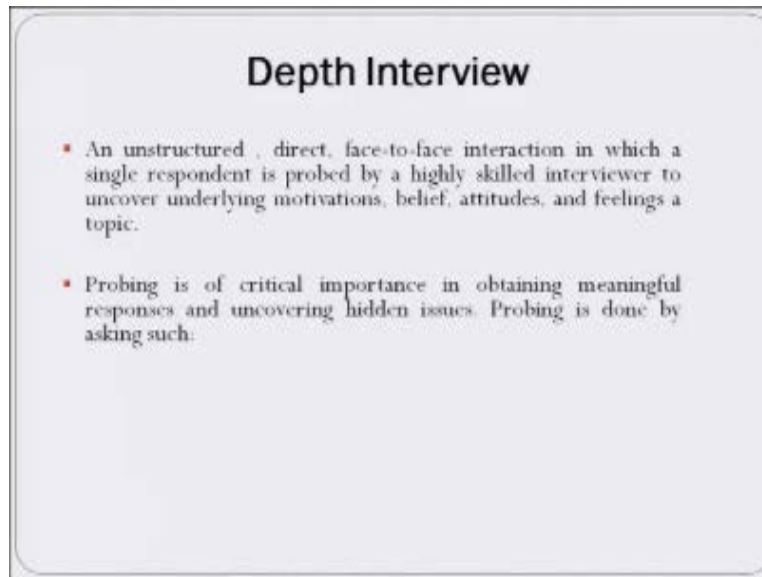
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Dr. Shashi Shekhar Mishra: As, as you can see on the screen, it is like it is an again an unstructured direct face-to-face interaction in which a single respondent is probed by highly skilled interviewer to uncover underlying motivations, believe attitudes and feelings about a topic. So you can understand it is pretty similar to focus group in that manner that it is unstructured it is a qualitative study. But it is one to one and it is face-to-face interaction, the personal issues can be talked about individual can be at much more easy in talking to the an interviewer and he can be probed in a much deeper manner.

Then probably what is possible in the focus group, with a focus group it is also not possible that you can co-relate or you can pick who is saying what, so the responses cannot be tracked to the, the person who is responding in a, in a group setting. However, in depth interviews you can track who is saying what and what could be the motivations seeing with that, so you can relate those answers with the individual characteristics also.

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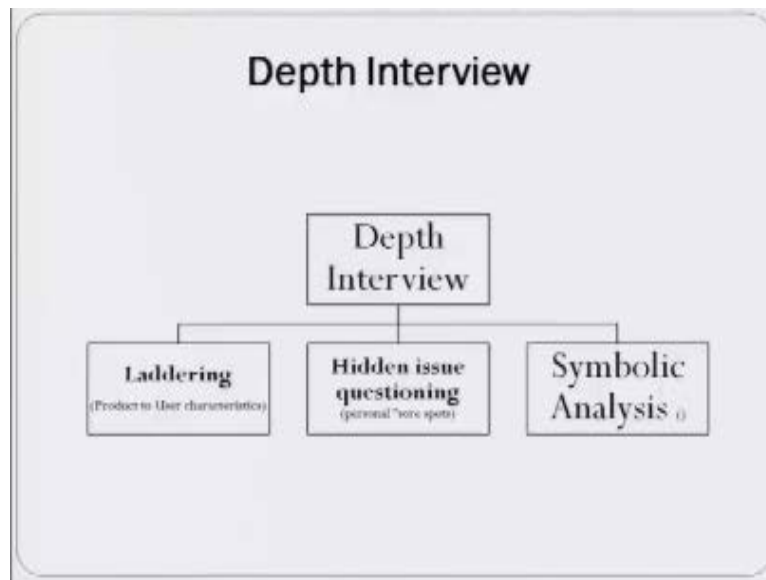


Dr. Shashi Shekhar Mishra: Now, you can understand by the definition of depth interviews that probing is of critical importance in obtaining meaningful responses and uncovering hidden issues. Probing is done by asking such questions like what do you say, I mean you can probe the respondent in the different manner, the interviewer needs to have certain kind of skills, so he understand probably what is prompting the respondent to hold certain kind of information, he and he can probably win the trust of the respondent or probably a show the respondent to not hold back certain information.

It could be important from his, his research point of view or he can give the, he can assure the respondent about the confidentiality of the what is being talked there. So, all these things basically requires a lot of skills at the interviewers side and what happens in these cases you will from there you can understand again probably it is even more expensive, than the focus group because here the interaction each interaction is happening between the interviewer and the respondent. So the time of the, the which is required to be done with the, with the interviewer that the services of the interviewer are the time of the, that interviewer has to devote for interviewing ten people will be much higher than probably having talk in the group setting.

In that way probably the depth interview is more costly in terms of time as well as monetary cost of the, which is involved with this process.

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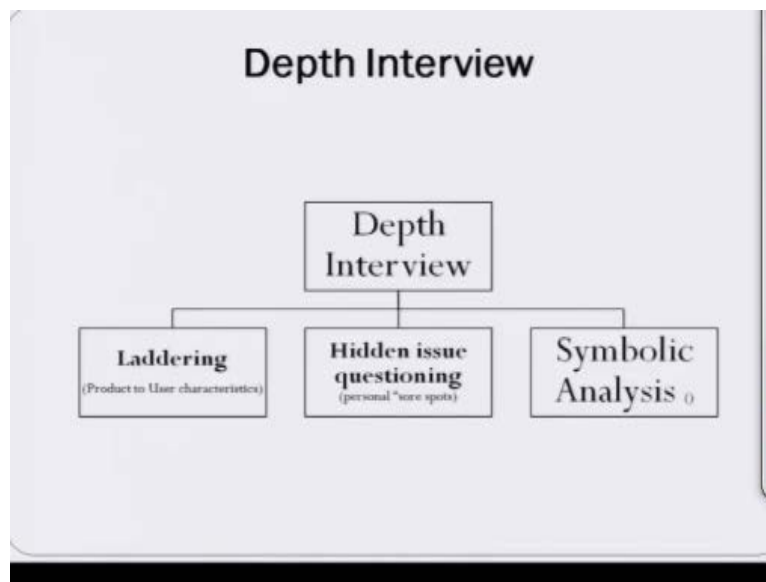
Dr. Shashi Shekhar Mishra: Now you see that depth interview could be probably of different forms that one of them could be one of the very common type of depth interviews that which is also labeled as laddering, what happens inside the laddering technique is that, the interviewer starts with the, asking from the product characteristics to the respondent and try to understand the, the motivation level are user characteristics thing that, that is basically prompting the particular user to go for a particular product or the service.

So I will give you one example like, in the case of two wheeler in one of the study basically we have seen. I will give you an example that, that why people prefer to use or why people to prefer to have two wheeler sort of this active or this Vego or all those different types of scooter inside the campus over probably a car. Why they prefer to travel inside, so they, they talk about that it is fuel-efficient. So you see that the product characteristics why they are using a scooper is fuel-efficient.

The next question being asked to respondent is, why it is important to be fuel-efficient, so people, people have talked about like that being fuel-efficient is less damage to the environment. One of the answer is that, so when they say like it is less efficient less damage to the environment the next question is being asked is that why basically you want to write this kind of environmental damages is important then they say like it is our job it is something it's a collective duty of the inhabited of all the community in this place that we take care of the environment inside this campus.

So from there you can understand that the user characteristics that is environmentally conscious sorry he is worried about the environmental damages and that is prompting basically him to purchase a particular kind of two wheeler rare then probably using a four wheeler which might have a lower level of mileage and that makes them to prefer their two-wheeler uses inside the campus. The other type of depth interviews could be talking about the hidden issues where

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Dr. Shashi Shekhar Mishra: people are probed about their sour points that in talking about social norms are the values you talk to them about their partners or sore point and then in the symbolic

analysis you try to understand what is the product is time for our what is the relationship between the product and the user in the sense what kind of needy or fulfilling like an example regarding which was about airlines the respondent where as what is air lines to you what if you are unable to use the lines.

So they said they've if we cannot use the these respondents for the executive of different corporate houses and they were there they answer mostly that if we are unable to use the lines we have to use the emails we have to use the letters to communicate with the counterpart so from there interviewer could be analysts could understand that basically an airlines is a sort of FedEx to what FedEx does to the basically parcel airlines does done to the basically that these executive so it is a basically fulfilling their face-to-face communication either it is providing them that facility.

So these are basically the symbolic analysis very you try to understand what this product will not do I will indecision here and then we will meet in the next session we will talk about the rest of the exploratory techniques which are commonly used in the marketing research and then we will finish off this model are talking about these exploratory research techniques thank you very much.

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