

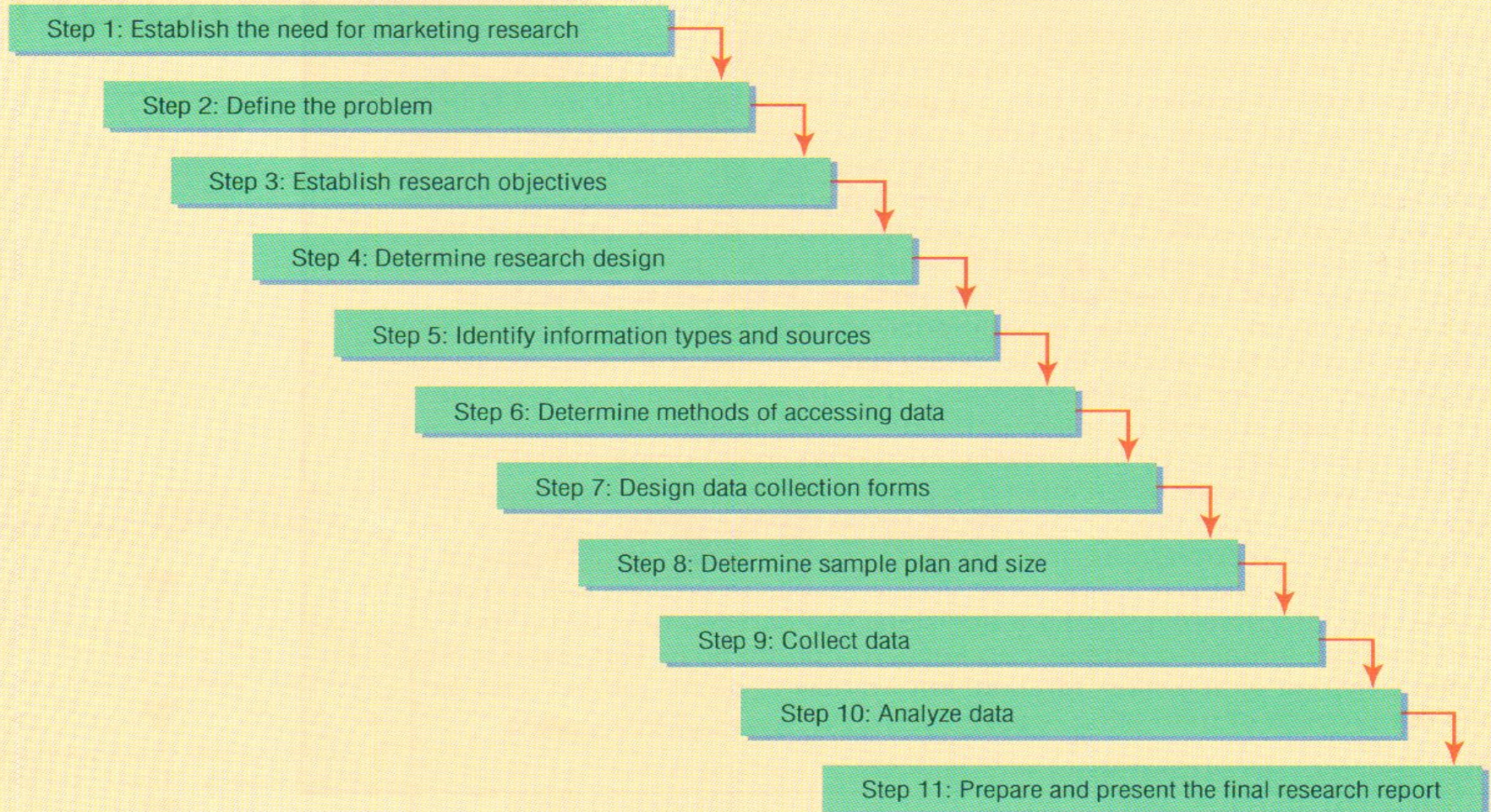
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**Chapter 7 – Observation, Focus
Groups and other Qualitative
methods.**

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Chapter 7 - Observation, Focus Groups and other Qualitative methods – step 6

Chapter 2 The Marketing Research Process



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Quantitative research

Qualitative research



Pluralistic research

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Observations



Types of Observation

1. Direct versus Indirect

Observation may be direct and indirect.

Archives and physical traces are forms of indirect observation

2. Disguised versus Undisguised



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Discussion question:

Indicate why disguised observation would be appropriate for a study on how parents discipline their children?

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3. Structured versus Unstructured

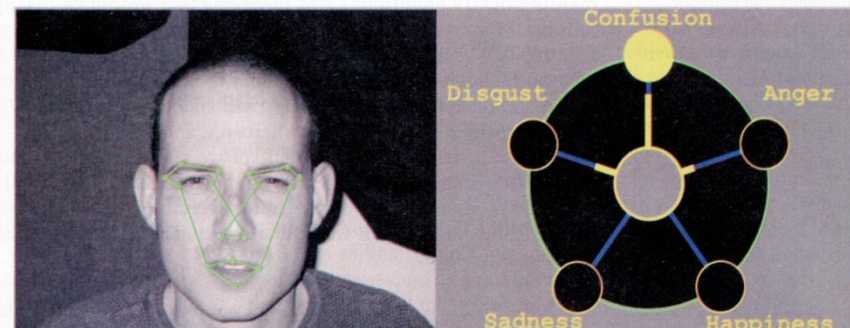
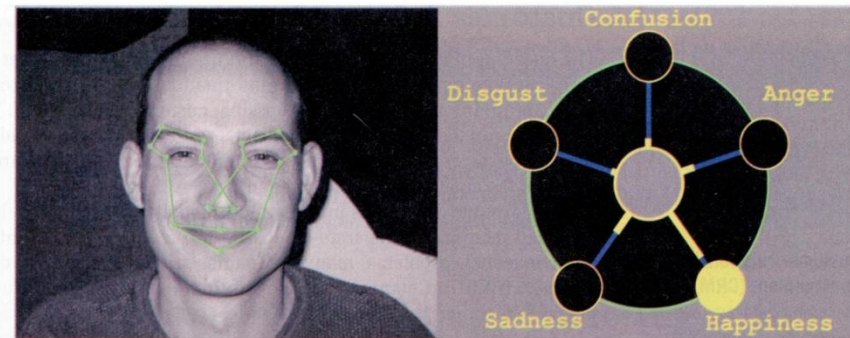
4. Human versus Mechanical

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Observations

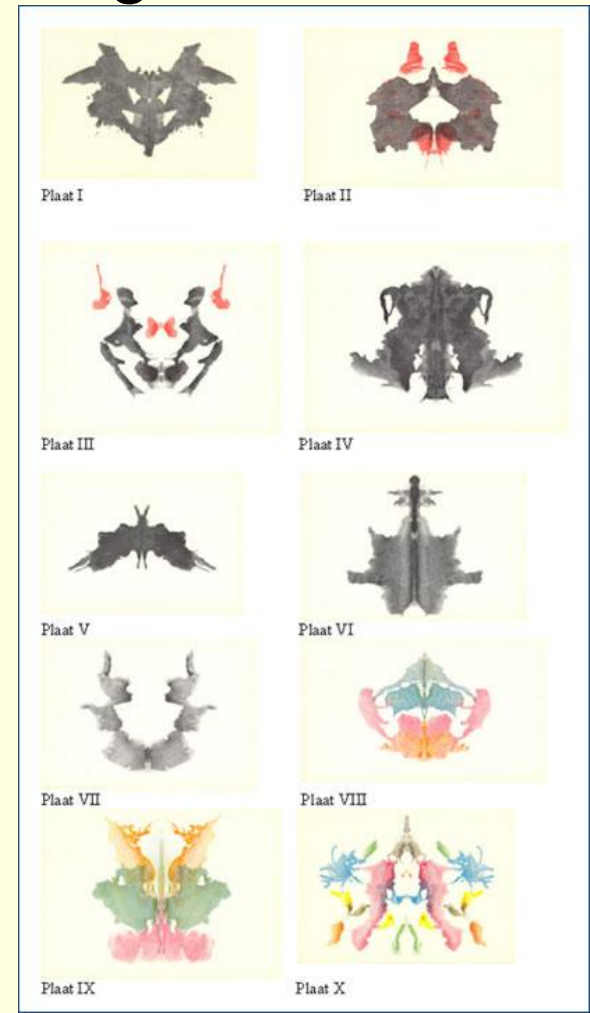
- Closed circuit TV cameras
- Consumer shadowing
- Tracking & measuring eye movement (Physiological Measurement)
- Tracking TV station watching
- Trace analysis
- Content analysis
- Narrative enquiry



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- Colored drawings & handwriting
- ### Rorschach inkblot test



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Successful observations are of short duration, are public and when conditions leading to faulty recall are present.

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Focus Groups-

**are small group discussions
led by a trained moderator**

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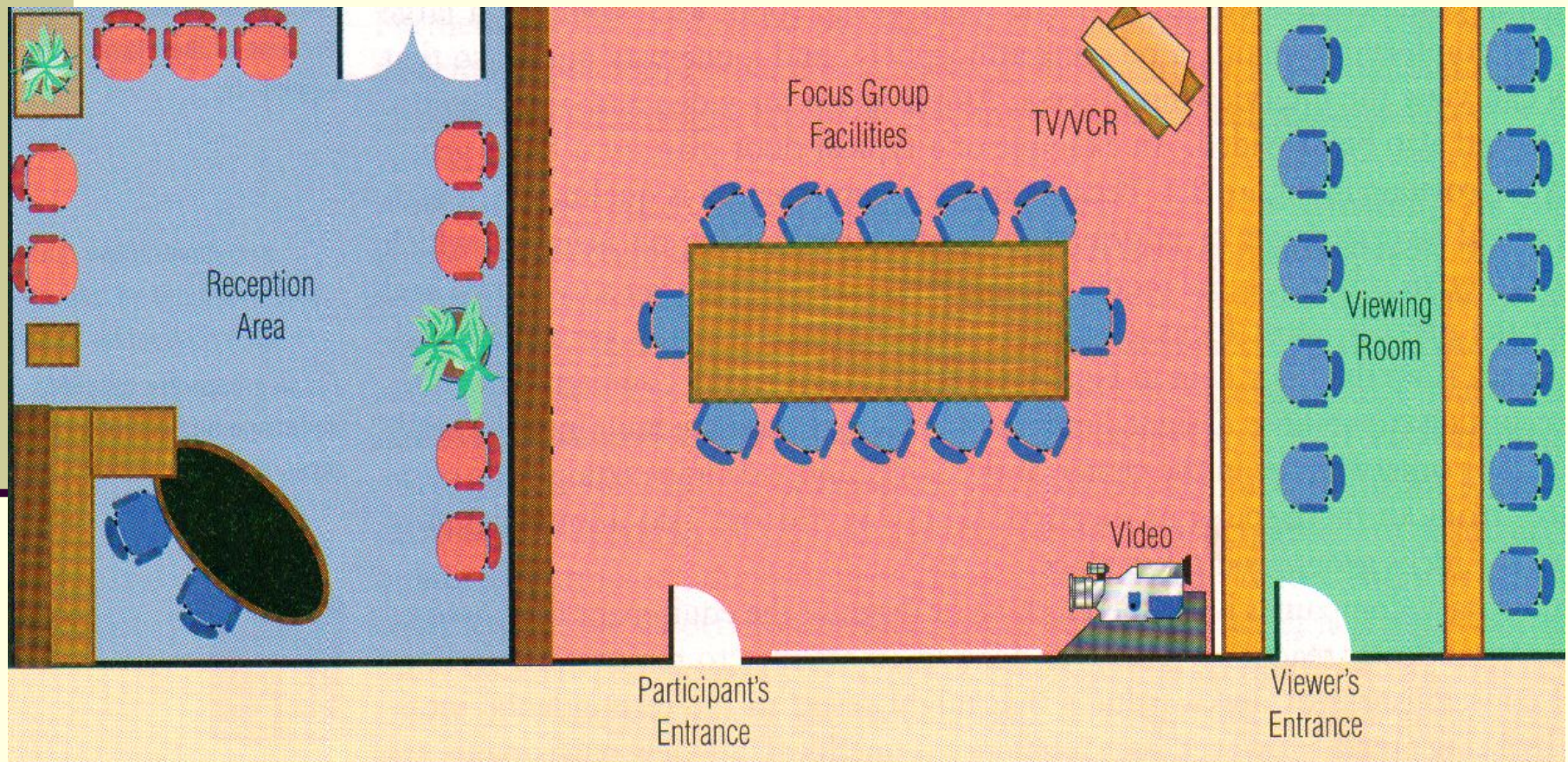
Before a focus group is conducted, certain operational questions should be addressed:

1. What should be the size of a focus group?
2. Who should be in the focus group?
3. How should focus group participants be recruited and selected?
4. Where should a focus group meet?

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The floor plan of a focus group facility



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5. The f.g. moderator's role and responsibilities.



A successful group requires an effective moderator.

A good moderator is experienced, enthusiastic, prepared, involved, energetic, and open-minded.

The following trade secrets were divulged by experienced focus group moderators at a recent panel at the annual conference of the Qualitative Research Consultants Association.²⁶

QUESTION

TRICKS OF THE TRADE

How do you make your groups great every time?

How do you build rapport quickly?

How do you bring a drifting group back into focus?

How do you get them to talk about deeper things than top-of-the-mind answers?

What about management of the "back room" where your clients are observing?

- Be prepared.
- Be energized.
- Be nice but firm.
- Make sure *everything* about the experience is comfortable.
- Make meaningful eye contact during each person's introduction.
- Learn and remember names.
- Let them create their own name cards.
- Welcome folks as they come into the room and use small talk.
- Tell them the topic is "for another group" and that they need to focus on the topic for this group.
- Make a note and tell them that they will come back to this topic if there is time.
- Tell them the topic is "interesting" but not the subject at hand and refer to the next question.
- Suggest that they can talk about it on their own after the focus group is over.
- Play naïve or dumb and ask them to help you understand by explaining.
- Use probes such as "Tell us more about that," or "Can you go deeper on that?"
- Ask for specifics such as "Tell me about the last time that you . . ."
- Pair them up and give them 10 minutes for each pair to come up with a solution or suggestion.
- Orient clients with a 10-minute overview of focus groups, research objectives, and what to expect.
- Check with the client(s) during breaks, written exercises, and so on to make sure things are going well.
- Have an associate or colleague there to work with the client(s).
- If you don't have an associate for the back room, ask the client to select one person to be the point person to communicate with you.

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6. Focus Groups results

- for quantitative research



- for other focus groups

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On-line focus groups

1. Can online f.g. substitute for face-to-face ones?
2. For what situations are online f.g. best suited?
3. What is “lost” with online f.g.?
4. How many participants should I plan for in my online f.g.?
5. How long should it last?
6. Are the moderator’s skills different with an online f.g.?
7. Are participants more or less candid with online f.g.?

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Advantages of focus groups

- Generate fresh ideas
- Allow clients to observe the group
- Generally versatile
- Work well with special respondents

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Disadvantages of focus groups

- May not represent the population
- Interpretation is Subjective
- Cost-per-participant is high

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Discussion question:

Should the marketing manager client be a
focus group moderator?

Why or why not?

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Other qualitative research techniques

Focus groups and many of the observation methods we have described are the most frequently used qualitative research techniques, but they are not the only type of **nonstructured research** available to marketing researcher.

Other population methods are:

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- Depth interviews
- Protocol analysis
- Projective techniques

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With a **Projective techniques**, people often divulge something about themselves they would not divulge in a direct questioning situation.

- **Word association test**

Is used to uncover people's real feelings about products or services, brand names or ad. copy.

- **Sentence completion test**

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Sentence completion test

Write is words to complete these sentences. What does it tell you about your attitude toward drinking hot tea?

Someone who drinks hot tea
is _____

healthy

Tea is good to drink when _____

hot

Making hot tea is _____

messy

My friends think tea is _____

okay

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- **Picture test** – are useful ways to test potential advertisement for impact and reaction

“Ford includes driver and passenger airbags as standard equipment because you love your family”.

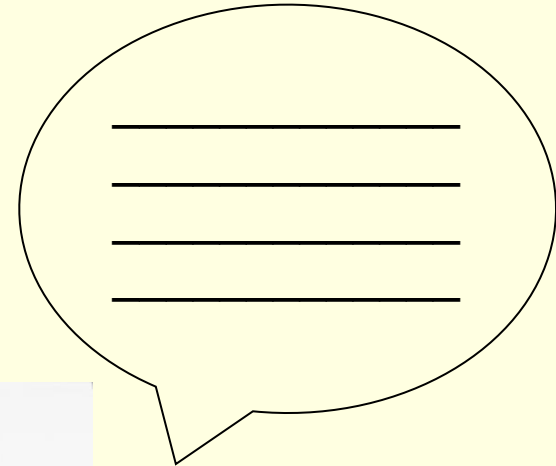
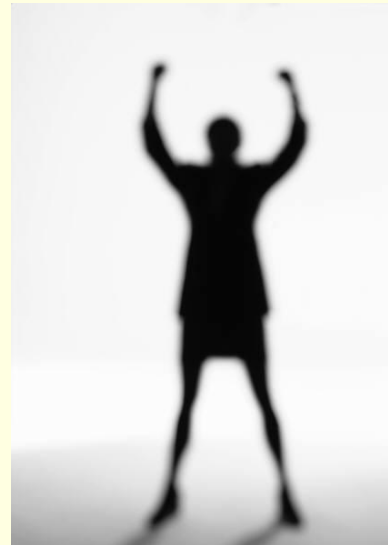


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- Cartoon or Balloon test

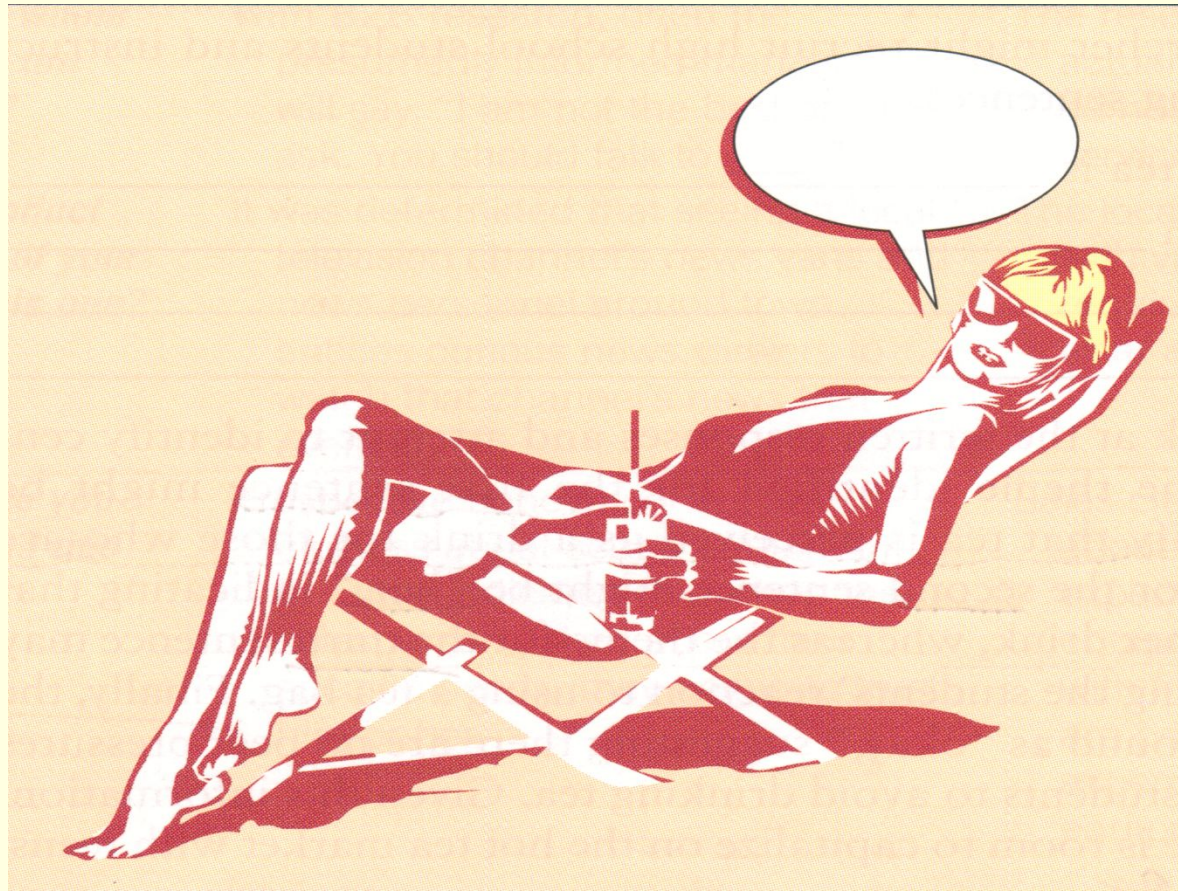
Here is a pair of
patent leather dress
shoes on sale for
\$39.99



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An example of cartoon test. “What is she saying about her protection from the sun’s ultraviolet rays?”



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- Role-playing activity

“What would your best friend say if you bought a sunglasses for \$200?”