JACOB
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GROUP

Experience Authentic Tranformation

QUICK GUIDE

MARKET RESEARCH

SUMMARY

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MANDATE

The composition of an idyllic research mandate

Your research topic is to be introduced first alongside the background. As a teaser for your background, introduce the topic first in a short and attention-grabbing manner. This is your chance to attract the agency to your company and more specifically to be wanting to read the background. The background summary in turn goes in-depth about your topic. Look at it like this, when a movie is announced, the poster is released first – this is the introduction followed by a video trailer – this is the background.

Followed by the following sections:

1. Business objectives
2. Research objectives
3. Target audience
4. Sample delivery
5. Possible process/methodology
6. Topic analysis/what to ask 8 deliverables/output
7. Timescale
8. Budget

What is the purpose of this research?

Business objectives:

What is the fundamental goal of the business of the overall plan? An Example: To attract 50,000 new customers and retain 70,000 old customers.

Research objectives:

- What are we expecting to discover from the research?
- What sort of problems are we expecting the research will solve?
- How do we plan to use the research findings?

What do you previously know?

Do not try to create something that has already been done for you. Before placing collectively, a research mandate, ask:

- What other data does the business have already that meets some of the goals?
- What similar ventures have you already commenced?
- What other non-research data might solve the problems?

Target audience for the research

Who?

- Who is the target audience? How are you identifying them?
- Are there other backers such as staff, customers, etc. that need to be included?
- For business research, who within the target company will be the decision-maker? Are there any major judges or influencers?

How do we discover them?

- Does the domestic client have their own source of sample or databases of customers?
- Have they been creating target lists, etc?
- Does the research agency need to open-search? Do we have any inside data?

Any secondary groups of interest?

- Do we want to be able to distinguish any variations by sub-group (e.g., life stage, location, gender)?
- Any need-to-haves versus nice-to-haves? You need to be strategic here, magical thinking can only take you so far.

Possible approach/methodology

Not all methods will be suitable, and logistics might preclude you from doing what you preferably want to do. So, keeping that in mind, analyze the below factors:

Objectives:

- Is experimental research needed: will require a qualitative method?
- Are vigorous numbers needed: will require quantitative research?

Sample proviso:

- Does the sample allow for a quantitative methodology; is the universe large enough?
- Does the sample allow for gathering for f2f groups, or cost-effective f2f pits?

Use of incentive:

- Do we need to show defendants something?
- Is a f2f methodology required – could we talk by phone/email/online?

Timing:

- What is the final deadline for results?
- Is it feasible with 'the best' methodology, or do we need to cooperate?

Cost:

- What is the cost available?
- Is 'the best' methodology achievable within budget, or do we need to cooperate?

What to ask?

The plaintiff cannot directly answer your business objective for you. They can however answer questions that are relevant to them in prose they can comprehend:

Understanding the assessment of the answer:

- Market research
- Competitor brainpower
- Internal data

RESEARCH TECHNIQUES AND SAMPLING FACTORS

When is market research suitable?

Most of the time, market research adds value where people's motivations and attitudes that affect a business are understood. It must be noted that primary research is not always required. It is not required under the following term:

1. When present data is already available.
2. When you can't organize the study well because:
    - There is a lacking budget.
    - There is time scarcity.
    - There is not enough sample.
3. When findings cannot be actioned.

What methods ought to be used?

Qualitative research presents the 'why/how do people think?':

- A relatively small number of respondents.
- Induction and evaluation of the full assortment of responses, ideas, opinions, experiences
    - the inspirations, feelings, and thoughts behind the behavior.
- Not statistically Consistent.

Quantitative research presents the 'how many people think that way:

- A large number of respondents.
- Allows for a better knowledge of how many customers show the reactions/thoughts/ideas drawn at the qualitative stage
    - places these items in a directive/chain of command.
- Statistically reliable data.

Qualitative Research – Methods

Focus Groups:

• Cross-pollination of views and ideas: ◦ Ideal for product/service development. • Relies on the accessibility of a crowded sample of fairly homogenous respondents.	• Less appropriate where information is sensitive. • Not ideal for recognizing individual decision-making.

F2F intense interviews:

• Allows for detailed examining and individual granulated feedback:
  ◦ Ideal for exploring why customers have made a certain decision.
  ◦ In b2b environment opportunity to observe respondent at work/consumer at home.
  ◦ Interviews can be paired.
	• Can be expensive and time-consuming to complete if respondents are not geographically clustered.

Tele-depth interviews:

• The telephone is a commonly used method of communication among b2b audiences and therefore tele-depths work well. • Lower cost than f2f.	• Interview length is usually shorter than f2f interviews so less detailed feedback should be expected. • Challenging to verify the same level of respondent empathy gained in f2f depths.

Online forums:

• Allows for cross pollination of viewpoints and ideas although level of detail gained is fewer than f2f focus groups. • Performed over a sum of days. It is ideal if some type of diary completion practice is needed.	• Reply rates to online forums are usually smaller than f2f focus groups.

Quantitative Research – Methods

F2F Interviews:

• Permits for incentive material to be shown to respondents like brochures and products. • Can manage a longer interview as interviewer/ respondent relationship builds during face-to-face conversations.	• Might get expensive and time-consuming to complete.

Telephone interviews:

• Easy to interview geographically organized sample. • Less expensive than f2f interviews.	• Cannot easily show stimulus material, though can email info/link for a return call. • Interview usually shorter than f2f interviews. ◦ Widely used method of communication among b2b audiences.

Online interviews:

• Use multimedia/show incentives. • Can be a faster and cheaper medium for high levels, but not always.	• Open-end answers are not explored, so replies are often limited. • Response rates are often smaller than other mediums with interviewer contact. • Cannot be sure who has completed it. ◦ Essentially is a self-completion form, so it needs

	to be pertinent and engaging to get good response rates. ◦ Interview length should be kept to a minimum.

Postal interviews:

• Not frequently used compared to the rest. • Can be incorporated with other marketing stuff.	• Open-ended answers un-explored, so answers are often restricted. ◦ Sending of method and other instructions are clear enough for respondents to follow. • Response rates are smaller than other mediums with interviewer contact. ◦ Essentially is a self-completion form so it needs to be pertinent and engaging to get good response rates. ◦ Interview lengths should be kept to a minimum.

Types of quantitative studies

Individually commissioned custom studies:

- One client.
- Data is confidential to the client.

Syndicated studies:

- Group of clients share findings – yields are not confidential.
- Copyright remains the property of the agency.

- Usually, market studies – where competitor benchmarking is required.
- Often include large sample sizes or respondents that are unreachable.
- Costs are divided among endorsers, so these are often cost-effective.

Omnibus studies:

- Agency will interview a set sum each week or month.
- Questionnaires will have a set categorization section.
- Clients 'buy questions' in the questionnaires.
- Omnibus studies can be a cheap and quick way of getting answers to a few quick questions. They are often used to generate data for PR purposes.

Sampling considerations

You must understand that not every interaction will result in an interview. You must identify respondents who actually cannot participate and respondents who just doesn't want to participate. You must make sure to put your customers first. This can be done by considering how frequently you approach customers for their feedback or even help. You need to create a contact database to manage how often you provide the same customer details for the research.

QUESTIONNAIRE AND INTERVIEWING

Questionnaire layout and best interview length

A good questionnaire should engage the participant from the start:

- Tell the participants why research is being done and why their help is of value.
- Be honest and blatant about the possible length of the interview.
- Avoid asking repetitive questions.
- Keep a logical order from a participant's point of view.
- Avoid unnecessary categorization.
- Ensure participants have a chance to actually participate and have a word in (share their thoughts and opinions).

Interviews differ depending on:

- The type of participants.
- Based on context or relevancy.
- The proximity of relationship.

- The method. It must be noted that f2f can be longer compared to other methods.

Try to go for the shortest method. Max lengths to be considered:

- F2f: 35 mins
- Phone: 20 mins
- Online: 20 mins

Questionnaire layout – asking the appropriate questions.

Are your questions answerable?

- Accuracy – known facts e.g. What year were you born?
- Through memory e.g. How often did you drink tea last week?
- Through the best choice of options, e.g. Which of these five statements comes nearest to describing you…?
- Through judgment, speculation, or even conjecture.

Golden rules:

- Will the participant answer?
- Keep question concepts logical with as little vagueness as possible. A question should be explainable in only one way.
- Questions should be clear and phrased in language suitable to the participant's way of thinking or talking.
- Consider the suitability of question phrasing to the audience.
- Ask one question at a time – questions containing multiple concepts rarely give rational data.
- Make Sure that participants are not led to a certain answer.
- Take care of delicate subject areas, often setting them near the end.
- Suitable answer choices should be offered that indicate the reality of the range of answers. Allow them to decline to answer a question, this will increase trust and rapport.
- Where suitable include standard questions or questions used on prior research – it gives comparison across studies and can improve the importance of the data to the client.

TABLES

Table verification (agency side)

- Any tables you get from an agency should be completely verified. There might be instances you have performed in-house research. So, when verifying tables, for each table you should:
- Verify that each table you have stipulated is in fact present.
- Verify that its name, ground, and side captions are correctly labeled and that there are no spelling blunders.
- Ensure that the side captions add up to 100% for single code questions and to at least 100% for multi-codes.
- Verify that the correct breaks have been used and that they are correctly categorized.
- Verify breaks against their corresponding tables.

Look at the table and make sure you are confident about its sensibility:

- Where feasible, verify that the table relates with previous or subsequent tables.
- You should also verify any data that is obtained from the sample – ask data handling if you don't understand where to find the sample data.

TIMELINES

An agency would turn around a typical ad hoc project in about six weeks, but considering internal project mandating and setup, it is prudent to allow about nine weeks.

WEEK	ACTIVITY	DELIVERABLE/COMMENT
1	Internal Briefing Meeting	An idea of approach and scope
2	Issue Brief to Agency	
3	Agency Proposal	Near confirmation of approach and scope
4	Agency Briefing Meeting	Confirmation of approach and scope
4/5/6	Set up, sampling, recruitment	
5/6/7	Fieldwork	
9	Analysis & Presentation	

OUTPUT

- Have you got your story in a row?
- Ask yourself the “now what?” question.
  - Any suggestions or questions to put ahead?
  - Do the results have broader significance? If so, for whom?
  - Test hypothesis with key stakeholders before sharing extensively.
- Headlines or Captions are very as important.
- Will the content be presented face-to-face, or read separately?
  - Consider the voiceover/amount of detail needed, which may differ suitably.
- Attention to detail/uniformity.
  - Careless mistakes will make you look unprofessional and will have doubt about your competence.
  - Categorize appropriate chart types for the data presented.
  - Brand guidelines are to be considered.
  - Footers may include sources, question words, or even the base size.

FIN