

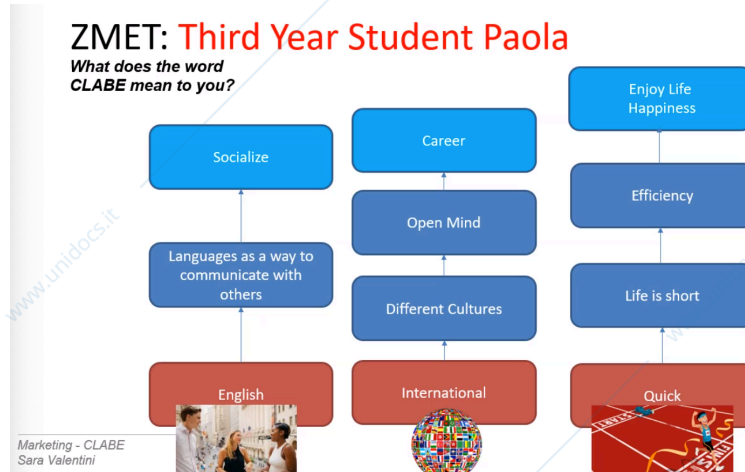
Marketing lesson

29/09/2020

Qualitative research

ZMET → The peculiarity of this technique → inner thoughts come up with images
The difficult part is try to ask the meaning behind the picture

Keyword are associated with the images of the persone interviewed-



For example
the first image for Paula represents the key word ENGLISH
This means that she links Clabe to the opportunity of using the language as a way to communicate with others
the third image means that in her opinion Clabe is a short experience, and this give her the possibility of having time to dedicate to herself

FOCUS GROUP

Group conversation - we have moderator who is asking specific question to the group of people
Usually people are video recorded. They are widely used. Usually is 100/200 hundred per individuals. They are used to test new campaigns, new products...

Usually the firm pays 2000 dollars per group to ask for opinions.

The advantage for the moderator and for the team with the moderator is the possibility of observing the reaction of the individuals.

There is a structure before the focus group is conducted- he or she is following a sort of copy that is designed specifically for that interview

Formal vs informal

Formal groups : they are in 'more formal' places, for example a lab, the individuals are in front of a mirror and they don't see that they are being observed

Informal : it looks like a conversation

Video number 6 observations:

Minutes 00:40- 00:45- when the moderator asks an opinion

The members look at each other, just to check what other members are doing

Group dynamics could be important

The risk that they pay attention to what the other are saying is relevant.

We may have a leader to the group, that always answers first, and there could be someone that is not interested in the research

The moderator in this video was so fast, and not well trained, because she didn't pay attention to the non verbal communication. Everyone has to participate.

The moderator for sure needs to manage the drop leader. In his video the two ladies in red are the two group leaders. Those type of individuals should be toned down

The last technique pretty interesting are observation techniques.

Path tracker supermarket data: could be used for develop a supermarket online- it helps you to decide how to structure the online supermarket. Nowadays is simpler to track your path because of the devices that keeps track of what you buy

PARTICIPANT OBSERVATION : the researcher actively participate

NON PARTICIPANT OBSERVATION: the researcher is not actively participating, is not a member of the group (e.g. observation of customers in the store)

Mystery shopping: the researcher pretend to be customers, trying different alternatives like complaining about somethings and in the meanwhile taking notes

Ryanair for examples has mystery shopping to check on the performances to its employees

Primary data --> key tools are surveys

The difficult part has to do with the design of the questionnaire --> the key issue : type of survey to be used

Before facing these issued

We have to answer to 2 questions:

What is the unit of analysis we are interested in?

Which types of variables are we interested in?

1 issue:

Moment: Angelini is conducting a survey

What do you think the unit of analysis taken in consideration should be? (unit of analysis: actors that are involved into the decisions process, that play a key role in the decisions of the brand)

For examples: pharmacy owners : if you have headaches, and you don't care about the brand, you will buy what your pharmacist suggest you to buy. Same thing with doctors.

Consumer is not always the shopper --> I have headache but I ask my mother, my sister, my boyfriend to buy the medicine for me.

The consumer is the user, but the shopper is the chooser. This is a key concept for marketing.

2nd issue: Which information we need, which variables ?

Each variable has different theoretical properties in a mathematical point of view

MEASUREMENT AND SCALING:

Nominal: we associate quotes like 'i like the product a lot, I am quite satisfy...etc) to numbers that are useful because allow us to do statistics, but don't have numerical meanings

Ordinal: numbers as labels, without numerical meaning

Educational level for example: you want to codify for instance 1: high school --> 2: degree --> 3: master

Or you have 5 brands, you have to classify using numbers --> 1 the best, 2 less than 1 but better than 2... etc (for example Coca Cola (1), Pepsi(2), Schweppes (3) Aranciata (4)...)

Interval: you are rating, but there is no true 0

For example: in a scale 1 to 10, how much do you like Coke

We can consider this variables quatiteties because the difference means something Per esempio se a te piace la Coca Cola 10 e la Pepsi 2 c'è una differenza di 8, importante perch esprime la tua preferenza

Ratio: true 0 exists
 We have real numbers
 You can have 0 customers, 0 sales (so 0 profit)

Richard in Numbers

the IQ is **quantitative-interval** cause we don't have a real 0 (hopefully)

Quantitative	Ratio	X_1 Age	67
Qualitative	Nominal	X_2 Gender	1
Qualitative	Ordinal	X_3 Education	4
Quantitative	Interval	X_4 Satisfaction (bank)	10
Quantitative	Ratio	X_5 # of houses in London	2
Quantitative	Ratio	X_6 \$ spent in manors	6
Qualitative	Ordinal	X_7 U.K.'s Billionaires	8
Quantitative	Interval	X_8 IQ	92

Response Scale Formats

Qualitative nominal

MULTIPLE CHOICE:

Among the four Universities listed below, please check the ones that you think would offer good job opportunities upon graduation. (Check all that apply).

- University of Bologna
- University of Malta
- Harvard Business School
- University of Athens

Response Scale Formats

Qualitative ordinal

RANK ORDER

Please rank the following Universities from 1 to 4 in terms of their job placement opportunities

(Place a "1" beside the school you think is highest in job opportunities, etc.)

- University of Bologna _____
- University of Malta _____
- Harvard Business School _____
- University of Athens _____

In response scale formats we cannot compute the mean. They are only numbers, 1-2-3-4

What we can do is the frequency.

When we collect data is impossible not end up with some sort of error.

When we talk about of error in statistics we can talk about SISTEMATIC ERROR and RANDOM ERROR.

The purpose is to weight myself: there are 2 weight machines, one pink and one blue. Suppose I know my weight. I know that my true weight equals 50.

I'm gonna weight myself in the blue one: **the final result is 50**

Then I'm gonna weight myself In the pink one: the final result is 49.5

I'll try again

2nd trial : blue one: 49

2nd trial: pink one 49.9

And again

3rd trial: blue one 51

3rd trial: pink one 49.7

Which one should I select, if I wanna choose the best weighting machine?

The correct answer is blue.

If you take the average, is 50 for the blue. If you take the average for the pink is below 50, so it underestimates my weight.

We don't like systematic errors, but it is difficult if not impossible to eliminate them. however, we don't care about random errors, because it has not a specific pattern so in average we are gonna be fine. (it does not happen often)

There are ways of creating response bias: what do you think of the GREAT brand coke? (great = implicit bias)

Sampling considerations:

Example of moment:

We think in advance that we are design this product for (the target population) Italian adults It's not possible to retrieve all the individuals and to use a survey


We take a sample, after deciding how many people should we interview, and then make something that is able to provide an average that we believe is similar to the truth.

The way we select the sample is key. If we create some sort of bias here, then this sample would not be representative of the entire population: that's why it's important we select the sample properly --> so we can trust the statistics.

so --> How would you select this sample?? What would it be the right approach?

It's better to select randomly --> selecting observation randomly will reduce the possibility of biases.

format		Mean
express	volume_po	42,9218
	volume_year	9413,8849
	Tot_po	44,1837
	recency	2,3469
	Valid N (listwise)	
extra	volume_po	85,5753
	volume_year	6943,7766
	Tot_po	28,7563
	recency	3,0125
	Valid N (listwise)	
metro	volume_po	50,3180
	volume_year	5305,9778
	Tot_po	33,2500
	recency	4,0750
	Valid N (listwise)	



Recency means the number of day/weeks/month since the last purchase