

Chapter Three

1. Research Design Definition

2. Types of Basic Research Designs

3. Exploratory Research

4. Descriptive Research

5. Causal Research

6. Relationship Among Exploratory, Descriptive and Causal Research

7. Tasks Involved in Research Design Formulation

8. Budgeting and Scheduling the Project

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1. Research Design: Definition

- A **research design** is a framework or blueprint for conducting the marketing research project. It details the procedures necessary for obtaining the information needed to structure or solve marketing research problems.

Components of a Research Design

- Define the information needed (Chapter 2)
- Design the exploratory, descriptive, and/or causal phases of the research (Chapters 3 - 7)
- Specify the measurement and scaling procedures (Chapters 8 and 9)
- Construct and pretest a questionnaire (interviewing form) or an appropriate form for data collection (Chapter 10)
- Specify the sampling process and sample size (Chapters 11 and 12)
- Develop a plan of data analysis (Chapter 14)

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Figure 3.4. A Classification of Market Research Designs

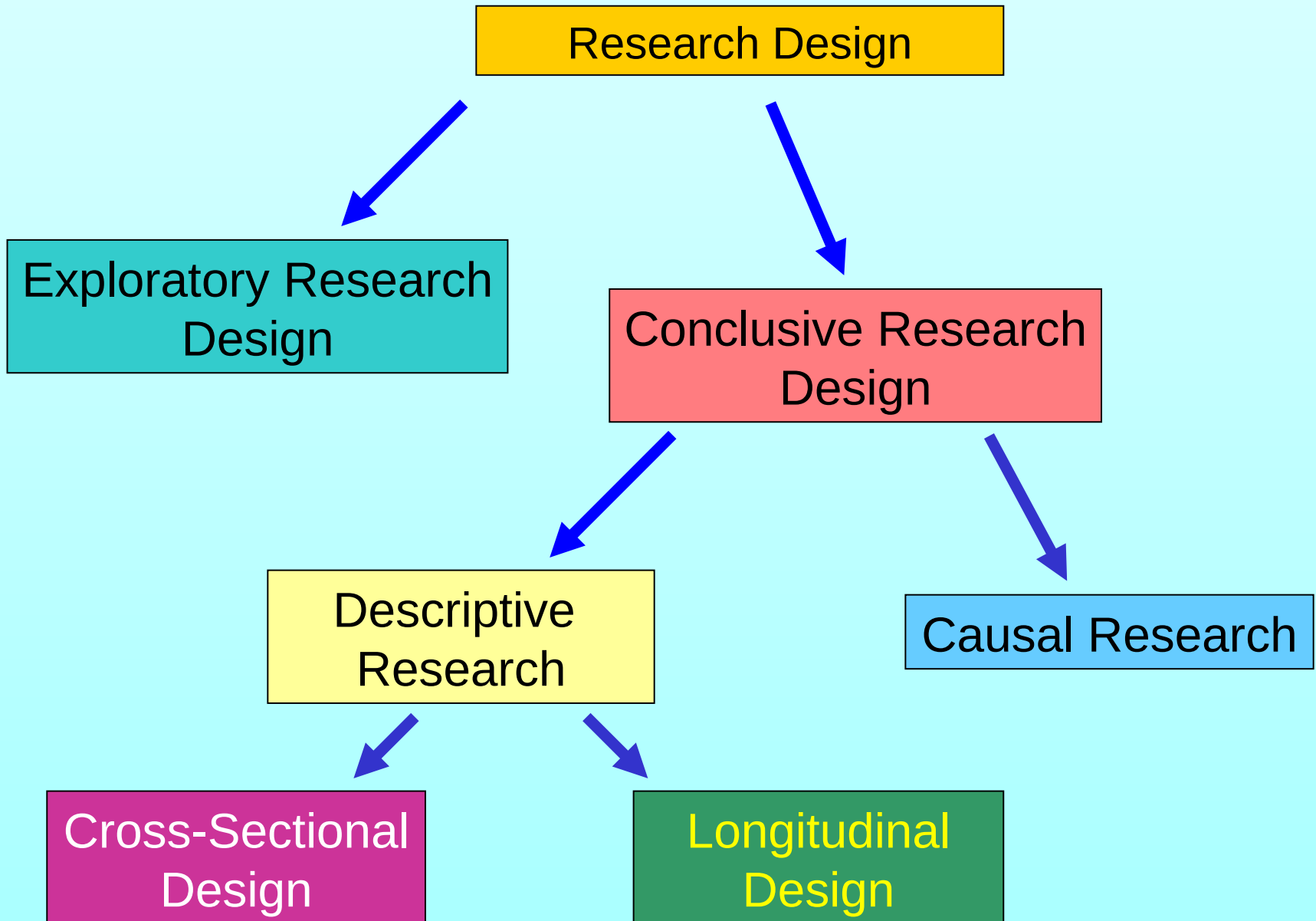


TABLE 3.1

DIFFERENCES BETWEEN EXPLORATORY AND CONCLUSIVE RESEARCH

	<u>Exploratory</u>	<u>Conclusive</u>
<u>Objective:</u>	To provide insights and understanding.	To test specific hypotheses and examine relationships.
<u>Characteristics:</u>	Information needed is defined only loosely.	Information needed is clearly defined.
	Research process is flexible and unstructured.	Research process is formal and structured.
	Sample is small and nonrepresentative.	Sample is large and representative.
	Analysis of primary data is qualitative.	Data analysis is quantitative.

TABLE 3.1 (Cont.)

DIFFERENCES BETWEEN EXPLORATORY AND CONCLUSIVE RESEARCH

	<u>Exploratory</u>	<u>Conclusive</u>
<u>Findings</u>	Tentative.	Conclusive.
<u>Outcome:</u>	Generally followed by further exploratory or conclusive research.	Findings used as input into decision making.

TABLE 3.2

A COMPARISON OF BASIC RESEARCH DESIGNS

	<u>Exploratory</u>	<u>Descriptive</u>	<u>Causal</u>
<u>Objective:</u>	Discovery of ideas and insights.	Describe market characteristics or functions.	Determine cause and effect relationships.
<u>Character-istics:</u>	Flexible. Versatile. Often the front end of total research design.	Marked by the prior formulation of specific hypotheses. Preplanned and structured design.	Manipulation of one or more independent variables. Control of other mediating variables.

TABLE 3.2 (Cont.)

A COMPARISON OF BASIC RESEARCH DESIGNS

	<u>Exploratory</u>	<u>Descriptive</u>	<u>Causal</u>
<u>Methods:</u>	Expert surveys. Pilot surveys. Case studies Secondary data (qualitative). Qualitative Research.	Secondary data (quantitative). Surveys. Panels. Observational and other data.	Experiments.

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Uses of Exploratory Research

- **Formulate a problem or define a problem more precisely**
- **Identify alternative courses of action**
- **Develop hypotheses**
- **Isolate key variables and relationships for further examination**
- **Gain insights for developing an approach to the problem**
- **Establish priorities for further research**

Methods of Exploratory Research

- **Survey of experts (discussed in Chapter 2)**
- **Pilot surveys (discussed in Chapter 2)**
- **Secondary data analyzed in a qualitative way (discussed in Chapter 4)**
- **Qualitative research (discussed in Chapter 5)**

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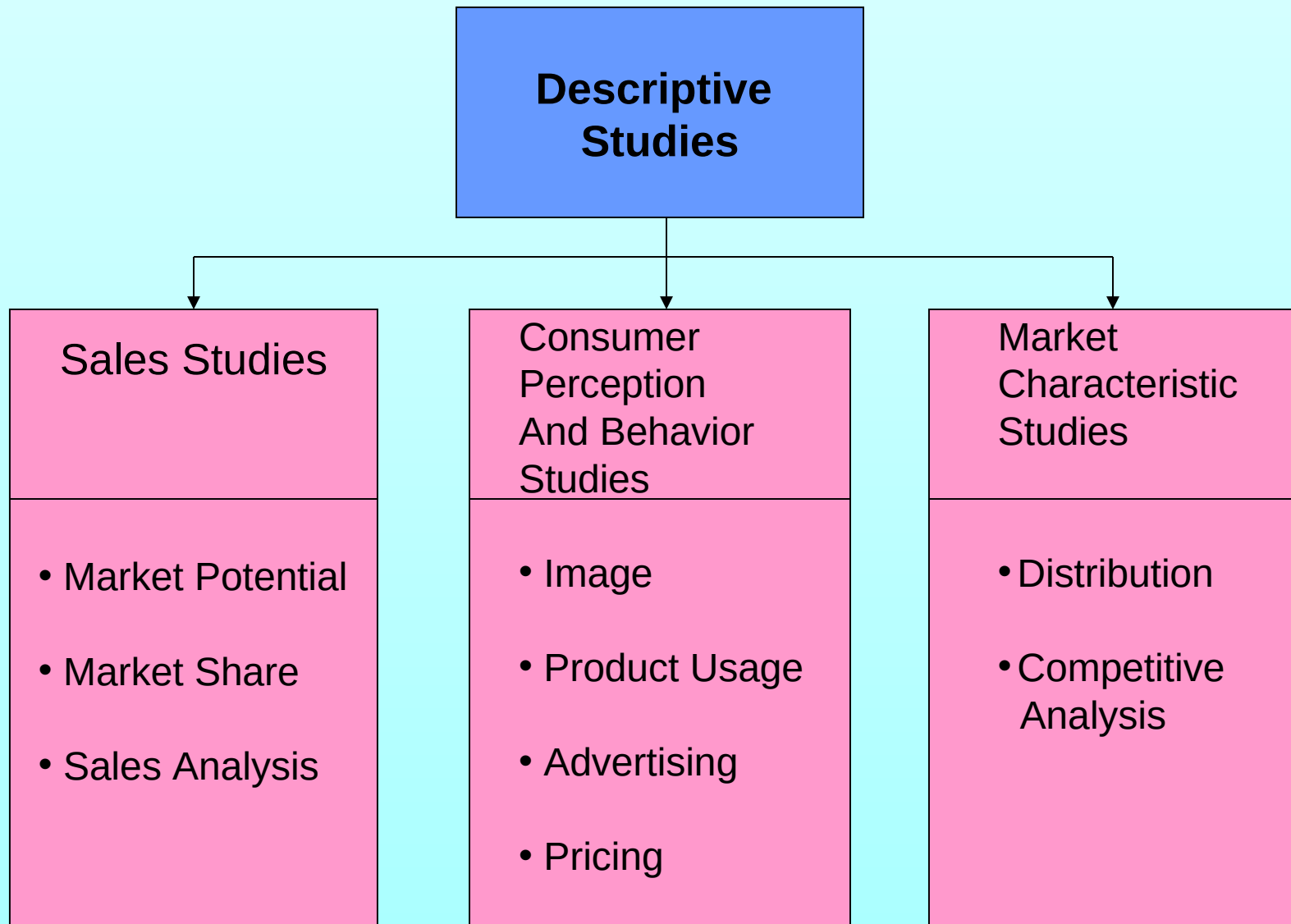
Use of Descriptive Research

- To describe the characteristics of relevant groups, such as consumers, salespeople, organizations, or market areas.
- To estimate the percentage of units in a specified population exhibiting a certain behavior
- To determine the perceptions of product characteristics
- To determine the degree to which marketing variables are associated
- To make specific predictions

Methods of Descriptive Research

- **Secondary data analyzed in a quantitative as opposed to a qualitative manner (discussed in Chapter 4)**
- **Surveys (Chapter 6)**
- **Panels (Chapters 4 and 6)**
- **Observational and other data (Chapter 6)**

Figure 3.5. Major Types of Descriptive Studies

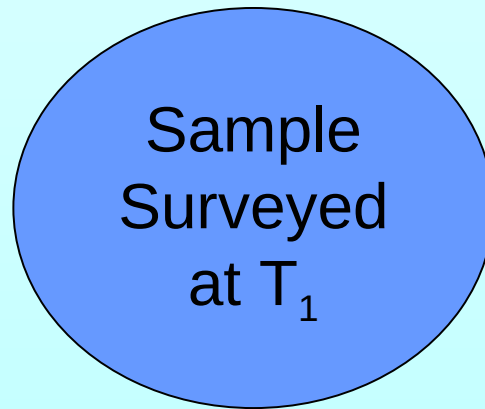


Cross-sectional and Longitudinal Designs

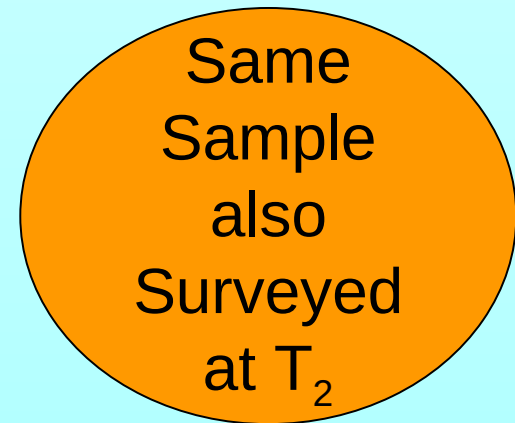
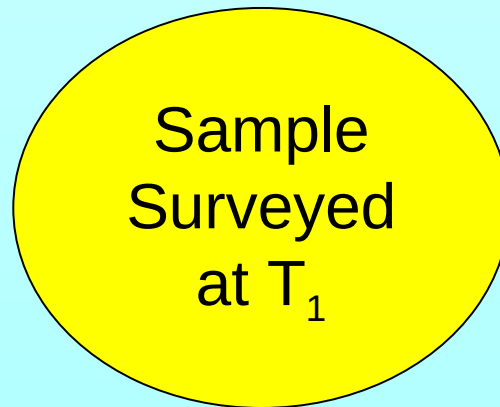
- **A cross-sectional design involves the collection of information from any given sample of population elements only once.**
- **In a longitudinal design, a fixed sample (or samples) of population elements is measured repeatedly on the same variables**
- **A longitudinal design differs from a cross-sectional design in that the sample or samples remain the same over time**

Figure 3.6. Cross Sectional vs. Longitudinal Designs

**Cross
Sectional
Design**



**Longitudinal
Design**



Time →

T_1

T_2

TABLE 3.3

RELATIVE ADVANTAGES AND DISADVANTAGES OF LONGITUDINAL AND CROSS-SECTIONAL DESIGNS

Evaluation <u>Criteria</u>	Cross-Sectional <u>Design</u>	Longitudinal <u>Design</u>
Detecting change	-	+
Large amount of data collection	-	+
Accuracy	-	+
Representative sampling	+	-
Response bias	+	-

Note: A + indicates a relative advantage over the other design whereas a - indicates a relative disadvantage.

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Uses of Casual Research

- To understand which variables are the cause (independent variables) and which variables are the effect (dependent variables) of a phenomenon
- To determine the nature of the relationship between the causal variables and the effect to be predicted
- **METHOD: Experiments**

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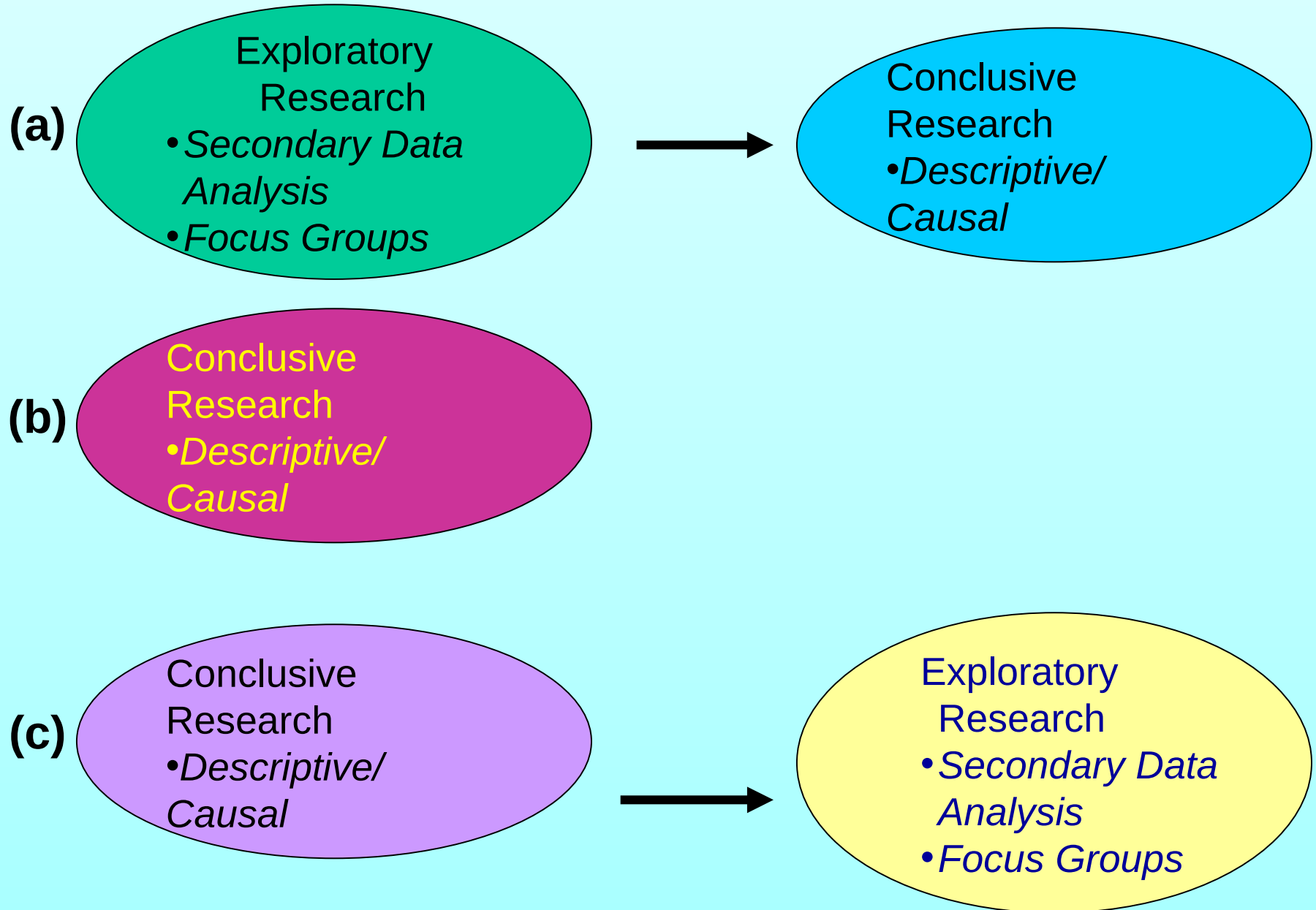
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Figure 3.7. Some Alternative Research Designs



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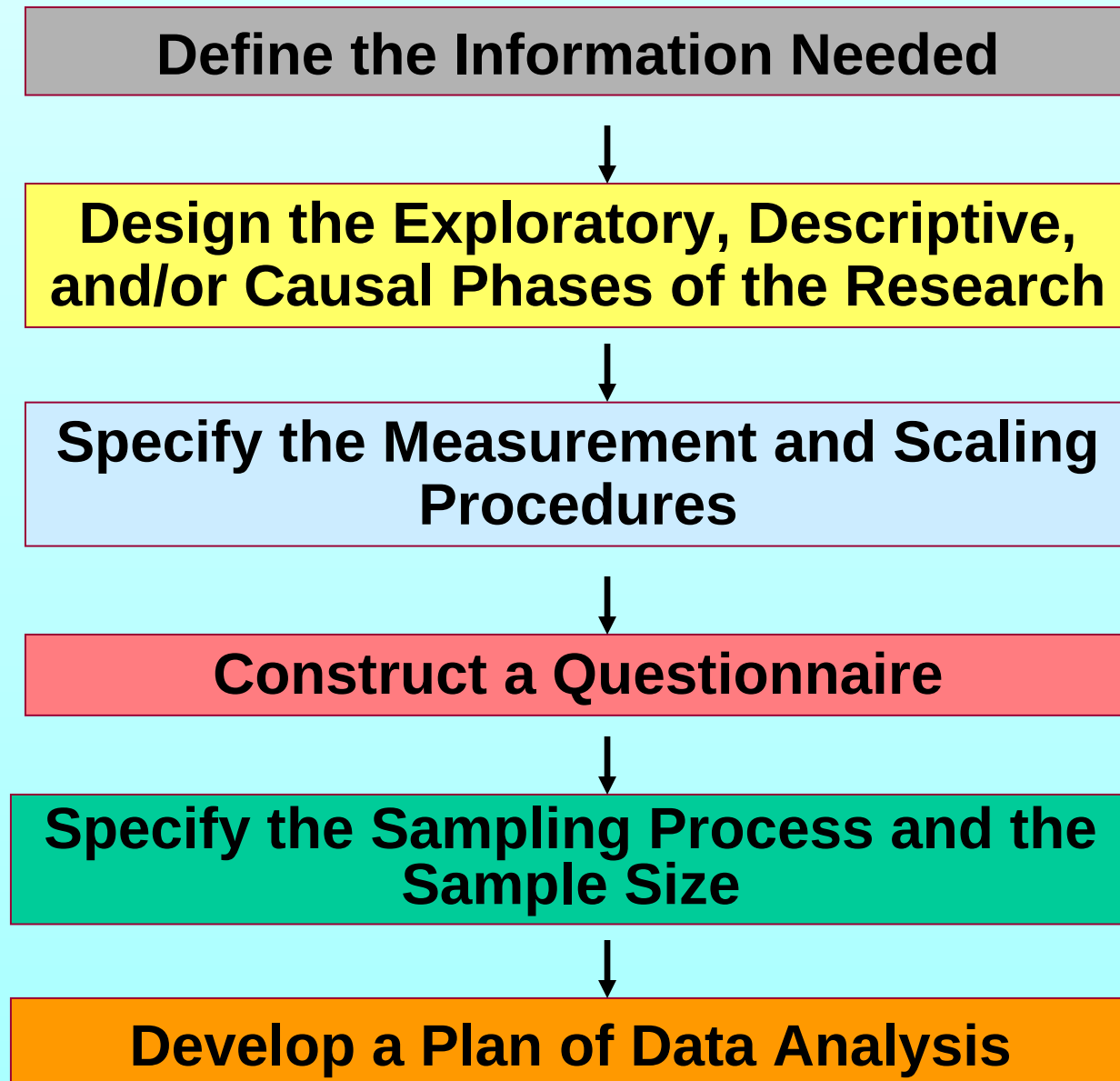
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Figure 3.8. Tasks Involved In a Research Design



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