WHAT KIND OF QUALITATIVE RESEARCH IS ON OFFER?

“The worlds of academia and business are ... as far apart as two planets in different galaxies”

- Wendy Gordon (1999)
Qualitative research is not exclusive to the market research industry

- ‘Classic’ qualitative market research emerges from ‘motivational’ research of the 1960s
  - an ‘applied’ version of techniques from psychotherapy and social psychology

- Academic researchers increasingly value qualitative methods from 1991
  - report to B.P.S. Scientific Affairs Board
Qualitative research is not exclusive to the market research industry

- ‘Classic’ qualitative market research emerges from ‘motivational’ research of the 1960s
- Academic researchers increasingly value qualitative methods from 1991
- Management and marketing consultants claim qualitative methods in late ‘90s

The three approaches to qualitative research

1. **Empirical Method**
   - Data Collection & Analysis/Interpretation are sequential activities
   - Academic Research
   - Qualitative Research Type 1
   - PROCESS-BASED

2. **Modified Clinical Method**
   - Data Collection & Analysis/Interpretation are integrated activities
   - Quantitative Market Research
   - Qualitative Research Type 2
   - SKILLS-BASED

3. **Executive Method**
   - Analysis/Interpretation precedes Data Collection
   - Management Consultancy
   - Qualitative Research Type 3
   - KNOWLEDGE-BASED

Practitioner Continuum

A CASE EXAMPLE

CREDIT CARDS

PROBLEM - BUILDING A CARD-Membership Base

- A combination of quantitative and qualitative research
  - what segmentation?
  - how to advertise to each segment?
  - how many people in each?
  - what spending habits?
FINDINGS FROM QUALITATIVE RESEARCH

A Psychographic Segmentation

- Message: “It’s new”
- Motive: Add it to your collection
- Payoff: More is better
Market Segmentation, Qualitative Research and Conversations Across the Garden Wall

27th January 2011

Lawrence F Bailey
Market Research Valedictory Lecture

- Message: “Here are ten good reasons”
- Motive: Get something you need
- Payoff: Wise, objective advantages

- Message: “Have you made it??!”
- Motive: Get this card to prove it
- Payoff: Feel important
- **Message**: “Relax - you’ve made it!”
- **Motive**: Award yourself this card
- **Payoff**: Doing the right thing

- **Message**: “We won’t lead you astray”
- **Motive**: ‘Ne’er borrower nor lender be’
- **Payoff**: Confirming control
TIME FOR A PRACTICAL!

Acton...
DIGITAL RADIO

- SOMETHING COMPLETELY DIFFERENT

DIGITAL RADIO: product features

- Provides ‘CD quality’ sound and perfect reception
- Delivers more stations and automated selection
- Provides information linked to the programme
- Can offer extensive links to back-up information
INTEREST IN DIGITAL RADIO FEATURES - SURVEY FINDINGS

- % very/fairly interested (1996)

<table>
<thead>
<tr>
<th>Feature</th>
<th>Interest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preset buttons which tune themselves automatically</td>
<td>91%</td>
</tr>
<tr>
<td>Perfect reception through a small aerial which never needs adjusting</td>
<td>90%</td>
</tr>
<tr>
<td>Sound reception of near-CD quality</td>
<td>89%</td>
</tr>
</tbody>
</table>

Sample: 1018 radio listeners

Source: BBC / BMRB International

MOST IMPORTANT FEATURES DIGITAL RADIO COULD OFFER - SURVEY FINDINGS

- % (1997)

<table>
<thead>
<tr>
<th>Feature</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sound Quality</td>
<td>65%</td>
</tr>
<tr>
<td>Information services</td>
<td>19%</td>
</tr>
<tr>
<td>New stations</td>
<td>13%</td>
</tr>
</tbody>
</table>

Sample: 520 adults (TGI)

Source: BBC / BMRB International

CONCLUSION:

“Sound/reception quality is by far the most important driver”
UNDERSTANDING LISTENERS
- in order to package the right benefits

A SERIES OF QUALITATIVE RESEARCH PROJECTS PROVIDES A PSYCHOGRAPHIC SEGMENTATION

1. EXPLORERS

- Inquisitive and confident
- Want easy switching
- Enjoy searching by programme-type
2. SCHEDULERS

- Like to program a pattern of listening
- Know what they want, regardless of station
- May be habit-bound
- Don’t want to miss a favourite programme

3. FEARFUL TUNERS

- Fear that re-tuning means losing your station
- Need equipment that *looks* simple
- Value feedback that the right station has been found
4. WALLPAPER LISTENERS

- Leave one station on all day
- Find radio comforting...
- ...like a flickering coal fire

5. STATION LOYALISTS

- Leave one station on all day
- Mentally ‘tune in’ when a favourite programme is broadcast
- Like a reliable style for their favourite station
6. TECHNO-RECEPTIVES

- Own lots of domestic technology
- Tend to be male, often very extravert
- Want a battery of new facilities

... and one more, very odd category ...

7. SOUND-SYSTEM WARRIORS

- Appear to be exclusively male, 17-25
- Intensely competitive
- Want peer-group approval
- The ‘best’ audio gadgetery and performance wins
PACKAGING DIGITAL RADIO BENEFITS FOR MAXIMUM APPEAL

<table>
<thead>
<tr>
<th>Listener Type</th>
<th>More Stations</th>
<th>More ‘Data’</th>
<th>PC Connect</th>
<th>Auto Tuning</th>
<th>Sound Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Schedulers</td>
<td>☺</td>
<td>☺</td>
<td>+</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Explorers</td>
<td>☺</td>
<td>☺</td>
<td>+</td>
<td>+</td>
<td></td>
</tr>
<tr>
<td>Fearful Tuners</td>
<td></td>
<td>☺</td>
<td>+</td>
<td></td>
<td>+</td>
</tr>
<tr>
<td>Wallpaper Listeners</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Techno-receptives</td>
<td>+</td>
<td>☺</td>
<td>☺</td>
<td>☺</td>
<td></td>
</tr>
</tbody>
</table>

☺ = best purchase ‘triggers’  + = additional post-purchase reward

DELIVERING TOP-QUALITY QUALITATIVE MARKET RESEARCH

So...
How do we, on both sides of the garden wall, ensure that this is done?
DELIVERING TOP-QUALITY QUALITATIVE MARKET RESEARCH:
The challenge on the academic side

- Can we *train* as well as *teach*?
- Can we teach *interpretation* as well as *process*?
  - It may require cross faculty co-operation...

DELIVERING TOP-QUALITY QUALITATIVE MARKET RESEARCH:
The challenge on the research agency side

- Can we achieve a real partnership with our clients?
  - Researcher skills + Client knowledge = Better Marketing
- Can we defend our professional standing?
  - Beware the dreadful Survey Monkey...
  - Where is the Market Research Society?
See also:

The lecture available at:
http://www.youtube.com/watch?v=WdQREwSru7g