Chapter 6
Qualitative Research

II. Qualitative Research: Why?

1. Qualitative vs. Quantitative research

Example 1:

Information need
“I want to know how consumers perceive our brand – brand attitude, brand image, brand loyalty, etc.”

Qualitative data
Quantitative data

Example 2:
A person purchased an expensive car – why?

Qualitative data
“Please write anything you feel about brand name A.”

Quantitative data
“Please mark your opinion on the following scale.”

Brand A is:
1 2 3 4 5
Powerful Weak
Unreliable Reliable
Modern Traditional

<table>
<thead>
<tr>
<th>Qualitative</th>
<th>Quantitative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective</td>
<td>To provide insights and basic understanding</td>
</tr>
<tr>
<td>Sample</td>
<td>small Non-representative</td>
</tr>
<tr>
<td>Data Collection</td>
<td>unstructured</td>
</tr>
<tr>
<td>Data Analysis</td>
<td>non-statistical</td>
</tr>
</tbody>
</table>

Roughly $12 billion was spent worldwide on market research consulting in 1997, with $4 billion of that being spent by U.S. firms. That $4 billion was divided equally between quantitative and qualitative.

Source: http://www.e-focusgroups.com/online_article.html

Classification of Qualitative Research

[1] Focus Group Interview
An unstructured, free flowing interview with a small group of people

Factors to be considered
Group size
Group composition
Environmental setting
Interview time
Moderator’s role

Direct method
Focus group interview
Depth interview

Indirect method
Projective technique

Moderator
[2] Depth Interview

An unstructured personal interview conducted one on one (cf. Focus group interview: more than one at the same time)

**Interviewer**

How do you feel about shopping at department stores?

Why isn’t it fun anymore?

(or, Why was it fun before and what has changed?)

**Respondent**

Shopping isn’t fun anymore

“………….”

[3] Projective Technique

- It consists of a variety of disguised “tests” that contain ambiguous stimuli.
- Sometimes administered as part of a focus group, but usually used with depth interviews.
- The theory is that respondents’ inner feelings influence how they perceive stimuli.

Example: How projective technique works

**Research 1**

Directly asked 179 smokers who believed cigarettes to be a health hazard continued to smoke.

➔ “Pleasure is more important than health.”

“Moderation is OK.”

“I like to smoke.”

**Research 2**

“People who never smoke are __________.”

=> better off, happier, smarter, wiser, more informed

“Teenagers who smoke are __________.”

=> foolish, uninformed, stupid, showing off, wrong

[3] Projective Technique

(1) Association Technique
- word association

(2) Completion Technique
- sentence completion
- story completion

(3) Construction Technique
- picture response technique (TAT)
- cartoon test

(4) Expression Technique
- role playing

Metaphor Analysis

- Based on belief that metaphors are the most basic method of thought and communication.
- Zaltman Metaphor Elicitation Technique (ZMET) combines collage research and metaphor analysis to bring to the surface the mental models and the major themes or constructs that drive consumer thinking and behavior.