



LEEDS
BECKETT
UNIVERSITY

Citation:

Bailey, L (2011) Market Research Valedictory Lecture. Leeds Metropolitan University. (Unpublished)

Link to Leeds Beckett Repository record:

<https://eprints.leedsbeckett.ac.uk/id/eprint/1027/>

Document Version:

Other (Presentation)

The aim of the Leeds Beckett Repository is to provide open access to our research, as required by funder policies and permitted by publishers and copyright law.

The Leeds Beckett repository holds a wide range of publications, each of which has been checked for copyright and the relevant embargo period has been applied by the Research Services team.

We operate on a standard take-down policy. If you are the author or publisher of an output and you would like it removed from the repository, please [contact us](#) and we will investigate on a case-by-case basis.

Each thesis in the repository has been cleared where necessary by the author for third party copyright. If you would like a thesis to be removed from the repository or believe there is an issue with copyright, please contact us on openaccess@leedsbeckett.ac.uk and we will investigate on a case-by-case basis.

Market Segmentation, Qualitative Research and Conversations Across the Garden Wall

Market Research Valedictory Lecture

Lawrence Bailey C.Psychol.

Leeds Business School and Lawrence F Bailey And Associates



02 May 2011



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



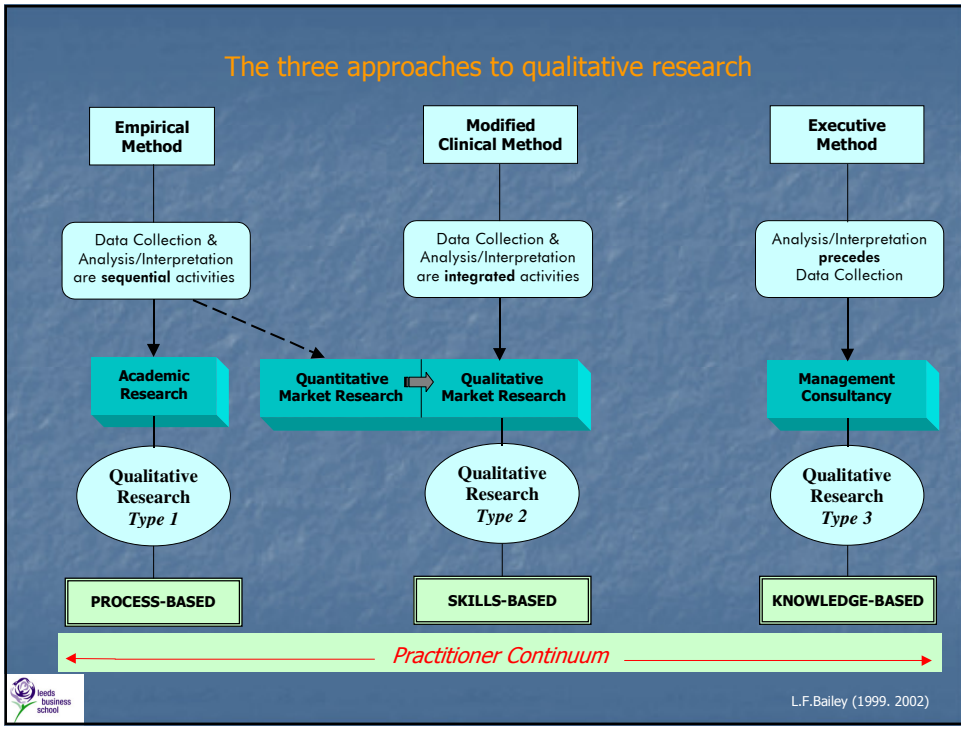
Qualitative research is not exclusive to the market research industry

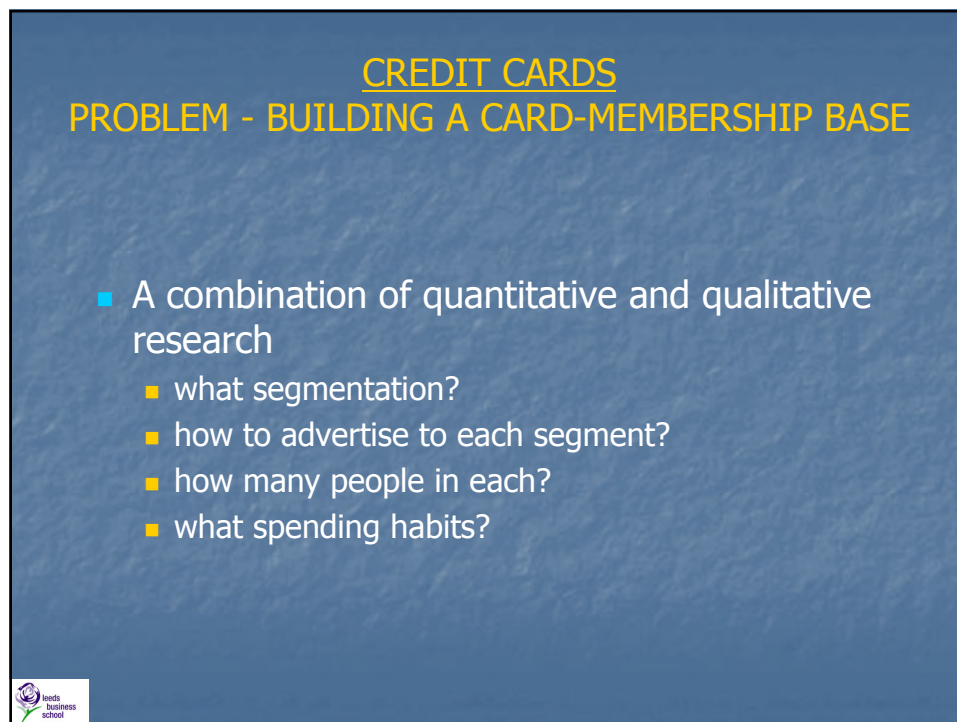
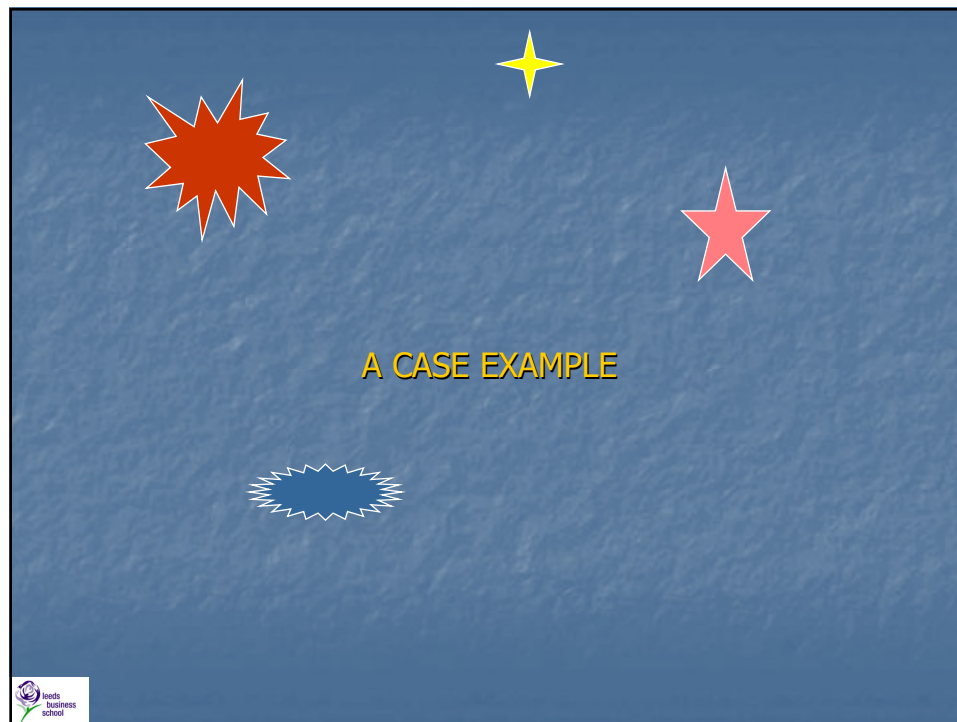
- 'Classic' qualitative market research emerges from 'motivational' research of the 1960s
- Academic researchers increasingly value qualitative methods from 1991
 - report to B.P.S. Scientific Affairs Board



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



FINDINGS FROM QUALITATIVE RESEARCH

A Psychographic Segmentation



- Message: "It's new"
- Motive: Add it to your collection
- Payoff: More is better



CARD
NATURALS

CARD
SCEPTICS

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




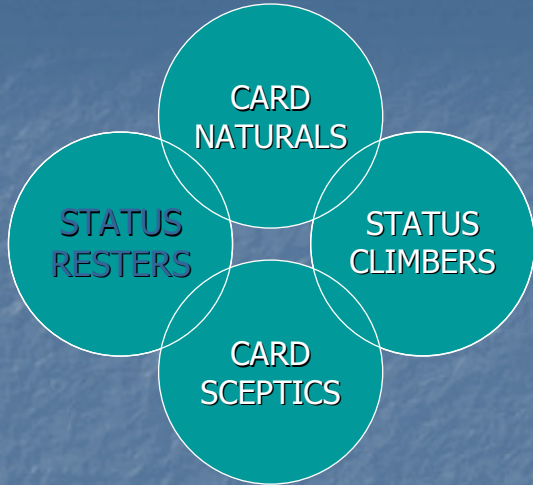
CARD
NATURALS

CARD
SCEPTICS


STATUS
CLIMBERS

- Message: "Have you made it??!"
- Motive: Get this card to prove it
- Payoff: Feel important



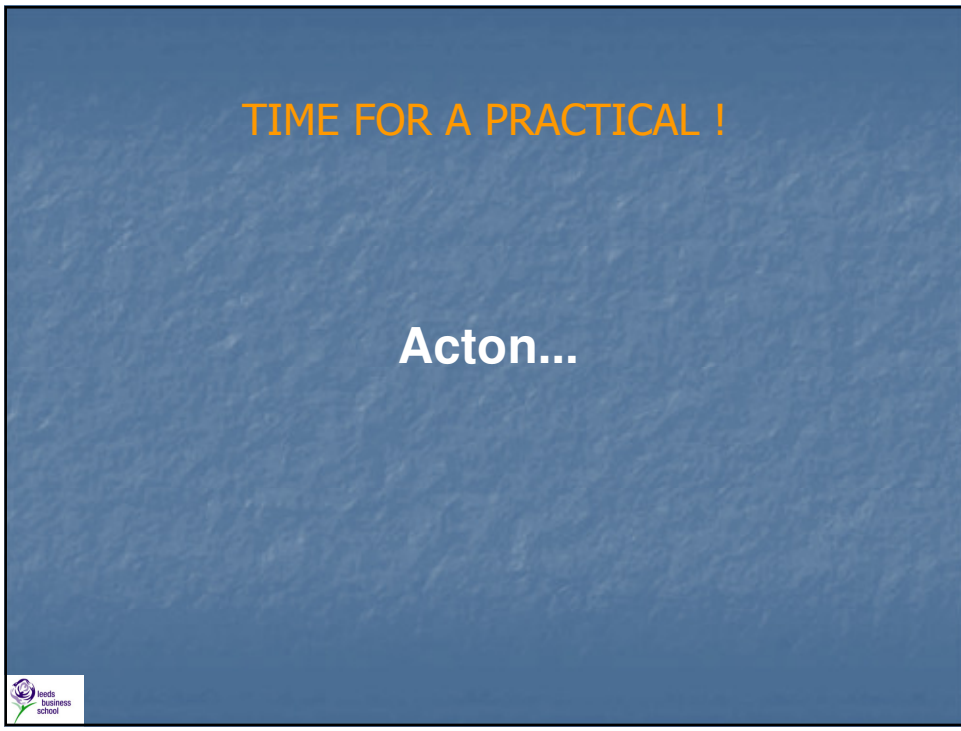


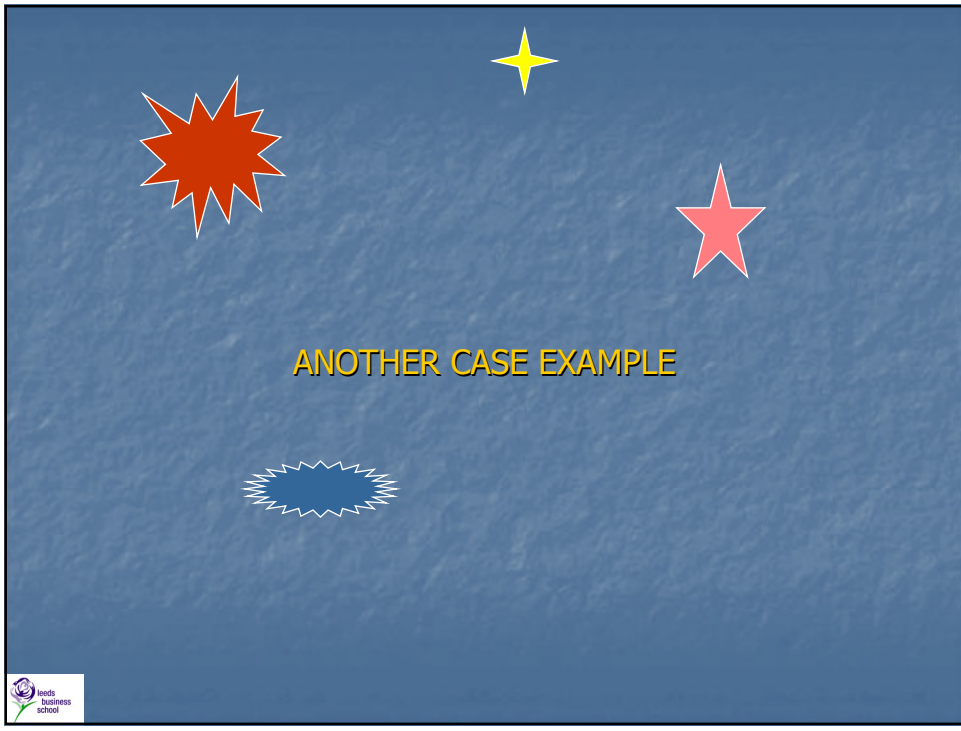
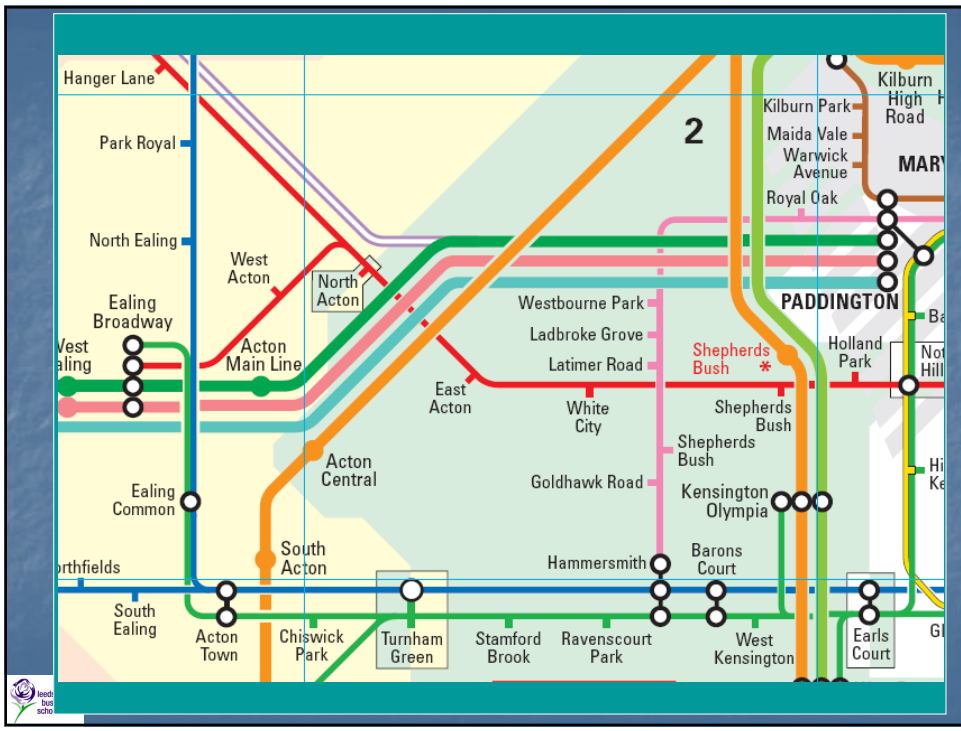
- Message: "Relax - you've made it!"
- Motive: Award yourself this card
- Payoff: Doing the right thing



- Message: "We won't lead you astray"
- Motive: 'Ne'er borrower nor lender be'
- Payoff: Confirming control







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)

Preset buttons which tune themselves automatically	91
Perfect reception through a small aerial which never needs adjusting	90
Sound reception of near-CD quality	89

Sample: 1018 radio listeners

Source: BBC / BMRB International



MOST IMPORTANT FEATURES DIGITAL RADIO COULD OFFER - SURVEY FINDINGS

- % (1997)

Sound Quality	65
Information services	19
New stations	13

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

Listener Type	More Stations	More 'Data'	PC Connect	Auto Tuning	Sound Quality
Schedulers	☺	☺			+
Explorers	☺	☺		+	+
Fearful Tuners				☺	+
Wallpaper Listeners	+			+	+
Techno-receptives	+	☺	☺		☺

☺ = 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:

Bailey, L.F. (2002) Decision Resource Consultancy: a convergence of disciplines that aid consumer marketing, *Journal of Consumer Behaviour*, vol.1, 4, pp. 400-406.

The lecture available at:

<http://www.youtube.com/watch?v=WdQREwSRu7g>

02 May 2011



THE END