

# Types of marketing research

# Marketing research

Marketing research is a **systematic** gathering, recording and analysing of **data** about a problem relating to the marketing of goods and services.

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Types of marketing research

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# 1. In terms of the research author

- **company** (a company conducts on its own)
- **agency** (specialized research agency, usually on order)



## Task for you



1. When/why would you conduct a MR on your own (within your company) and when/why would you ask an external agency?
2. How would you choose the agency?

## 2. In terms of contract owner – its participation in order and costs

- **Syndicated research**
- **Omnibus research**
- **Made-to-measure research**

## 2. In terms of contract owner – its participation in order and costs

### Syndicated research

- by a research agency according to its **specification** on its **expenses** and risks undependably from the requirements of any company
- findings are **sold** as a research study to anybody
- independent research would be expensive and time-consuming for just one company
- obtained **data – general character**, may not fully meet the requirements
- less expensive than collecting the data according to the specific requirements of the company

## 2. In terms of contract owner – its participation in order and costs

### Omnibus research

- by a research agency considering the **requirements of a few companies**
- companies share the costs and contribute to the questions (anonymously in the research)
- the agency provides results to all participating companies
- cost-effective research



## 2. In terms of contract owner – its participation in assignment and costs

### **Made-to-measure research**

- by a research agency to the **requirements of a client**
- a company is the only research owner and pays all costs
- findings are **confidential** to the company
- the most expensive and the most useful

### 3. In terms of time

- Occasional or ad-hoc research
- Continuous (longitudinal) research

### 3. In terms of time

#### **Occasional or ad-hoc research**

- research conducted when needed whenever a specific problem or a need arise
- for a specific purpose, one-time
- usually „made-to-measure“ research

# 3. In terms of time

## Continuous research

- to produce a continuous stream of data
- to measure performance over time, indicate trends
- purpose – to spot changes
- according to the respondents:
  - **panel study**
  - **repeated cross-sectional study**

# 3. In terms of time

## Panel study

- data on the **same topics** are collected from the **same respondents** at **different points in time**
- to identify trends in customer behaviour
- to observe individual behaviour in a given period („net effects“) – e.g. *What % of respondents have changed their coffee brand during the given period?*
- individuals or households regularly fill in and send questionnaires (relating to their shopping behaviour, TV channel viewing etc.)
- challenging to recruit a representative panel of respondent



### 3. In terms of time

#### Repeated cross-sectional study

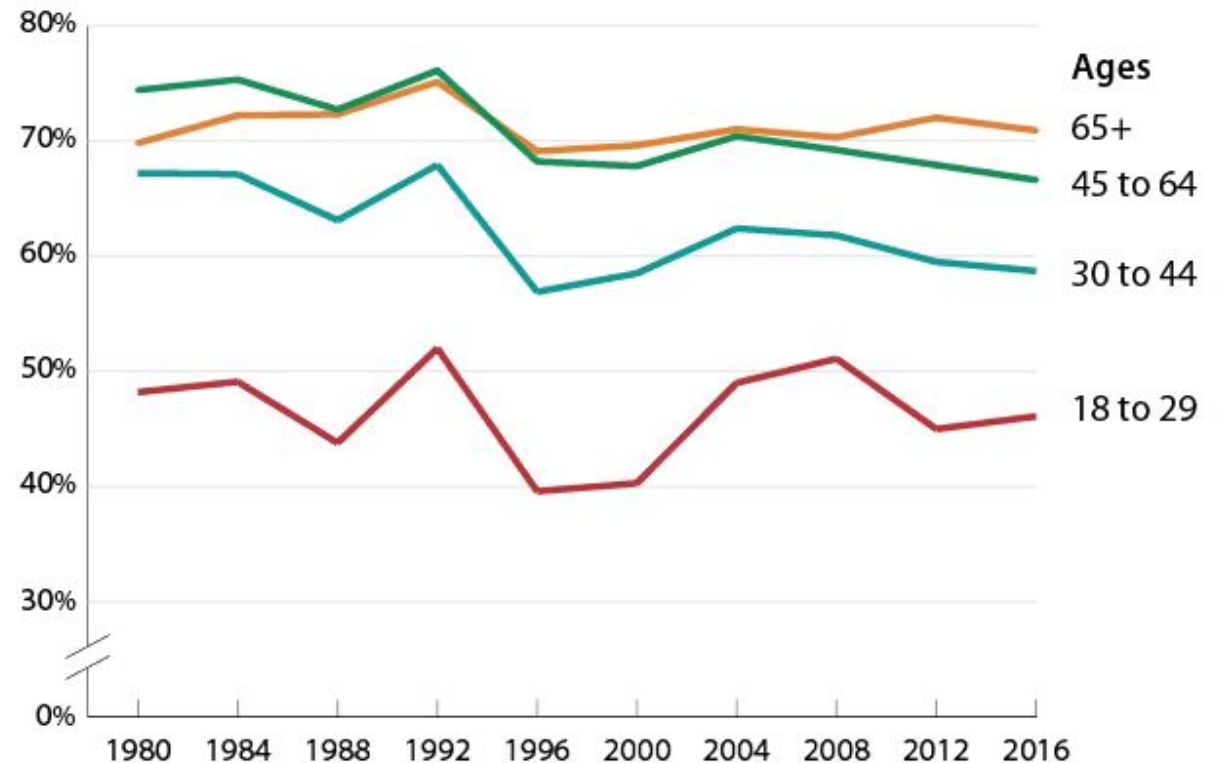
- trend studies, time series surveys
- data gathered at different points in time from different samples from the same population
- to map the **gross effect** of all the changes in the population
- the survey does not allow finding individual changes in consumer behaviour

# Cross-sectional study: example

## More Millennials Vote

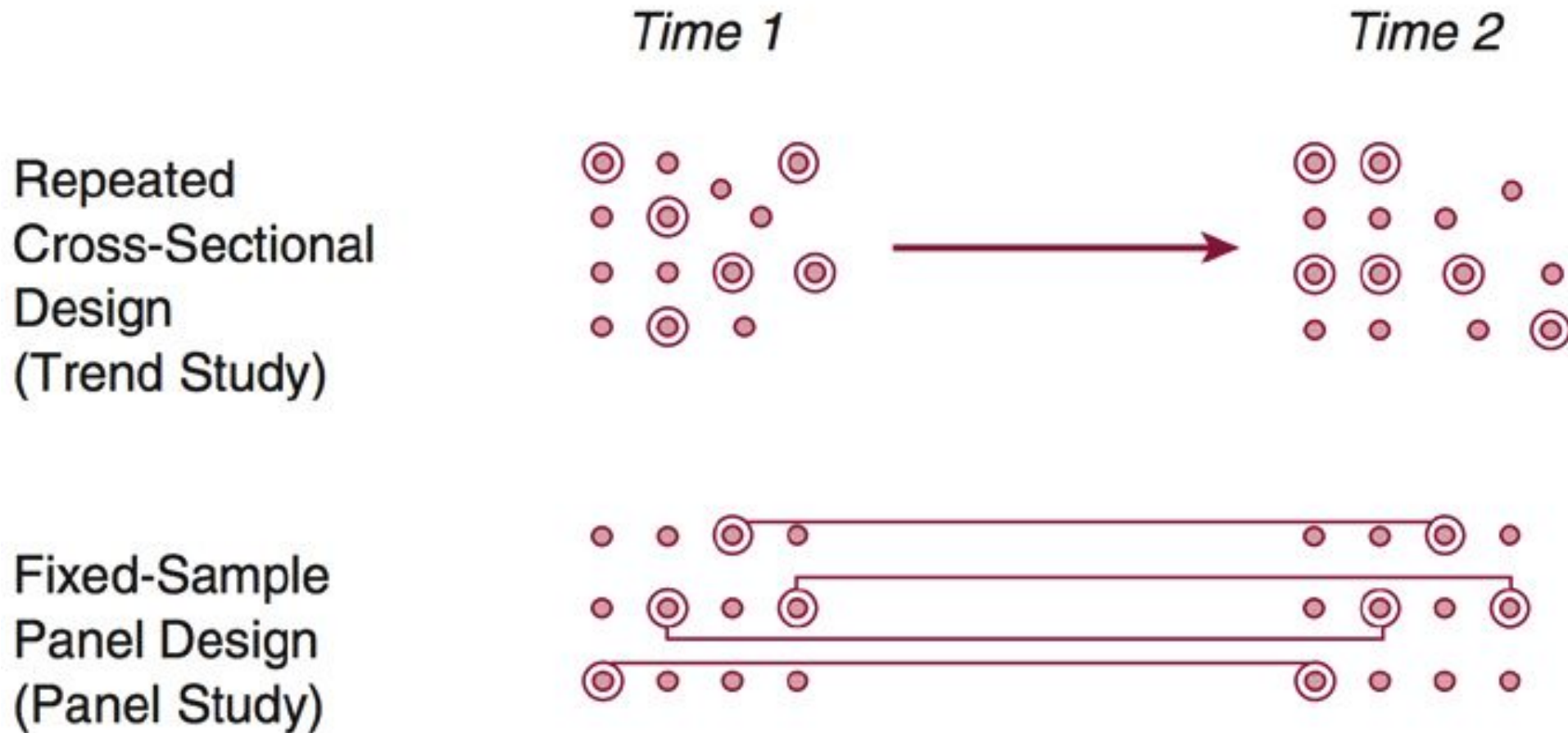
Only Age Group to See Voter Turnout Increase Since 2012

Voting Rates by Age



### 3. In terms of time

#### Repeated cross-sectional study vs. panel study





## 4. In terms of information sources

- **Secondary research**
- **Primary research**

## 4. In terms of information sources

### **Secondary research**

- data that already exists produced by someone else in the past for some other purpose
- desk research
- the recency of the data?, too general data??
- quick and cheap => starting point, familiarization process, generating ideas



## Task for you



What general sources are there for the secondary data?

## 4. In terms of information sources

### **Czech statistical office**

<https://www.czso.cz/csu/czso/home>



### **Public databases**

<https://vdb.czso.cz/vdbvo2/faces/en/index.jsf>

### **Eurostat**

<https://ec.europa.eu/eurostat>



### **Statista**

<https://www.statista.com>



## 4. In terms of information sources

### **Primary research**

- original data (=> primary data)
- data acquired by the company itself/by a research agency
- data is specific, reflecting the purpose
- company = primary user
- internal or external

## 4. In terms of information sources

- **Internal research** – inside a company, data related to a company
- **External research** – outside a company, aspects of the market

## 5. In terms of the information character

- **Qualitative research**
- **Quantitative research**

# 5. In terms of the information character

## Qualitative research

- data that is rich in insight, understanding, explanation and depth of information
- answer to a question: **Why?**
- the objective is to find out reasons, opinions, perceptions, attitudes and motives that are behind and cause certain situation
- from a few respondents => no generalization
- **methods:** in-depth interviews
  - focus groups (group interview)
  - observation
  - experiment (psychological and sociological methods, devices)
- valuable in the early stages of market studies, when concepts are being explored, insights into behaviour are gained, and research ideas are generated



# 5. In terms of the information character

## **Quantitative research**

- to find out the frequency of a given state
- the purpose is to get numerical data
- gathered data has a quantitative character (natural or monetary units)
- big data files (100 – 1000 respondents)
- evaluation of the data using the statistical analysis
- data gathered from a sample => representative => generalization to whole population
- methods: observation, experiment, surveys using questionnaires

# Qualitative vs. quantitative

## Qualitative and Quantitative Psychological Characteristic Measurement

QUALITATIVE MEASUREMENT	QUANTITATIVE MEASUREMENT
Questions are fast to assemble	Questions are slow to assemble
Responses are slowly made are made in respondents' own words contain much variety require more effort to make contain less social desirability have more memory problems	Responses are quickly made force respondents to categorize contain less variety require less effort to make contain more social desirability have fewer memory problems
Analysis is slow capable of subjective interpretation largely incapable of statistical analysis	Analysis is fast capable of objective interpretation quite capable of statistical analysis
Application is characterized by flexible procedure small samples usually preceding any quantitative techniques exploratory research focus	Application is characterized by rigid procedure large samples usually following qualitative techniques descriptive, causal research focus

## 6. In terms of purpose

**Exploratory research**

**Descriptive research**

**Causal research**

**Prognostic research**

## 6. In terms of purpose

### Exploratory research

- = **preliminary research**
- to clarify a problem
- to familiarize with the topic for less financial and time costs
- usually the first phase of the marketing research
- professional publications, case studies, observation, interviews with professionals, customers

## 6. In terms of purpose

### Descriptive research

- = **descriptive**
- to provide an overview of a given situation, to describe the situation, to find out the frequency
- marketing research does not reveal the causes
- example: characteristics of FB users, a profile of the consumers

#### Descriptive Research Design



## 6. In terms of purpose

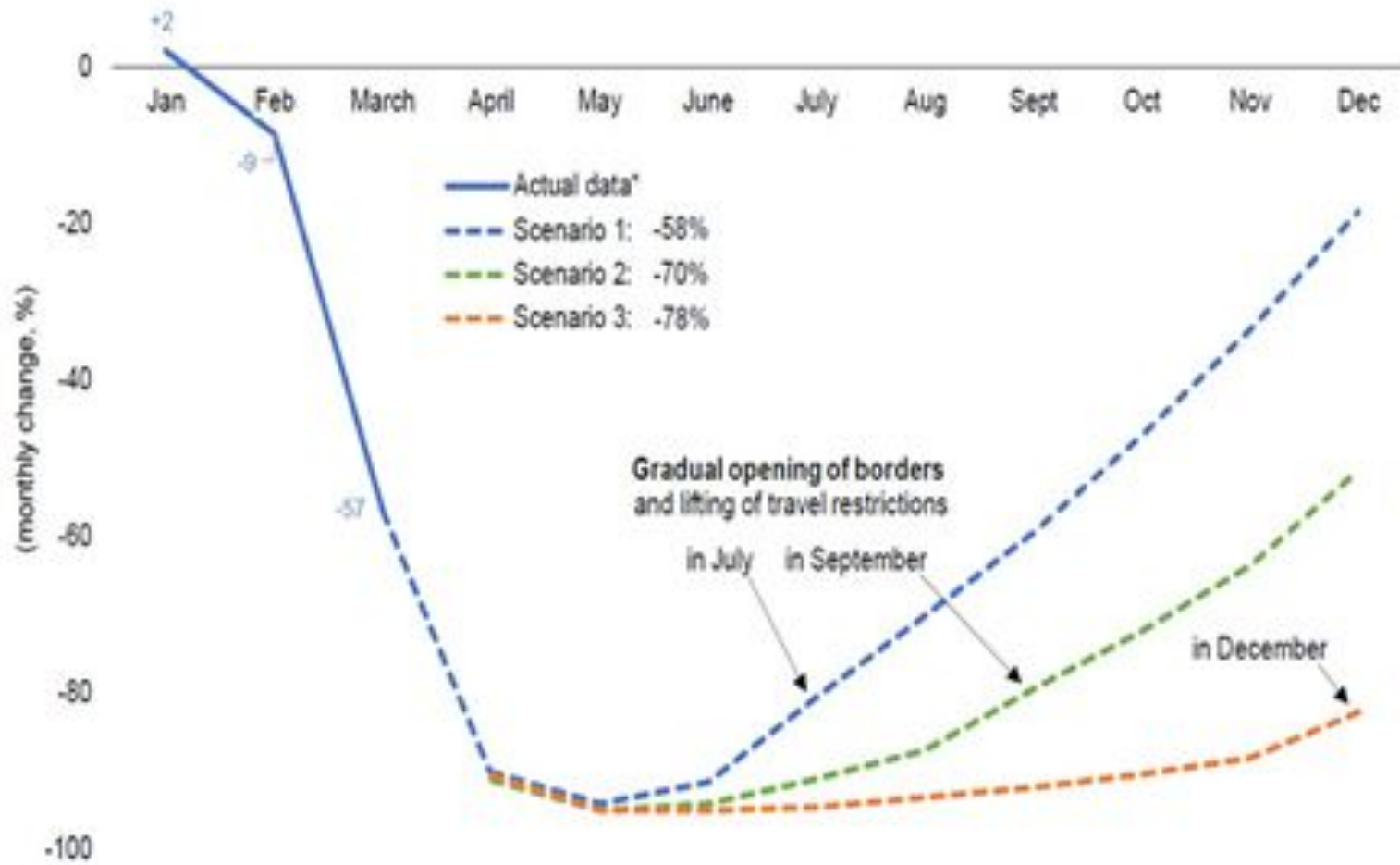
### Causal research

- causal relationship between two or more variables
- to find out the reason for the causal relationship
  
- example: to find out the customer reaction to a new product in the market environment

## 6. In terms of purpose

### Prognostic research

- estimation of the future state based on current trends
- time series are necessary for its realization



Example: International tourist arrivals – forecast during pandemic



Can research be both qualitative and  
quantitative ?



## Task for you



What type of research would you choose for following situations?

1. changes in structure of retail shops
2. profile of customers' shopping behaviour
3. customers' perception of a new commercial