

# Jiwaji University, Gwalior

## SOS MBA (CSMM)



TOPIC –Research design

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# **(201)MBA CSMM**

## **UNIT II (Research Design)**

### **Learning Objectives:**

- To understand various research designs in marketing research.

# Research Design

Definition:

The research design is a framework or blueprint for conducting the marketing research project. It specifies the precise details of the procedures necessary for obtaining the required information .

Types of research design: We broadly classify the research design into two types:

- A.Exploratory-
- B.Conclusive-
- Descriptive and Experimental

# Exploratory Research Design

Drivers Of Exploratory research

*Limited knowledge*

*Prior to a major research*

**The characteristics of the exploratory design are:**

Single vs serial research

Informal approach

Nature of data

**Purpose of exploratory research**

Discovering new ideas

Concept testing

Diagnosing a situation

Screening alternatives

# Categories of designs

**Experience surveys concepts** may be discussed with people who have had personal experience in the field being researched. This constitutes an informal experience survey

## ***Secondary Data Analysis***

A quick, easy and economical source of background information is trade literature

***Case Study Method*** The purpose of a case study is to obtain information from one, or a few, situations similar to the researcher's situation. A case study has no set procedures. However, this freedom to research makes the success of the case study highly dependent on the ability of the researcher.

***Pilot Studies*** The term “pilot studies” is used as a collective to group together a number of diverse research techniques all of which are conducted on a small scale.

Three major categories of pilot studies

*Focus group interview*

*Projective techniques:*

*Depth interviews*

## **Descriptive Research Design**

It seeks to determine the answers to the questions “who,” “what,” “when,” “where,” and “how.” However, it does not tell us “why” or the causes for an effect

### **Can be used to**

Explain how a consumer comes to know about a product and makes a purchase decision ( purchase process model)

Discuss how consumers respond to innovations ( Innovation diffusion model)

Determining the average age of purchasers of your product

Average time spend in a shopping trip

Buyer’s consideration set size for their branded washing powder

## **Examples of descriptives studies**

Market studies

Market share studies

Sales analysis studies

Image studies

Product usage

Distribution studies

Pricing studies

Advertising studies

# Causal Research Design

It attempts to identify cause-and-effect relationships between variables. It usually follows exploratory and descriptive research and, therefore, the researchers are quite knowledgeable about the subject.

## Examples

- Effect of increased advertising spending on increase in sales
- Effect of promotional offers for washing powder products – the consideration set size
- Effect of a parallel ad campaign about the shopping centre on average time spent in a shopping trip of its customers.

# Causal vs Descriptive Research

The differences between exploratory and conclusive research can be distinguished by their objectives, characteristics, findings from the research, and outcomes of the research.

*Objectives* - First, the objective of exploratory research is to identify relationships and formulate hypotheses, whereas the objective of conclusive research is to examine relationships and test hypotheses.

*Methodology*- Second, in exploratory research the information needed is only loosely defined. The research process that is adopted is flexible and unstructured. The sample, selected to generate maximum insights, is small and non-representative.

The primary data, which is collected, is qualitative in nature and is analyzed as such. In conclusive research, the information needed is clearly specified. Such research is typically more formal and structured than exploratory research. It is based on large and representative samples and the data obtained are subjected to quantitative analysis.

*Findings*- Third, given these characteristics of the research process, the findings of exploratory research should be regarded as tentative or used as input to further research, whereas the findings from conclusive research are considered to be final and useful for policy making.

## Design Considerations

Developing a causal research designs is indeed a tough task.

First, you have to be able to understand the phenomenon.

- Second, you have to separate variables – dependent and independent ones.
- Third, identify the cause factors and effect factor(s).

# Experimental Design

The causal research requires examination of the effect with reference to a cause  
We can define experiment as follows.

“An experiment involves the creation of a contrived situation in order that the researcher can manipulate one or more variables whilst controlling all of the others and measuring the resultant effects”.

Boyd and Westfall have defined experimentation as:

“...that research process in which one or more variables are manipulated under conditions which permit the collection of data which show the effects, if any, in unconfused fashion.”

## Summary

Research design is a framework or blueprint for conducting marketing research projects. The popular designs are: explorative, descriptive, and conclusive.

Explorative research makes use of

- (i) pilot studies (ii) secondary data (iii) focus group interviews and (iv) case studies.

Descriptive research can be done by observation and survey techniques.

Causal research is usually done in laboratory and field settings.

# THANK YOU