DIPLOMA

RAZISKAVA TRGA IN MOŽNOST VSTOPA PODJETJA MASTOR NA SLOVENSKI TRG ZABAVIŠČNIH NAPRAV

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1 INTRODUCTION

We are living in a world of fast changes where term needs satisfaction is getting larger meaning. Managers are looking for new way of satisfying consumers needs and making new ones. It is not enough to know your capability or to know that need exists; you need to understand the need correctly and satisfy it on the right way.

We can not anymore imagine existence of a company without a market research. Producing without looking on a market is like trying to hit the target in the dark.

In my diploma I gave a little bigger theoretical part to the qualitative research, since it was very important part of my research and mostly because there is too little knowledge and use of it in practice. When we are trying to understand consumers’ motives and their point of view qualitative research can help us.

Many foreign authors like Churchill, Chisnall, Callebaut, Janssens and many others, has devoted there work to qualitative research or to one method in particular. Their approach to the problem was as much practical as theoretical. In Slovenian language is very little written about qualitative methods. When I was searching for literature in Slovenian language, which would be dedicated to qualitative methods, I did not find it. Because of this reason and because I find qualitative research important and interesting at the same time, I have decided to devote my work to that.

Quantitative and qualitative research have it’s own goals and I will try to show necessary combination and importance of bought and use of qualitative research before the quantitative, so that we can get real picture of the market from consumers point of view.

I have divided my diploma on theoretical and practical part. Theoretical part is consisted of second and third chapter, which enables understanding of practical part that is described in fourth chapter. With first part I would like to give directive for planning and realization of qualitative research in practice.

In theoretical part I introduce market research, five stages of market research and methods of market research in general. With this we also get an insight on where in market research are qualitative methods. After general introduction of qualitative research we go to the specific qualitative method and get to know projective techniques that are indispensable in qualitative research.

As mentioned before, I will continuo with practical part that should include all the aspects mentioned in theory.

In the last part I will give my final thoughts about use of qualitative methods in market research.
INTRODUCTION ................................................................. 4
1.1 Problem Definition ......................................................... 5
1.2 Intention, goals and basic statements ................................. 5
1.3 Limitations .................................................................... 5
1.4 Used research methods .................................................... 6

THEORETICAL ASPECTS OF MARKETING RESEARCH ............... 8
2.1 Nature of market research ................................................ 8
2.2 Definition of market research ............................................. 10
2.3 Sequential stages of market research ................................. 12
2.4 Methods of market research .............................................. 16
   2.4.1 Secondary market research .......................................... 17
   2.4.2 Primary market research ............................................. 18
      a) Methods of observation .............................................. 18
      b) Interviewing and field control .................................... 21
      c) Experimental methods ............................................. 22
2.5 Qualitative research and motivation research ..................... 24
   2.5.1 Motivations and needs .............................................. 26
2.6 How to gain insight into the complex relation between man and his commercial environment? ........................................ 27
2.7 Techniques of qualitative research .................................... 28
   2.7.1 Individual depth interview ......................................... 29
   2.7.2 Group interview .................................................... 31
   2.7.3 Sami-structured interview ....................................... 33
   2.7.4 Decision protocol interview ...................................... 33
   2.7.5 Repertory grid interview .......................................... 34

PLANING AND USE OF QUALITATIVE METHODS ...................... 37
3.1 The interviewer attitude .................................................. 37
3.2 Interview ....................................................................... 40
3.3 The conversation guide or interview plan ........................... 40
3.4 Analysis and interpretation .............................................. 41
4 USE OF RESEARCH METHODS IN MARKET RESEARCH OF COMPANY "MASTOR" ........................................................................................................ 43

4.1 Short presentation of the company "MASTOR" ........................................... 43
  4.1.1 Establishment of the company ............................................................... 43
  4.1.2 Company activities ................................................................. 43
  4.1.3 Directives of future companies development ........................................ 43

4.2 Analysis of supply .................................................................................. 43
  4.2.1 Comparison of supply .................................................................. 43
  4.2.2 Comparison of competition prices .................................................... 44

5 PRESENTATION OF RESEARCH RESULTS ............................................... 45

6 SUMMARY ........................................................................................................... 58

7 ABSTRACT ........................................................................................................ 60

8 LIST OF LITERATURE ............................................................................. 72

9 ATTACHMENTS ......................................................................................... 73

9.1 Attachment 1: Preparation for depth interview with youths
9.2 Attachment 2: Interview with visitors of Bungee Jumping
9.3 Attachment 3: Interview with organizers of Bungee Jumping
1.1 Problem definition

Company Mastor d.o.o. maybe established after all the necessary market research, that will enable successful entering to the market, is made. Company would like to enter the market with new way of entertainment for consumers, which desire adrenaline experience.

Before entering the market they want to have closer insight to the momentary supply of similar entertainment on Slovenian market, what are the actual needs of future consumers and what kind of demand can the company expect.

1.2 Intention, goals and basic statements

For my diploma I will make research of Slovenian market for services on high devices for entertainment of company Mastor.

With my research I would like to find out what are the possibilities for the company to satisfy potential consumer’s needs. With collected information we will be able to design suitable supply of their services and further introduction of a product brand on the market. I want to get the information that will help us see the problem from other perspective or show us where the problems may appear in the future.

My research will include quantitative and qualitative research. I would like to show significance of more “soft” approaches in market research. Psychology of people and their motives is subject of qualitative research. Carefully planed and realized qualitative research can give us necessary information about people’s way of thinking their motives and fears. It is too often neglected, because of its complexity and necessary psychological knowledge.

Research goals:
• To find out what kind of supply of similar services is present on Slovenia market,
• Which target group is satisfied by competition,
• To what measurement competition satisfies consumers needs,
• Does the youth need this kind of entertainment or what kind of entertainment do they need,
• How the height influence youths demand,
• How the prices influence demand.

With the research I will try to get the important information needed for starting the project. I will derive from following basic statements:

• In Slovenia exist similar kind of entertainment, but they are performed and offered to the consumers on a different way.
• Youth want new things in their lives. Adrenaline means challenge to them.
• Price and height do not have much influence on demand.
1.3 Limitations

Most of the similar devices for entertainment are situated outside towns and they have difficult access for there consumers. Demand for this kind of entertainment exists, but consumers usually find their entertainment abroad.

We have to be aware of curtain limitations that will make my research little complex:

- Because of the size and geographical dispel I will not be able to take all young people in my sample.
- It will be more difficult to find out real motives and consumers needs, because this kind of supply does not exist on Slovenian market jet.
- I will also use qualitative research which represents, because of it's psychological nature, curtain limitations.
- Since mostly young people represent companies target group I will focus my research on there needs. But I am aware that is more difficult to get realistic and true answers from young people, because in some cases they do not even have permanent notion or they do not have any notion at all.
- Group can have essential influence on individual, what can be positive or negative.
- Inexperience of researcher and project planers means being even more careful, because insufficient market knowledge and lack of experience can mean even bigger mistakes.

Mentioned limitations will be considered in research planning where I will have to prepare representative sample and try to minimize mistakes.

1.4 Research methods

Subjects of my research are suppliers of similar services and potential consumers of company Mastor. Because of little supply on Slovenian market I will be able to analyse almost all suppliers of similar services. Studying their supply, relations with consumers, location, prices, needs and buying power are categories that will be subject in the research. Collected data will show only current situation on the market and that make them part of a statistical microeconomic research.

Basic data about competition will be collected from Internet and Business telephone book of Slovenia. That will help me design sample for my questionnaire. In a sample for interviewing potential consumers I will take competition consumers and use the questionnaire. I will also use group interview and individual depth interview, which should help me understand certain motives of young people for this kind of entertainment.

Collected information I will systematically order and analyze. In this case I will use method of analysis, method of synthesis and method of comparison. I will also use knowledge of method Censydiam of Censydiam institute in analyzing qualitative data.

From primary collected data I will with inductive method resume general behaviour on the market. With the research results and inductive method I will try to find out if services of
company Mastor presents market niche. Information will have a big significance on further efforts of the company on this project.

Research will include field research and desk research, where also belongs theoretical part of my diploma.
2 THEORETICAL ASPECTS OF MARKET RESEARCH

Today that we are facing strict competition on all the markets, market research is playing an important rule. Let me take the words of marketing manager of big American car company Ford Motor Company that said: “Market research is basis for everything that we do. Without market research we hardly accept any important decision. The risks are too big.”(Zikmund, 1994, str.13)

With market research we get information from external environment of the company, which includes consumers, suppliers, competitors, media, different publics, different government institutions with their regulations and laws.

Market research does not include only field research. That would mean that for solving every bigger market problem the companies would use every time and with relevant costs different market methods like personal interviewing, telephone surveys, mail surveys, group interview and others for collecting data. Companies can use already collected data from other institutions or from the company itself. This data, secondary data, have curtain disadvantages because they were collected for different problems. Even so, it means precious source of information.

When we need more information than we can get from secondary research we start preparing for our own field research so called primary research. Since my practical part includes mostly primary research I will focus in the next chapters mostly on that part and show how to prepare for it and what kind of methods to use.

2.1 Nature of Market Research

Market research is a marketing activity, and marketing is a philosophy concerning how to succeed in business. As a philosophy, marketing competes against other philosophies that make different prescriptions for business success. Notable among competitors to the marketing philosophy are the innovation philosophy (success comes from technology leadership), the quality philosophy (success comes from building the highest quality products), and the financial philosophy (success comes from making the most efficient use of resources). As a philosophy, marketing argues for the primary importance of focusing on markets and customers as guides to business strategy. From this perspective, market research consists of anything and everything the firm does to learn about and understand markets and customers. Adherents to the marketing philosophy are distinguished by their willingness to grant prime authority to market facts and customer needs when choosing among courses of action. Practitioners of other philosophies do not so much ignore markets and customers as relegate them to a secondary role, as two among many checkpoints, to be consulted toward the end rather than the beginning of decision making. (McQuarrie, 1996, p. 3, 4)

The marketing concept suggests that the central focus of the firm should be the customer's satisfaction. The marketing manager can control a number of factors in attempting to satisfy consumer desires. Labelled the marketing mix, these factors have been categorised in various ways. One of the better-known classifications is the four P's of product, price,
place and promotion. The marketing manager's essential task is to combine these variables into an effective and profitable marketing program, a program in which all the elements of the marketing mix are conceived and implemented as part of a cohesive and interrelated whole.

The marketing manager's task would be much simpler if all the elements that potentially attack customer satisfaction were under the manager's control and if consumer reaction to any contemplated change could be predicted. Unfortunately, neither of these things usually happens. The behaviour of individual consumers is largely unpredictable. Further, a number of factors adding to the success of the marketing effort are beyond the marketing manager's control, including the internal resources and objectives of the firm and the competitive, technological, economic, cultural and social, and political and legal environments.

Figure I summarises the task of marketing management. Customers are at the centre because they are the focus of the firm's activities. Their satisfaction is achieved through simultaneous adjustments in the elements of the marketing mix, but the results of these adjustments are uncertain because the marketing task takes place within an uncontrollable environment. Thus, as director of the firm's marketing activities, the marketing manager has an urgent need for information; marketing research is traditionally responsible for this intelligence function. Marketing research is the firm's formal communication link with the environment relating to the success of the firm's marketing plans and the strategies employed in implementing those plans. (Chisnall, 1992, p. 7,8)
2.2 Definition of Market Research

The American Marketing Association has defined marketing research as the "systematic gathering, recording and analysing of data about problem relating to the marketing of goods and services."

There are least three important elements of this definition. First, the definition is rather broad. Marketing research deals with all phases of the marketing of either goods or services. Second, the definition emphasises the systematic gathering, recording, and analysis of data. One does not simply secure those data that are convenient or easily accessible. Rather, the problem is approached systematically so that a comprehensive picture of the situation is obtained. Third and closely allied to the second point, is the implicit requirement that the data are objectively and accurately gathered, recorded, and analysed. One does not simply generate those data or perform those analyses that
substantiate one's preconceived view. Researchers do no one any favours by looking at the problem through biased eyes. Their stance should be objective, and the research should reflect this objectivity at each step. (Chisnall, 1992, p. 10)

Developing a research design

A central part of research activity is to develop an effective research strategy or design. This will detail the most suitable methods of investigation, the nature of the research instruments, the sampling plan, and the types of data, i.e., quantitative or qualitative (or, ideally, both). A research design forms the framework of the entire research process: If it is a good design, it will ensure that the information obtained is relevant to the research problem and that it was collected by objective and economic procedures.

Three types of research design

Research designs can be classified in various ways; a widely used method identifies them broadly as exploratory, descriptive, and causal.

EXPLORATORY DESIGNS

Exploratory designs are concerned with identifying the real nature of research problems and, perhaps, of formulating relevant hypotheses for later tests. These initial steps should not be dismissed as of little consequence; the opposite, in fact, is nearer to reality, for exploratory research gives valuable insight, results in a firm grasp of the essential character and purpose of specific research surveys, and encourages the development of creative, alternative research strategies. As Douglas and Craig emphasise: "Rarely is one likely to be in a position to design a detailed research plan at the outset of a project". Exploratory investigations provide guidance as to how the entire research programme (e.g. sampling methodology) should be devised. In some cases, exploratory research based on published data may give adequate knowledge for particular marketing decisions to be made.

DESCRIPTIVE STUDIES

Descriptive studies, in contrast to exploratory research, stem from substantial prior knowledge of marketing variables. For this type of research to be productive, questions should be designed to secure specific kinds of information, related perhaps, to product performance, market share, competitive strategies, distribution, etc.

Marketing research reports are largely descriptive; market demand, customer profile, economic and industrial phenomena, and other factors which characterise market behaviour are generally covered in quantitative terms. (Worcester, Downham, 1986, p.35-40)

CAUSAL STUDIES

A causal research design is concerned with determining cause-and-effect relationships. Causal studies typically take the form of experiments. For instance, soft drink manufacturer maybe interested in ascertaining the effectiveness of different advertising appeals. One way of the company to proceed would be to use different ads in different
geographic areas and investigate which had generated the highest sales. In effect, the company would perform an experiment, and if it was designed properly, the company would be in a position to conclude that one specific appeal caused the higher rate of sales. (Churchill, 1992, p. 72)

The concept of causation needs to be approached with caution, and some understanding of the nature of causation would, no doubt, be helpful. Cause and effect relationship are notoriously difficult to deal with realistically and objectively; there is always the temptation to jump to conclusions, usually in support of a pre consideration of how, for instance, the market behaves in specific situations.

Causation has two important aspects: necessary condition and sufficient condition. It is accepted that an event can be regarded, as the cause of another event of its occurrence is both the necessary and sufficient condition for the latter event to take place. A necessary condition means that the caused event cannot occur in the absence of the causative event. A sufficient condition means that the causative event is all that is needed to bring about the caused event. In other words, in a simple causative relationship, the two events never occur in isolation. This theory of basic and simple causative relationship does not, however, have much relevance to marketing problems which may, for example, be concerned with price reductions resulting in either increases, decreases or no effect at all upon sales, which themselves may change even if prices are non varied. Environmental factors, such as fashion or consumer tastes may contribute significantly to the perceived trend of sales. (Worcester, Dawnham, 1986, p. 35-40)

How is the market research project conceived, planned, and executed? The answer is, through a research process, consisting of stages or steps that guide the project from its conception through the final analysis, recommendation and ultimate action. The research process provides a systematic, planned approach to the research project and ensures that all aspects of the research project are consistent with each other. It is especially important that the research design and implementation are consistent with the research purpose and objectives.

In the following chapter I will try to explain five steps that helps us plan and realise market research with appropriate selection of research methods. Basically it means that next chapter is foundation for the rest of my work.

2.3 SEQUENTIAL STAGES OF MARKETING RESEARCH

The necessary steps are linked in a sequential process. Although the steps usually occur in this general order, we must emphasize that early decisions are always made by looking ahead to later decisions. The early decisions are constantly being modified to account for new insights and possibilities presented by later decisions. Also the steps do not function in isolation. Rather they are embedded in the ongoing planning process of the business, which culminates in the development of strategies, programs, and action. This planning process provides the purposes of the research. In turn; planning is supported by the information required by decision makers, and organizes data that have been collected to ensure their availability when needed. (Chisnall, 1992, p. 43)
Five logical steps can be identified in the survey process; these apply irrespective of the nature of the market -consumer, industry, or public service. (see figure 2)

**FIGURE 2: FIVE SEQUENTIAL STAGES OF MARKETING RESEARCH**

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<th>Stage 1</th>
<th>Problem formulation</th>
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<td>Stage 2</td>
<td>Research proposal</td>
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<td>Stage 5</td>
<td>Preparation and presentation of research report</td>
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Source: Chisnall (1991, p. 12)

Stage 1: Problem formulation

This first stage is critical because it will decide the nature and direction of the entire research activity:

The marketing problem on which the survey is expected to focus should be clearly defined. Before this clear definition is possible, it may be necessary, as indicated earlier, to undertake some exploratory research into certain aspects of the client's business e.g., the sales organisation metes of publicity, distribution arrangements, etc., in an attempt to pinpoint areas of significance to the inquiry: By consulting sales records, holding informal discussions with company executives and other staff, comparing published figures with company statistics, and generally checking through all those factors in the business that are likely to influence the situation as a whole, researchers gain a valuable insight into the client's business. Preparatory work of this nature, carried out conscientiously and objectively, is an essential element in the systematic study of marketing problems: After this preliminary study has been made researchers should be in a position to know whether it would be advisable for the clients to commission formal research into particular areas of their business activities, or it her present analysis provides adequate knowledge about their particular problem. The outcome will obviously depend on individual cases and their characteristics.

Both management and researchers should work closely together in this crucial task of developing survey objectives: For example, it is extremely important to defame clearly the actual population to be surveyed. Unless the briefing is thorough - and an unbiased account
of the firm and its problems is given by management - the resultant research objectives may be irrelevant and even counter-productive. The researcher should indicate the limitations of survey methodology; both parties should agree on the degree of accuracy required; the date by which the report is to be submitted, and the appropriate costs involved.

Assuming that additional research is through to be necessary, clients and researchers must now agree on the exact terms of reference, including a statement of the problems that is discipline the whole process of research; concentrating activities and integrating them effectively in an overall planned scheme of investigation.

Stage 2: Research proposal

The second stage of research activity - the work plan - entails devising a research proposal which will describe the nature of the problem, the precise population involved, the principal factors affecting market behaviour; the methodologies to be adopted, and estimates of time and costs. This proposal should be agreed in detail before entering the next phase of research.

This stage of the research program includes, for example, exploring and analysing relationship between variables that appear to be significant in the problem being surveyed, it may take some time before a satisfactory model can be built: Over a series of stages of development, through refining and clarifying the various factors in the problem, a useful model should emerge. The careful study involved in the search for facts and relationships will result in researchers having a thorough grasp and appreciation of all the facets of the research problem. This enables them to develop and select hypotheses that are appropriate to the research task: The objectives of the research have now been developed and defined into a series of working hypotheses, which can be tested during the course of research. Ideally, a single hypothesis may emerge, the testing of which will adequately fulfil the research objectives. Some leading researchers have commented:

Essentially, therefore, working hypotheses arise as a result of a priori thinking about the subject, prior investigation of available data and material (including related studies), or advice and counsel of experts or interested parties. Like the formulation of the problem, such hypotheses are most useful when expressed in precise, clearly defined terms.
Occasionally, a problem will be encountered which won't need working hypotheses. This is particularly true of numerical estimation problems, such as, say, estimating the proportion of families covered by sickness insurance. (Chisnall, 1991, p. 12)

The objective of a survey might be concerned with evaluating the influence on sales of a proposed new style of packaging for a range of products: Before making this fundamental change in packaging; for example; from fibre-board cartons to blister packs, research is needed to test the hypothesis that sales are significantly affected by the type of packaging
used. The extent of any increase in sales is carefully examined in view of probably additional costs in packaging. Information is, therefore, needed on the sales of products packaged in alternative forms. Data are collected over a series of test markets.

Designing research for international marketing is, of course generally far more complex than for one country. The conduct of research in different countries implies much greater attention to defining the relative unit and level of analysis.

Data for marketing research can be obtained by several methods; the research proposal will have submitted a general outline of the methodology. No research method is without bias; it is the task of professional researchers to eliminate, so far as possible, the intrusiveness of bias in surveys; which is likely to be controlled by a multi-technique approach. Unfortunately, there are several sources of error in surveys. Samples, for example, may be defective; questions may be badly drafted or misunderstood; the interviewing process may lack objectivity; or the quality of the data may suffer from inappropriate coding.

The types of data required must be checked and considered in relation to the sources from which such information could be obtained the methods of collecting the data must also be studied, and alternatives compared for their efficiency and likely value to the research.

Stage 3: Data collection

This stage will be a central part of the research activities. An effective sampling plan will have been devised in Stage 2, and the relative efficiencies of various methods of collecting data will have been evaluated. In this stage, the survey methodology has to be put into practice; since time constraints are inevitable, it would be advisable to plan operations on a time schedule. Since so much of the efficiency of the complete research program depends on reliable and valid data being gathered by researchers, activities during this stage of research should be carefully planned and executed, while control of field research should be in the hands of an experienced supervisor:

Stage 4: Data analysis and evaluation

The raw material of the research process, i.e., data, has to be processed by tabulation, analysis, and interpretation, so that the research findings can be communicated to clients and readily understood. This stage covers more than the mere mechanical handling of a mass of data. Significant relationships must be identified and discussed clearly and objectively in connection with the specific problems of their research. Data are expensive to collect and analyse; full value should be extracted from them.

According to the complexity and volume of the data collected, tabulations and analyses may range from hand processing through to sophisticated computer packages: But it is useless - if not decidedly dangerous - to apply sophisticated statistical tests to data that originate from an unsound research design. Unless care is taken at every stage of the survey process, the resultant information, masquerading as scientific may be worth less than subjective opinion.
Stage 5: Preparation and presentation of final report

This last stage in the research process should be done thoroughly: During the preceding stage; researchers will be planning how to present their findings. Tables, graphs, and other diagrams may be developed from the processed data to illustrate the principal findings of the research. Writing a marketing survey report involves professional skills in communication. Both the content and style of the report involves professional skills in communication. Both the content and style of the report should satisfy the needs of specific clients: The format; printing; and binding of the report deserve considerable care: they help to make a report intelligible and effective. Whether researchers should interpret the research fording s open to debate and is discussed later in this text. Some clients are content with the facts being reported, while others seek for the researchers' interpretation because it is likely that they will have acquired special insight into the business and its markets. The scope of researchers' responsibilities should of course, be clarified in the research proposal. (Chisnall, 1991, p. 29,30)

In the next chapter I will introduce the major methods of collecting marketing research data. It begins by distinguishing two types of data that may be collected: secondary and primary data. It identifies important sources of data and then outlines the basic steps to follow and describes data collection through surveys, questionnaires, and electronic devices.

2.4 Methods of Market Research

When we decide to do the market research and we know what kind of information we need we start looking for it. Sometimes we are not even aware how much information we can get inside the company, from official publications, trade surveys and so on; it may be found that sufficient knowledge has been acquired to enable specific marketing decisions to be taken within acceptable levels of risk. This kind of information means secondary data. If more information is desirable, then primary data collection has to be organised. (Chisnall, 1991, p. 30)

There are two generic classifications of data on which research designs depend:

1. **Primary data:** data that have to be collected for the first time by either one or a blend of:
   a) Observation
   b) Experimentation
   c) Questionnaires

2. **Secondary data:** existing information that may be useful for the purposes of specific surveys. This may be available:
   a) Internally
   b) Externally
2.4.1 Secondary market research

Secondary market research refers to any data gathered for one purpose and by one party and then put to a second use by or made to serve the purpose of a second party. Secondary market research is thus the broadest and most differs tool within the toolbox; *in that it* inches virtually an information that can be reused within a market research context: Secondary research is also the closest thing to an all-purpose market research tool, in that virtually every project will make some use of secondary data and almost any decision stage may incorporate some kind of secondary research. As a general rule, relatively speaking secondary research also will be the cheapest and quickest form of market research. You ignore or skimp on it at your peril. Its range of application is limited only by your ingenuity. It is helpful to distinguish between internal and external secondary research. (McQuarrie, 1996, p. 39)

Answers to many problems often within the files of an organisation or in published material. The internal records of a company - production, costing, sales and distribution - should be designed so that the information they contain could also be useful for marketing research purposes. Sales analysis should be designed to give information by markets, products, types of distributive outlet or industry, geographic area and characteristics of customer, such as heavy/medium/light buyers. Advertising expenditure should be carefully recorded and analysed by media, product type and market. Other promotional expenses should also be available for market researchers to study. Some internal data may not be readily available and considerable checking of invoices may be necessary to establish product sales. If this is likely to be an extremely difficult task, some estimates may have to be made based on factory production figures for particular periods.

External sources of data include statistics and reports issued by governments, trade associations and other reputable organisations. Research companies and advertising agencies frequently circulate useful information. Further information is obtainable from trade directories. (Churchill, 1987, p. 121,122)

An important kind of secondary data available from commercial vendors is known as the syndicated report. For o syndicated report, an analyst will compile a variety of beta; using libraries, databases, phone calls and even some primary market research, such as interviews or surveys, to address topics such as "Trends in the colour printer market 1995-1998." The goal is to sell the report to as many printer-related companies as can persuade to buy.

Public and quasi-public data sources include anything published in a magazine or newspaper. Most industries have a few magazines devoted to coverage of companies, events and trends. A few industries, such as the computer and the telecommunications industries are the focus of a slew of publications. Similarly, most industries of note will, on occasion, be the subject of a feature article in the Wall Street Journal, New York Times, Los Angeles Times, or other respected newspapers. Moreover, trade associations, university survey research centres, non-profit agencies, and others will all publish data from time to time. With the spread of computerised information retrieval services, it has become easier to bring together data from a wide range of sources and publications.
An important strength of secondary research is that it is generally quickly available for a modest cost. This is a small advantage in many business situations. Moreover, as discussed earlier, it is difficult to do any kind of primary market research for less than $10,000. If a few days in the library can remove most of the key uncertainties about market facts, albeit without giving exact answers to all one's questions, this may save you tens of thousands of dollars. The key fact about secondary research, then, is that it already exists and is readily available. At a minimum, it can improve the focus of any primary research you do choose to conduct. (McQuarrie, 1996, p. 40,47)

2.4.2 Primary market research

Primary data collection involves the gathering of information for the first time by either one, or a blend of, observation, experimentation and questionnaires. A multi-technique approach to primary research involves the use of a combination of some of these research tools in order to reduce the incidence of bias associated with a single technique. Unfortunately, bias can creep into research in many ways and everything should be done to keep it closely in check.

a) Observation

Observation has been described as the classical method of investigation, widely practised by, for example, doctors, scientists and social investigators, it is also of value in marketing surveys, provided that it is well devised and controlled. For example, noting how people actually go about shopping and the selection of specific products and brands, studying how tools are used in the work place traffic counts. Unobtrusive measures of observation have included hidden video cameras one-way mirrors, TV audit services, panel research, assessment of wear and tear of flooring in display areas. Poster advertising sites are checked for their maintenance and correctness. Considerable ingenuity has often been displayed in collecting qualitative information as well as gathering quantitative estimates. Many of the pioneers of market and social research in the UK-Mass Observation- founded by Tom Harrison in the 1930s popularised the technique of observational methodology.

Observation, as indicated in the preceding section, may be either participative or non-participative. Participant observation would seem to have very limited application in marketing research.

In marketing research, three methods of observation are in general use: audits, recording device, and watching people's behaviour as buyers.

Audits

The audit technique is exemplified by shop audit research as practised by Nielsen's, hereby physical checks of stocks of selected types of products are made every few weeks in order to estimate actual sales at certain outlets. Domestic consumer panels are operated by Audits of Great Britain Ltd, and other leading research companies, including the auditing of stocks of specific food products. Traffic counts are often taken in shopping centres and in stores to note the intensity and flow of traffic. This information is useful in locating
display areas in strategic positions. Research on poster advertising is largely done by observing the amount and type of traffic that passes poster sites.

**Recording devices**

Recording devices used in observation include hidden movie cameras, and various kinds of counting meters, used in television research in the UK. In laboratory situations, devices like the psycho-galvanometer are often adopted to check reactions to selected types of advertisement. This meter, by measuring the change in the electrical resistance in the palms of a subject's hand, registers the perspiratory rate, which is increased by excitement. The impact of a series of advertisement is, checked against meter readings.

Of these sophisticated mechanical methods of observation, the tachistoscope is said to be the only device, which is still popular but rarely used today without the additional information obtained from the inclusion of diagnostic questions in the questionnaire. The tachistoscope is a device, which allows a viewer a controlled, momentary glimpse (between 1/200 and 1/10 second) of, for example, a product pack or an advertisement. After this brief exposure, a respondent is asked what he saw. While this is an ingenious technique, the viewer is looking at the subject material in a contrived situation that is very different from the environment where shopping, for instance, takes place. Another disadvantage relates to cost, which limits the size of samples that can be exposed to this methodology.

**Watching people's behaviour as buyers**

Attitude is one of the most pervasive notions in all of marketing. It plays a pivotal role in the major models describing consumer behaviour, as well as many, if not most, investigations of consumer behaviour that do not rely on a formal integrated model. The main reason attitude plays this central role is because it is believed to strongly influence behaviour. Attitudes directly affects purchase decisions and these, in turn, directly affect attitudes through experience in using the product or service selected. In a broad sense, purchase decisions are based almost solely upon attitudes existing at the time of purchase, however these attitudes might have been formed. (Churchill, 1987, p. 313)

Personal observation by trained observers can be useful in many situations. Rivals stores frequently check the special displays, prices, and merchandising techniques adopted by competitors. Observers can watch people's behaviour when they enter a particular dent of a store; how many walk round before settling down to consider specific styles or types of products; how important it is to shoppers to be able to handle goods, to feel their quality or weight; how many approach shop assistants for help, and how soon after entering the department; how carefully shoppers read labels, packaging, or 'guarantee cards' attached to products. All these (and more) can be checked and assessed for their importance as buying influences, and compared with answers received using questionnaires.

Observation of behaviour is rarely sufficient by itself; it yields information at a certain level, but it does not reveal hidden buying motives. When the technique is practised by skilled observers, it can be an economical method of acquiring additional knowledge about
buying behaviour which may be unobtainable by other methods. Few people, for example, could accurately describe their customary shopping behaviour in detail, and the peculiarities of their behaviour may strongly influence their selection of products or brands of products.

Observers must be given clear instructions on the nature of the action or event which they are to observe. Detailed instructions should cover the time, place, and conditions involved to ensure that observations are likely to take place in representative situations. Traffic flow will obviously be affected by time; weather conditions may radically alter the normal pattern of buying behaviour. Observational data should be recorded on a specifically designed schedule to help in analysis and classification.

Apart from shoppers, the behaviour of shop assistants, for example, can be usefully observed. Do they appear biased towards a particular brand of product? Are they unwilling to demonstrate some item of domestic equipment? Do they appear to argue strongly with customers? (Aaker, Kumar, Dom, 1995, p.39)

Most of the examples have emphasised human observers. However, it is sometimes both possible and desirable to replace the human observer with some form of mechanical observer. This may be done for accuracy, cost, or functional reasons.

Traffic counts of automobiles can generally be performed more accurately and for less expense by machine than by human observers. Even these machines are subject to some errors. One of the authors remembers being in a group as a teenager that took great delight in finding traffic counters and driving back and forth across them.

Mechanical devices may also be used when it would be functionally impossible to use human observers. It would not generally be possible, for example, to have human observers monitor a family’s television viewing habits.

Computer/video technology allows researchers to record movements of the eye in relation to a stimulus, such as a package or commercial. This allows the determination of the order and amount of time an individual spends looking at the various parts of an advertisement or package, or which of two competing stimuli receives the most attention. (Tull, Hawkins, 1990, p. 424)

*Hidden movie cameras were* used in research to evaluate the amount of information that should be given on packaging labels by a manufacturer of frozen juice concentrates.

In a number of supermarkets, films were taken of consumers selecting frozen juice concentrates. Analysis of these films revealed that far more time was spent in carefully examining and in selecting brands than had previously been believed. (Aaker, Kumar, Dom, 1995, p.39)
b) Questionnaire methodologies

Most marketing investigations use some form of questionnaire, either postal or administered through personal interviewing, including telephone surveys.

The most commonly used type occurs in personal interviewing, where primary data can be directly collected from respondents in organisational and consumer markets. The amount of information obtainable from observation and experimentation is limited, whereas interviewing is flexible and capable of yielding a very wide range of valuable new data.

Questionnaires are the backbone of most surveys and require careful planning and execution. The objectives of the survey should always be carefully borne in mind when compiling questionnaires. (Aaker, Kumar, Dom, 1995, p. 39)

Telephone surveys

A rapidly growing tool of market investigation involves surveys by telephone of both consumer and industrial markets. The competitive ease with which telephone calls can be made as opposed to the physical difficulties of locating and interviewing respondents face to face may sometimes delude prospective users. Firsts an effective sample must be developed and a questionnaire designed to present respondents with a series of well-structured, readily understood questions, which follow a logical sequence. Secondly, the telephone interviewer requires special training to ensure that questions are presented clearly and that responses are accurately recorded. Telephone surveys are clearly limited to those populations, which have universal access to telephones. Although rented domestic telephones have increased significantly in the UK there is still some day to go before all homes are equipped. Other problems arise because of ex-directory subscribers (probably 5 per cent in the UK, but considerably more in US urban areas) and removals since the last issue of telephone directories and so on.

The advantages of the telephone as a research tool are, briefly, that it is convenient, imperative, confers anonymity, attracts freer response, can be used at precise times, can be readily controlled and supervised, speed of seta collection. Disadvantages of this technique also exist, they are limits to communication - no visual clues to assist questioning, potential wastage because of unobtainable numbers of crossed lines. (Chisnall, 1992, p. 41)

Personal interviewing

In the personal interview, respondent and interviewer speak face to face. In the down of professional marketing research-around the middle 1930s-personal interviewing in homes was the accepted way of collecting survey information. In those days of a more peaceful and trusting social environment, interviewing in homes was relatively easy. There weren’t many adult women in the workforce, so someone was generally at home during the day. And there was no problem with evening calls, when interviewing a male was necessary.

Today the in-home personal interviewing is no longer a popular research method. It is costly and has a low response rate unless a great deal of time is spent in making call backs to try to build up the completion rate. People are hesitant to open the door after dusk and often even during daylight hours. Telephone ownership is very high, and researchers know
Postal or mail surveys

Questionnaires are mailed to a sample of the population to be surveyed. This method is superficially attractive on account of its cheapness, but this should be related to the relatively low response rate unless the subject of research is of particular interest to the recipient of the questionnaire. Further, non-response is not a random process and those who do respond may not be representative of the population. The adequacy of the sample rests largely on the quality of the sampling list available; this may be incomplete or out of date. Observational data cannot be gathered by postal questionnaires, and this type of information frequently adds to the quality of the responses given in personal interviewing. There is no opportunity to probe or clarify answers that must be accepted as written. (Aaker, Kumar, Dom, 1995, p. 39)

Panel research

Panel is particularly useful in tracing movements in buying behaviour over a period of time. (Chisnall, 1992, p. 39)

A panel is a continuing group that responds periodically to questioning. The panel may consist of persons, households, or business firms. Panels are a rather common survey method. A panel may exist, for questioning purposes, for as little as a week or as long as a year or more. The panel may be set up by telephone, mail, or personal interview.

The consumer diary is a form for the consumer to keep track of purchasing or some other form of behaviour. An electronic device attached to the television set may monitor television tuning. With retail store panels, the data collection method may be through the use of either scanners or physical audits. (Blankenship, Breen, Dutka, 1998, p.131)

Group interview technique

This involves using psychological methods of enquiry by which free discussion of certain marketing problems is encouraged and will be described more in chapter 2.7.

Special survey techniques

These include shop audits, television measurement, shop laboratories, etc. (Chisnall, 1992, p. 39, 40)

c) Experimentation

In most fields of scientific enquiry, research is primarily centred on controlled experiments in which efforts are made to hold conditions constant, thus enabling the effects of a particular factor or variable to be studied and measured. Any change observed to have taken place in the test situation is measured, statistically checked by test of significance,
and, according to the results of these tests, the change may be held to be attributable to the intervention of the independent variable.

The ideal experimental conditions of laboratory testing are virtually impossible in the real-life conditions experienced in marketing. The environment in which commercial transactions take place is highly complex and many factors affecting product sales, e.g., competitors activities, economic conditions, climatic changes, dealers resistance, etc., cannot be controlled by the marketer. Marketing is deeply involved with human behaviour and with the reactions of people as consumers of a very wide range of goods and services. This involvement makes marketing experiments difficult to plan and execute, yet some attempt should be made to apply the principles of experimentation, as this is the only research method available for verifying cause and effect relationships in marketing studies. The marketing researcher has to be realistic in accepting the inevitable limitations of the marketing environment, and design his experiments so that the influence of the uncontrolled variables intrudes as little as possible in the research design. In overseas marketing, Douglas and Craig emphasise the difficulty of designing an experiment that is comparable or equivalent in all respects in every country or socio-cultural environment.

The object of marketing experiments is to compare the responses to several alternatives in the marketing mix and to evaluate this information as a guide to management in deciding the most effective method of marketing specific products. Variations of products (flavour, colour); packaging (large packs, various kinds of packs); advertising (whether to advertise or not, what media to use); distribution arrangements (direct, appointed stockists, wholesale); price (price differentiation); sales force efficiency (sales training - formal/informal): these are some of the factors affecting marketing efficiency that could be subjected to experimentation.

Advertising experiments can be planned by using `split-runs'; changing the style of advertisement in alternative editions or runs of a publications and checking the response, for example, to a coupon offer. The location of departments in stores can be experimentally changed and a check kept on sales. Display units may be placed in some stores (and not in others, which will be carefully chosen to act as `controls') and comparative sales can be audited over a period of time.

Marketing experiments are often focused on short-term studies and this may possibly lead to wrong assumptions. The `carry-over' effects of advertising, for example, may be significant from one selling period to another; for example, the case of the Du Pont advertising tests with 'Teflon'. The time-lag before an idea is accepted may be considerable and acceptance may only occur after the promotion has finished. Where panels are used to evaluate the effects of advertising, the likelihood of `carry-over' effects should be assessed. It may be advisable to extend testing beyond the actual period of advertising to ensure that the long-term effects are adequately measured. (Chisnall, 1992, p. 43)

Role of market research is to get the information from environment of the company, which contains consumers, suppliers, competitors, media, different publics, different government institutions with there regulations and lows etc., in to the company. Inflow of relevant information means decreasing risk when accepting strategic and tactical market decisions, which have a significant impact on strategic goals of the company.
I was trying to show importance of market research for companies decision process and methods that will help them get the right information for their future steps.

In the next chapter I would like to give attention to qualitative research, since is my practical part based on that. It is part of exploratory research design that gives us better insight and understanding of the problem, in contrast with quantitative research that with methods of interviewing and questionnaires explains the phenomena in quantitative terms.

2.5 Qualitative research and motivation research

Qualitative research aims to give insights into perception, motivation and attitudes - to answer: what?, why?, how? Its findings are often described, rather pejoratively, as soft data and contrasted its hard data originating from quantitative studies, but both kinds of data are valuable in order to acquire a fuller understanding of markets and the people who buy and sell in them. Hard data are not necessarily superior to non-numeric data; ideally, they are complementary. (Chisnall, 1992, p. 43)

Qualitative research is usually exploratory or diagnostic. It involves small numbers of people who are not sampled on a probabilistic basis. They may, however, be selected to represent different categories of people from a given target market or section of the community. In qualitative research no attempt is made to draw hard and fast conclusions. It is impressionistic rather than definitive. Quantitative research, on the other hand, is concerned with large numbers of people, usually member of some carefully drawn sample that is representative of a larger population. The data obtained are quantified on some basis to indicate the numbers and proportions of sample members who fall into different response categories. A degree of statistical significance is usually attributed to quantitative data and within the confines of a known margin of error, its conclusions are generalised to the population universe represented by that sample. (Worcester, Downham, 1986, p. 29)

Subjective psychological systems

The questions why human beings act is a difficult one to answer. Various answers have been given through the ages. All those answers are reflected in the various systems of psychology. Almost every person has his own theory on why human beings think and act. All human beings - even the most uncomplicated ones - act on and think of their own behaviour and of the behaviour of others based on an implicit theory.

This may be an unscientific psychological system, rarely made explicit, but it is not less efficient. It is a fact that this very personal psychology is inevitably built on personal experience and therefore very subjectively coloured. The environment in which one grows up plays a decisive role here.

Lacking a broad and well-structured psychological theory, supported by insight, product managers and marketers, too, spontaneously fall back on their personal psychology. This is the risk the marketing policy runs, a situation, which product managers are repeatedly replaced. Each individual indeed has his own 'personal' psychology that differs from that of others and all continuity and homogeneous structure is lost.
Steered by a self-image

So it is clear what makes the study of human motives so difficult: human beings have self-images. They observe and analyse their own motives. This observation is far from objective. They want their self-image to be consistent, as well internally as in time. Therefore, they will interpret their behaviour in a way that matches their self-image.

Beautiful theories have been constructed to support this: self-consistency, information processing theories and so on and so forth.

One of those theories is the cognitive dissonance theory. When asking people on the point of buying a car to evaluate it, the evaluation will be much higher than after they have bought it.

The fact in itself shows that the reason consumers give, as motivations for buying a product are not the real reasons. They crop up after they have acted, in order to match the act with the self-image. This subsequent justification is the basis of the rationalisation that plagues market researchers.

Another theory that fits the same pattern has the name of being a selling technique: the 'foot in the door effect'. Once you have persuaded the consumer to put in a little effort, he will be even more prepared to make a greater effort still. Once the route is taken, it is easy to continue: first borrow a book from your neighbour and then borrow his car.

This two is based on the self-image, he who makes an effort incorporates it in his self-image: "I'm kindly disposed towards my neighbour; see: I lend him a book!" This is also called the initiation effect. Closed the loyalty of the members. After all the efforts the initiation has demanded, one has a pore positive view of clan membership.

This effect is also noticeable with actions demanding an effort from the consumer: they strengthen product loyalty. In these cases, it is very important to strengthen the consumer's self-image.

Striving for congruity with ones self-image is not a motive in itself. It can however be an important mechanism to be reckoned with.

The self-image is not he motive itself; it is only its guard. When people talk proceeding from their self-image, they do not talk of their real motives. A mother pretending to buy a product because it is healthy for her baby may be behaving so in a need for control. Another mother giving the same justification may in fact indicate that she projects the concern for her own health onto her children. When you ask a consumer what he thinks of owning a BMW, he will give you all the positive characteristics of a BMW and the lifestyle it represents. "This is a great and dependable car - this is a car with which one can stand out - etc." However, when asking what one thinks of one's neighbour buying a BMW, chances are that one will supply you with long list of BMW ownership's negative aspects. His "neighbour is braggart, someone who thinks of nothing but appearances and status and so on and so forth."
The fact that self-images are always multiple within one person explains the existence of the so-called "schizophrenic" consumers: consumers - and they are a majority - with illogical purchasing behaviour. They are those consumers who during the week hoard discount chits for everything and all and during the weekend buy a leather three-piece suite or go to a ritzy restaurant. They are also the high-class consumers indulging in all kind of luxuries but going to a supermarket to do the shopping.

Wanting to make separate segmentation for all these schizophrenic consumers would be irrational. It is irrational to segment consumers anyhow, as it is sufficient to segment all existing motives. Let the consumer act in a schizophrenic manner; his actions are in any case based on a limited number of motives we can put on the map.

The self-image is also the instrument that makes it possible to conform to the group. Does this mean that the self-image corresponds with the behaviour of the prototypic number of the circle within which one moves? The answer is no. Nobody within the group corresponds with the self-image circulating within the group. (Callebaut et. al., 1999, p. 95-97)

2.5.1 Motivations and needs

Is a motivation the same as a need? Do people act on the basis of needs? Is that the explanatory factor?

The answer to this question is to be found in a century of scientific psychology. Behavioural psychology has been the science that established need as the key to behaviour. The collapse of this scientific method is proof of the failure of this interpretation.

Need presumes necessity and we need certain things to survive, as do rats, the main study objects of behaviourists. Eating, drinking, sexuality, shelter are primary needs, necessary for the preservation of the individual or the species. The behaviourists' discovery consisted of the fact that each of these needs could be used as a system of rewards in order to learn behaviour. Everyone knows how Pavlov trained a dog to salivate at the sound of a buzzer; it was indeed sufficient to repeat the proffering of the signal in combination with foot to teach the dog to salivate upon hearing the alarm.

John B. Watson has been the most ardent champion of the belief that behavioural psychology was the new and long-awaited science that would explain human behaviour. He did not hesitate to use his own son as a guinea pig to press home his megalomaniac ideas. His son adored rabbits. Whenever his son started playing with his little rabbits, Watson frightened him - with symbols. After some time the result was there: the child was frightened by rabbits and, by extension, of his mother's fur coat.

This is only one example of the bizarre experiments to which need/necessity theories can lead. We want to discourage marketers to compare consumers with rats or dogs and regard their behaviour as acquired answers to needs.
Is the consumer a complex version of the Pavlov’s dog? Does he buy out of a need? Are the stimuli on the packages, the shelves and the commercials the substitution of the Pavlov’s buzzer?

It is a fact that consumers are guided by a complex web of stimuli. Mastering this complex web of stimuli - at the level of the shelf, in advertising- certainly is the future marketer's greatest challenge. The consumer is indeed satiated with stimuli and has long since activated his defence shield; it is no longer easy or cheap to break through this shield. In fact, global marketing is looking for the global Pavlov’s buzzer and the question is whether the global buzzer exists. (Callebaut at. al., 1999, page 99-101)

Motivational research

Motivation or motivational research is not synonymous with qualitative research. Very often, motives are sought and explored by qualitative techniques, but these techniques are used for a wide range of purposes other than being concerned with motives.

The concept motive is a complex one in the field psychology. Motivations explain why specific behaviour takes place. Gellerman has commented that ‘the first and most important thing to be said about motives is that everybody has a lot of them and that nobody has quite the same mixture as anybody else’. This observation merely points to the fact that every individual is unique, which is a little consolation to the market researcher who is concerned with identifying groups, segments, target audiences, etc., on the basis of some common characteristics.

2.6 How to gain insight into the complex relation between man and his commercial environment?

"People do not say what they do and they do not do what they say." People often acknowledge - not only in market research but also in daily life - an attitude, a declaration of intention. We see, however, that reality, their concrete behaviour, is quite different from what they intended - and told the researchers - to do.

Are people lying? Do they like to cheat? Do they find pleasure in pestering the life out of market researchers in particular? Does market researcher ask about things the respondent does not quite understand himself or ever thought about and does he answer nonetheless, just to be polite? Has the respondent not been taught that every question must have an answer? So, is the researcher who asks to be cheated?

We can say, in general, that there are different kinds of needs for information, each of them with their specific methodology. We have reproduced them in the following diagram.
As we have already seen in the preceding chapters, psychodynamic research intends to start from the human reality in its totality. Whereas classical market research considers man as a homo economicus - as a rational being whose (consumer) behaviour is based on logical reasoning and whose deeper motivations and emotions can be reduced to plain, logically understandable arguments - psychodynamic market research sees the consumer as a human being of flesh and blood.

Psychodynamic market research starts from the view that consumer behaviour is more than a mere response to a stimulus. It is an occurrence, which involves the consumer's total personality. (Callebaut at. al., 1999, page 125,126)

We learned that human being is a complex combination of different stimulus and psychological components and that every individual responses on the influence from the environment differently. Curtain techniques are helping us research this phenomenon. I will try to present them and later on explain how to use them in practice.

2.7 The techniques of qualitative research

Qualitative diagnostic research aims at gaining insight into the behaviour and motivations of the consumer and into the meaning the consumer gives to products, brands, different forums of communication and so forth. Therefore, qualitative diagnostic, research, in the first place, turns to deeper content and to the direction of stable patterns and meanings.
Qualitative diagnostic research assumes that all potentialities are always present in the consumer of today. It assumes that by using specific techniques one cannot only find the reasons of the behaviour that is shown but the potential behaviour as well. The (individual) interviews (or group sessions) are always directed at understanding the individual and the consumer environment on the strength of a survey of the behaviour actually shown in the market.

However, during this interview, 'market behaviour' is only incidental information. The object, in the first place, is trying to understand the people with whom one wants to talk. Then only, during the last phase of the interview, one tries to reconstruct the link with the behaviour that is shown and the basis of which the person has been recruited. (Callebaut et al., 1999, p. 129)

In qualitative research, respondents are either interviewed individually or in small groups. The main interview types are the:

(a) Individual 'depth', or intensive interview, lasting upwards of one hour;
(b) Group interview or group discussion, lasting between one and two hours, usually, except for longer interview formats like brainstorming synectics and extended groups that may run for as long as seven hours;
(c) The semi-structured interview and shorter interviews (20-30 minutes) of the elicitation type;
(d) Decision protocol interview,
(e) Repertory grid interview.

2.7.1 The individual ‘depth’ or intensive interview

Many practitioners argue that the term 'depth' interview is a misnomer in that it is too often used generically to describe a wide range of different types of interviews. (Also commonly used is the term 'mini depth', somewhat of a contradiction in terms. It usually refers to a 20-30 minute limited topic interview that is more superficial than deep.) A suggested classification of interview types that covers a range of possibilities is put forward, covering such diverse descriptions as clinical, free, focused, non directive, extended, unstructured, semi-structured, intensive.

Collectively, these interviews represent an interview type that may be described as less-structured-more-intensive than a standardised questionnaire administered interview. The classification delineates three broad types:

(a) True depth or clinical interview that corresponds to the psychotherapeutic interview and requires far longer that a single session, and is strictly speaking, outside the scope of conventional market research (Sheth argues that 'the intense loyalty to Freudian psychology' which has characterised much motivation research has been largely responsible for the failure of it to contribute to consumer psychology generally).
(b) Non-directive interview where, although the interviewer retains the initiative regarding the course of the interview, the respondent is given maximum freedom to respond in the manner he wishes, within reasonable bounds of relevancy;

(c) Semi-structured, or focused, interview where the interviewer is required to cover a specific list or points and, although the respondent is allowed to respond freely, a much tighter control is exercised by the interviewer in order to maximise the collection of relevant data. Specific areas may be focused upon. The interviewer (or researcher) has determined a priori the sort of questions to which he requires answers and is merely seeking the appropriate responses from the respondent. (Worcester, Downham, 1986, p.33)

The basic principle of the individual in-depth interview is profound personal contact with the intention to gain insight into the individual's motivation and satisfaction (with respect to a product, brand, product category and forth). It is essential that the interaction should not be characterised by questioning the respondent or searching for an objectification or the process. It is of important relevance however to welcome the respondent, to encourage him, in an open, detached, non judging or condemning way, to share his deeper perceptions and motivations with the interviewer. By the same open, detached and empathic attitude, the interviewer must declare himself ready to share the respondent's perceptions. The most important instrument the interviewer has at his disposal is his own being. This explains the importance attached to a basic interviewing attitude of openness and empathy and to the familiarisation with a number of basic skills that can uphold that openness. Attitudes such as "I'm asking the questions here" and "I know what is relevant to know regarding the background of my problem that you, the interviewee, do not perceive" are altogether wrong.

And what about techniques such as photo-sorting, projection and so on? The value and significance of these techniques depend on the interviewer's expertise in using them in a proper way (presenting them in an efficient way, personally believing in them and so on).

Therefore, the diagnostic value of an in-depth interview is completely dependent on the degree in which the interviewer succeeds in establishing a good contact. A 'good contact' is not necessarily an 'agreeable contact'. A good contact cannot be measured with the meters of words and phrases produced either good contacts characterised emotions and the degree in which one has succeeded in helping the respondent in expressing them. It relates with finding a way in which the respondent can express his emotions and aspirations (use of words, rhythm, techniques etc.) and cut back his defensive behaviour. The in-depth interview indeed is a total process in which the experience of the interviewer is at least as important as the verbal account. The perceptions and experience during the interview also contain, besides the verbal account, the 'atmosphere' of the interview, the interviewee's facial expressions, non-verbal reactions and intonations. They give a distinct slant to the context in which the recorded words get their true significance. In group sessions, these elements are also important, but besides to individual expressions one has to give special importance to the interaction between the members of the group. (Callebaut et. al.,1999, p. 129,130)
2.7.2 The group interview or group discussion

A focus group is a meeting of seven to ten carefully selected participants who share common characteristics. These characteristics may be demographic or could be related to the purchase of a product. Among the numerous applications of focus groups are obtaining opinions about a company’s services, the preliminary testing of a new product concept, and the generation of impressions about an anticipated advertising campaign. The group meets for about two hours to offer opinions, viewpoints, and perceptions about predetermined topics. (Blankenship, Breen, Dutka, 1998, p.207)

Whereas, in the case of the individual intensive interview, the flow of response is from the respondent to the interviewer, with the group interview the leader should play a relatively more passive role since the prime concern is group interaction. Each participant is encouraged to express their views, and is likewise exposed to the views of fellow group members. The leader says as little as possible and merely guides the course of discussion by, first, ensuring that participants are in fact discussing issues relevant to the problem or subject matter in question, or at least do not, stray too far from this. (Often a move off at a tangent can be profitable but in the judgement of the moderator this is not proving so, the group is refocused towards the issue under investigation.) Second, ensuring that each person participates fairly equally, which means encouraging less forthcoming members of the group, suppressing the loquacious, and seeing that no leadership force emerges from the group and takes over effective control. Goldman has described five characteristics of the group discussion:

(a) The interaction among group members stimulates new ideas regarding the topic under discussion that may never be mentioned in individual interviewing;
(b) Group reactions provide the opportunity to observe directly the group process;
(c) The group provides some idea of the dynamics of attitudes and opinions;
(d) Discussion often provokes considerably greater spontaneity and candour than can be expected in an individual interview,
(e) The group setting is emotionally provocative in a way that an individual interview cannot be.

Brainstorming and synectics represent special examples of group interviews. In attempting to increase the involvement of individuals in the group situation, increase the amount of group interaction, reduce the inhibition of group members and encourage creative thinking, brainstorming and synectics techniques may be employed.

In the brainstorming group a heterogeneous collection of participants is selected (compared to the usually fairly homogeneous group of participants in the conventional group discussion). Typically; if the problem were one of infants the brainstorming group would encompass men, women, young, old, married and unmarried and those with and without children. Rather than just sit down at a table or in a circle around the moderator, they may get up and walk about, break up into smaller groups, enact various role situations, etc.. Whereas the average length of group discussion is 1½ -1¾ hours, the brainstorming group would be likely to continue for much longer, perhaps three or four hours. The conventional group discussion would normally be a one-off affair but the brainstorming group may meet on several occasions or regularly over a period.
Synectics is a method of directing creative potential towards the solution of problems. Synectics means, literally, the joining together of different and apparently irrelevant elements. In the group interview sense this means participants. These must be drawn -from a wide spectrum of educational; academic; social; and work backgrounds. They must; however, have one thing in common, the ability to think creatively. The synectics process harnesses this diverse source of creativity, directing it towards the group goal, which may be the solution of a problem or generation of ideas.

Participants may be screened for high 'creativity' or 'divergent Wig' or 'lateral thinking' in a number of ways. The synectics process involves a number of mechanisms, including the requirement that participants employ four different types of analogy thought process. For a detailed discussion of what is involved in synectics the reader is referred to Gordon.

The synectics groups that the writer describes are a very considerable modification of the Gordon approach. They involved five participants, carefully screened, and two moderators. The groups were undertaken on an ad hoc basis whereas the approach really required a continuous and regular operating group run over a lengthy period of time. The author concluded that in the context of generation new product ideas the synectics approach might be of value.

The extended group

A more recent innovation is the 'extended group' or the 'extended creative group' that may last for 6-7 hours. The extended group approach has been discussed by Heylen, Cooper and Paule and Lunn et al. While the broad objectives remain similar, the methods of conducting such groups vary and individual practitioners tend to develop their own routines.

Essentially, extended groups provide sufficient time and opportunity, via the use of a low ignition milieu and appropriate projective techniques, to explore beyond the superficial and the conscious rational level achieved by conventional group interviewing.

The approach adopted by the author would develop something like the following. Six respondents (that number is important since the group can be split into three pairs and two triads for specific tasks, if required) are brought together with the moderator of moderators for morning coffee (or an early evening meal). Up to an hour can be spent with participants introducing themselves, talking about their jobs, families’ interests, etc., during which time they become relaxed and talkative. In the ensuing 2-3 hours session they discuss subject matter as required, ‘play’ with products, packs, advertisements or such stimulus material as provided, undertake projective techniques, psycho drawing; role playing and so on. An hour's brake is taken for refreshments after which the group continues for a further 2-3 hours.

The program for each session is carefully constructed to maximise the flow of relevant information, with different sections often run by different moderators.

Compared to the conventional group, the data obtained are much richer and especially so when analysed by a skilled psychologist.
2.7.3 The elicitation interview

For most people, many of the attitude dimensions listed in lengthy scale batteries are irrelevant or 'unimportant' because they do not enter into the purchase and brand choice decision situations. Those that really matter will be few in numbers. The important attributes are those that contribute to the overall determination of buying behaviour - these are the ones that matter.

By asking respondent open-ended questions; like `when you actually go out to buy___________ (product category) and you are in the shop, what things about ________ help you to decide what type of brand to buy? (Keep on probing)

I mean, what do you take into account when buying ____________?

'Top of the mind' or salient attributes are elicited for both products and brands that appear to relate to reasons for purchase and purchasing behaviour. These are examined and the key ones incorporated in an attitude battery for subsequent quantitative research.

Each respondent is able to rate about six items. On the basis of 12 items covered, with each respondent rating a selection of six, 50 observations per item will be obtained from 100 elicitation interviews.

2.7.4 The decision protocol interview

During the 1970s, increasing attention was directed towards the consumer decision process. That is, the series of steps leading up to the act of purchasing a particular product or brand. Traditionally, researchers had questioned consumers sometimes long after the event in an attempt to reconstruct, by inferences, these decision processes. More realistic however, is the Decision Protocol interview conducted at the time of decision-making and or actual purchase with the view to identifying the factors that led to a particular decision being taken and the linkages between those factors.

A weakness of present methods of motivational research is that they tend to be based exclusively on 'Why?' questions asked long after the event. Often, this type of data is generally inadequate. Decision Protocol Interviews are the means used in a point of purchase situation to elicit the pattern of decision making, although this will be a cognitive one,

They involve a combination of observation and in-store interviews. That is after gaining the co-operation of store owners, interviewers are sited strategically near the display of products in question. They observe (or cameras record) purchasing behaviour. Respondents are then interviewed, the reasons for their behaviour determined and the pattern of their decision process constructed,

About 30 decision protocol interviews using a combination of observation and questioning are usually sufficient.
2.7.5 The repertory of ‘Kelly’ grid technique

Criticism of traditional exploratory research techniques from the standpoint of their subjectivity and the occasional failure to obtain responses in the ‘true language of consumer’ led to the development of the repertory grid interview in the context of market research. The repertory grid technique was felt to be a much better way of locating attitude scale items or ‘constructs’ from which semantic differential scales for multivariate analysis procedures could be devised.

In market research practice, for most exercises, the repertory grid interview varies little from the original Kelly approach in its basic form. The respondent is presented with a list of stimuli numbering from a half dozen or so to a maximum of around 30. Somewhere in the region of 10 to 20 is about optimum. A wide variety of different types of stimuli may be used. For example:

a) Products, e.g. tea, coffee, mild, drinking chocolate;
b) Brands, e.g. Typhoo, Brooke Bond, Twinings;
c) Concept statements, e.g. ‘slow roasted coffee granules’.

Stimuli may be presented in the form of word labels, written statements, drawings, photographs, actual packs or products, advertisement, etc.

After removing any stimuli from the list the respondent has not heard of, or on some other grounds that require exclusion, three stimuli are presented to the respondent, who is asked to state one way in which two of them are alike and yet different from the third? The basis for similarity (the emergent pole) and the difference (the implicit pole) are recorded. The remaining stimuli are then sorted, equally between the two poles. Then another three stimuli are presented and the respondent asked to state another way in which two of them are alike and different from the third. The interviewer continues to present the respondent with different triads until the respondent can no longer think of any reason why two items are different from the third. When this occurs, the respondent's repertory of constructs is according to some random procedure that ensures identical triads are never repeated.

Problems encountered during the interview situation and how they may be overcome

The writer has described the various problems that may be encountered during the interview situation which serve to distort the accuracy of responses. These barriers, to communication are:

a) Psychological barriers, i.e. the memory factor, emotional factor, and unconscious or repressed material;
b) Language barriers;
c) Social barriers.

Projective or enabling techniques are commonly used to overcome them.

*The use of projective techniques*
Within the context of the individual intensive interview or conventional group discussions, use is very often made of a wide range of projective techniques. (Worcester, Downham, 1986, p. 33-38)

Oppenheim suggests that suitably designed projective techniques can penetrate some of the following barriers:

(a) Barrier of awareness – when people are unaware of their own attitudes and motives;
(b) Barrier of irrationality – to overcome the rationalisation that people make when they talk about themselves;
(c) Barrier of politeness – when respondents are disinclined to be critical because they are, by nature, polite and tend to behave so towards the interviewer;
(d) Barriers of inadmissibility and self-incrimination – when people are disinclined to admit things in a conventional interview situation.

By projective technique is meant the utilisation of vague, ambiguous, unstructured stimulus objects or situations in order to elicit the individual’s characteristic modes of perceiving his world or of behaving in it. The underlying theory of projective questioning is that in certain circumstances it is impossible to obtain accurate information about what a person thinks and feels by asking him to explain his thoughts and feelings, but this information can be obtained by allowing a respondent to project these on to some other person or object. Some examples are given below.

a) Sentence completion tests. The respondents are asked to complete statements like ‘Women who give their families tinned vegetables are…’. ‘People who don’t have bank accounts are…’. Women who use Lux Toilet Soap…’.

b) World association tests. The respondent may be presented with a list of stimulus words and, for each one, asked to say what he thinks about when he sees the word.

c) Fantasy situations. The respondents may be asked to imagine that they are motor cars, lawn mowers, or boxes of chocolates and describe their feelings.

d) Cartoon completion. The respondent is shown a cartoon similar to a comic strip with ‘balloons’ indicate speech. The respondent’s job is to fill the other balloon with his idea of what the other person is saying.

e) Draw a picture. A respondent may be asked to draw or sketch a picture. Often reported studies describe how people with bank accounts, when asked to draw the interior of a bank, draw what appears to be a friendly place, whilst people without bank accounts tent to draw rather awesome and grim interiors.

f) Picture interpretations. This technique is based upon the Thematic Apperception Test (TAT) which, along with the Rorschach Ink Blot Test, must rank as the most widely known and used projective test in clinical work. Here the respondent is shown a picture – either a line drawing, illustration, or photograph – that is rather ambiguous and asked to say what is going on or tell a story about what is illustrated.
g) *The friendly Martian.* Many research situations are concerned with low interest and low ego-involving products and subject matter. People may not perceive differences to exist, or genuinely opt for ‘the most convenient’ or even behave randomly. Alternatively, their comments may be expressed rationalisations rather than true reasons for underlying behaviour. Here the friendly Martian can be useful (or more recently, the character ‘ET’ has been used). Question forms like:

‘Well suppose a Martian had landed in the middle of the High Street and wanted to open a bank account. All four major banks are there, what do you think he’d do?’ (Why? And so on) or now if ET landed, went into a tobacconist and found he couldn’t get King Size cigarettes (his regular brand) what would he do? (Smoke a low tar version of that brand, another King Size brand (What?) etc.)

The depersonalisation of the participant into some neutral or fantasy embodiment offers considerable scope for oblique questioning of this nature.

In projective questioning, the individual’s responses are not taken at face value, i.e. with the respondent would expect then to have, but are interpreted in terms of some pre-established psychological framework. It is here that projective tests have come in for major criticism. (Worcester, Downham, 1986, page 33-38)

Selecting a method for qualitative research does not necessarily mean that you will be able to realise it on the right way. As spoken before, it is not only knowledge that you have about qualitative research that will help you get the realistic results, but it is something in the person, feeling, as some people would say, that can help you even more. But there are certain rules that can help us avoid the biggest mistakes when preparing and using of qualitative methods.

In the next chapter we will show few advises how to properly prepare for the research, so that we will be able to collect information from our respondents and make suitable analysis.
3 PLANING AND USE OF QUALITATIVE METHODS

When we decide to use qualitative methods for the market research, we should first know how to prepare yourself and your respondents on the interview, how to behave on the interview, how to collect information and later on how to analyse them.

3.1 The interviewer’s attitude

The role of the interviewer, in both individual interviews and group sessions, can be described as a skill one can partially learn. Essentially however, authentic and warm human behaviour is all-important: ‘loving one’s respondents, empathise with them, be with them, feeling one with everyone and each of them. It is not a role that can be ‘played’ the ‘artificial’ character would rapidly be picked up by the respondents and halts the possibility to participate in a candid manner.

Some characteristics a proper interviewing attitude has to comply with are:

- **Inspiring confidence in the respondents**

  This is not only achieved by an open (inviting, friendly, etc.) attitude, but also by explaining the purpose of the interview (without giving him/her an exact definition of the problem and the marketing objectives of the study) and giving the respondents the necessary time to acclimatise.

- **Giving the respondents a sense of security**

  I.e. being attentive for doubts/fears that are often not expressed but can be observed in non-verbal behaviour. We refer to ‘fear of the unknown’, ‘fear of having senseless answers’, ‘fear of being deceived/abused’, ‘fear of being ridiculous’ etc. Here a basic attitude of unprejudiced openness is an important factor.

- **Obtaining the collaboration of the respondent and motivation him to involve himself completely into the conversation**

  The reasons for people ‘taking part’ can be very different. Some are motivated by themselves, others are not. To get constructive participation, one has to be attentive to their feelings and opinions with respect to surveying in general. One has to transmit authentic interest (no ‘assembly line’ attitude). As an interviewer one has to be research object but a subject in whose perceptions one wants to participate) and commit oneself completely to the respondent in question.

- **Braking down the respondents’ defences**

  Respondents often act defensively when they feel interview delves deep into their personal world. The first way to avoid defence is to understand its origin and to recognise different defence mechanisms.
• **Intellectualism**

Explaining away an impulse. This is the most common defence mechanism encountered in interviews. The best way to deal with it is to avoid it by inquiring about feelings and impressions. If rationalisations are expressed it is best to ignore them and to reformulate the question, stressing feelings and impressions. Dealing with rationalisations is not really difficult. It just takes patience and energy to break through to cognitive barriers every time that they become active.

• **Negation**

Rejection impulses, feelings or recollections and suppressing them into the unconscious. This defence mechanism leaves respondents speechless; nothing comes to their minds. The best way to deal with it is to keep reformulating the question in different ways, hoping that into little pieces… If you want people to fantasise about the world of soda pop, ask questions about the climate first, then about the landscape, then the people, etc.

• **Pleasing behaviour**

Wanting to behave according to the expectations of others. The interviewer often is a role model for the respondent. In some way this is good for the flow of the interview: people relax when you are relaxed, people imitate your positive body posture and relaxed way of talking. Sometimes however this can also be hindrance. Some respondents want your opinion. They are constantly looking for proof that they gave the correct answer. They want to know your opinion in order to please you or they think the product concept that is tasted is yours and do not want to say anything negative about it. ‘Pleasers’ are obviously very insecure about themselves. Dealing with them means to praise them repeatedly, to make them feel secure and appreciated.

• **Fear of failing**

“I have no imagination”. This defence calls for the same approach as pleasing behaviour. Encouragement is the most appropriate strategy.

• **Power games**

The fear of losing control. Some respondents do not like the fact that interviewer takes charge of the interview, that he/she knows what is going to happen. They distrust the interviewer and will often ask you if you are a psychologist, if you are analysing them, what exactly will happen with their answers. Sometimes these respondents will try themselves to take charge of the interview by deciding what the questions should be. The best way to deal with this is not to fall into the trap and to react neither offensively nor defensively. Just remain relaxed and smile these fears away. Make them seen unnecessary. A naive approach will help most of the time.
• Obtaining the necessary penetration

Although gaining the confidence of the respondent is an absolute basic condition, the interviewer should nevertheless not be satisfied with general statements (‘good’, ‘okay’, ‘nice package’ etc. are not particularly communicative statements; they are not only superficial, they mean something different to everybody). Appropriate and relevant further questioning is crucial. One has to avoid any terms leading to the justification or rationalising of the statement (e.g. why, for what reason, thinking etc.). Only those questions that can lead to a better understanding or empathy should be brought up. It is also important that further questioning aims at deepening the emotional aspects and to avoid, as much as possible, giving evaluations (i.e. sympathy and disapproval).

• Being attentive to the respondents’ non-verbal behaviour and no less to one’s own non-verbal behaviour as an interviewer

The respondents’ non-verbal behaviour can be important for intercepting feelings of resistance that are not expressed. The general attitude of the body (e.g. crossed arms and legs suggest the respondent cutting himself off; leaning back signifies that one distances oneself and looks at the matter in a detached and expectant way) and the facial expression (anxious, uncertain, amused etc.) can give useful information. Although most people can control and direct their verbal expression (e.g. to make socially desirable statements), their non-verbal behaviour largely escapes self-censorship. Conversely, you can also say that non-verbal behaviour has an effect on the respondents. The respondent too picks up those signals and interprets them, in addition to which non-verbal behaviour is often more influential and (unconsciously) more believable. Therefore, it is important that the interviewer succeeds, in a natural way, to put verbal and non-verbal behaviour in line. It is also important that the interviewer is/becomes conscious of his own non-verbal signalling.

Some techniques can nevertheless support this interviewing attitude, e.g. a number of techniques that support security. The first element is an informal setting. The area should radiate as much as possible an informal, cosy and ‘homelike’ atmosphere in which the respondents are welcomed to be ‘at home’ and be themselves as much as possible. A sober, functionally furnished rood would indeed look more like an invitation to a ‘conference’ where only ‘intelligent’ answers are expected. Besides, interviewer and respondents using first names creates a less formal, more emotionally involved atmosphere than the stand-offish sir/miss/madam.

The use of the first person plural is another aid. The respondent implicitly picks it up as a congeniality of the interviewer with the respondents as did the homogenising principle too. It stimulates spontaneous self-recognition and activates more spontaneous, open testimonies. Another element is the use of projective techniques, which in fact appeal to the principle of the schizophrenic dialogue: people talk about themselves but are unconsciously given the opportunity to pretend to others that they are not talking about themselves. In this way talking about oneself is perceived as less intruding and less threatening: the alarm of self-censorship is switched off. (Steinar, p.168)
3.2 Interview

Individual interviews as well as group sessions proceed along the same line. According to the specificity of the object of the study, specific variations of this basic theme should be made. We can distinguish three main phases:

- **Welcoming the respondent and making him feel secure**

The purpose is to make the respondent feel at ease. In an individual interview, this will be done by means of a relaxing, informal exploring chat at the beginning of the interview. It is understood that this cannot be ‘disposed of in a hasty and functional way. In a group session it is not only important that reassurance is achieved vis-à-vis the group leader and the whole context in which the session is about to take place but also vis-à-vis the other participants in the group session. It can be useful to start with serving sandwiches. It will not only make the participants feel ‘welcome’ but feel themselves more than people who have just come ‘to have there say’. A meal also has the significance of an informal and detached reunion that makes it possible to get acquainted with each other. Getting acquainted should go further than the instrumental/utilitarian presentation for the reason that one happens to be in the same group.

At the actual beginning of the group session, the reassurance has to be continued b means of a number of socio-psychological and psychodynamic deregulatory exercises. The object is indeed to create an atmosphere and a situation that should make it possible to dig into deeper levels of perception and express them consciously or otherwise.

- **The actual interview/group session**

In which we have to distinguish two steps: picking up the motivational dynamics and the concrete analysis of specific elements that are brought up with regards to the object of the study. Drafting a relevant and workable interview plan is crucially important.

- **The conclusion**

By which the respondents are given sincere thanks for their help and in which time is allotted to answer further questions. The purpose is to undo ‘strangeness’ and ‘uneasiness’ by giving the respondents a bearing and a frame of reference, to bring the respondents gradually back to reality and set it that they go home with a feeling of satisfaction. (Herbert, p. 312)
3.3 The conversation guide or interview plan

The conversation guide or interview plan is not a list of questions on e should put in a rigid and commanding way. Neither is it an ill-considered and superficial list of topics (with which one will work as it happens). For qualitative diagnostic research we need a semi-structured but non-leading interview plan as a guideline for our talks with the consumers.

Therefore, the interview plan should be specifically drafted for the purpose of the exact object of the study. It should have an eye for explicit as well as for less conscious perception aspects, and induce and uphold empathy. For this purpose we choose from an array of projective associative and allegorical techniques that will enable respondents to express their less conscious perceptions.

It is at the stage of drafting the interview plan itself that one should concentrate on the investigation of the global individual: we must not only record his behaviour, perceptions and attitudes, but also decode them.

3.4 Analysis and interpretation

Our research is not limited to the use of interview techniques drawn from depth psychology but also gives a psychological analysis and interpretation of the facts.

After finishing all individual interviews and/or group sessions, the data must be made manageable to be able to make and exhaustive survey as to content across the different interviews. The outline of content analysis is made for each object of study in particular and is formulated in a way that makes it possible to analyse the data on a ‘horizontal’ and on a ‘vertical’ basis.

- Horizontally: Across all respondents and per subject that came up in the interview, the answers of the respondents are put next to each other on the structuring sheet.
- Vertically: Every respondent can easily be situated and followed individually. A single respondent can be followed across the whole interview, subject by subject, by reading the responses of the respondent concerned across the different structuring sheet.

The interpretation that follows is the more exacting work. It is a permanent process of searching, thinking, checking against intuition, ‘in-depth probing’ of the data, in function of the recognition of synchronies within the different groups of respondents/segments. These synchronies will then allow us to isolate the underlying motivating drives of the respondents and to recognise their effect on perception and behaviour. (Silverman, p. 272)
Although the interpretation is primarily a ‘mental process’ in which empathy and intuition are combined with interpretation, insight and putting the data into context, we can distinguish three important steps in the process.

- An open interpretation based on one’s intuitive empathic experience as a project manager. The purpose here is to pick up the essence of the ‘story’ and to stimulate one’s own intuition and empathy. This is done by attentively compiling the first impressions after the interview and retrospectively checking which ‘themes’ most regularly come up. Besides, it is also important to analyse one’s own perception of the product. Its importance is twofold: gaining insight into the essence of the product/problem, and purging one’s own perception of the product. Its importance is twofold: gaining insight into the essence of the product/problem, and purging one’s own subjective projections. By gaining insight into one’s own perceptions/feelings with respect to the product, one will be able, when analysing the respondents’ and one’s personal projections.

- Creating a motivational frame of reference that is specific for the product under analysis. The point of departure of this frame of reference is based on the fundamental significance of the product. Consequently, the motivational dimensions guiding the concrete relationships with the research object must be defined.

- Rigorous interpretation of all elements forming part of the study. This interpretation is made on the basis of a global mapping of one’s own intuition (type of respondents, contact during the interview), the actual behavioural facts (the use of products and brands, the way in which they are used, transmission to others) and the elements of perception (projections, expressions of feelings and so on). Then we move over from the paradigm of the final rundown to that of the index of revealing detail.

Although the interpretation process itself can neither be standardised nor formalised, it is useful to keep some essential principles in mind. The first principle is their interpretation of the projections. Projections can never be interpreted literally. This would run counter to the purpose of the projection, namely: giving the respondent means to express his individuality and give form to his story. Here ‘reading between the lines’ is essential. People often suggest more and/or other things than what they actually say.

Furthermore, one should keep in mind the consequences of social desirability. They can crop up as projections of norms (e.g. project themselves into the image of a devoted homemaker because one is ashamed of one’s own deregulated attitude) or as predictable clichés. The interviewer can clear away this phenomenon by using his own intuition, by vigilant observation, and by continually asking himself the question: “Are my observations congruous with what the respondent tells me?”

The final report will be an illustrated and motivated reproduction of behavioural triggers and mechanisms. They have the advantage of surpassing the incidental character of qualitative data and give the marketer the occasion to draw up a frame of reference and reflection on the basis of which further working hypotheses and strategic implications can be formulated. (Callebaut et. al., 1999, page 132-141)
In the next chapter I will use the theory that was presented before and make a market research for the company Mastor. I will use secondary and primary research, trying to define current situation on the market of entertainment devices. Using qualitative methods of Individual-Depth interview and Group sessions I will try to view potential consumers’ motives and fears.

All this methods should help me understand the consumer and what are the possibilities for the company to satisfy consumers need when entering the market.
4 USE OF RESEARCH METHODS IN MARKET RESEARCH OF COMPANY “MASTOR”

4.1 Short presentation of the company “MASTOR”

4.1.1 Establishment of the company

Company “MASTOR” will be established by different companies after evaluating results from the market research and reviewing the project. Investors are interested in investing in a new kind of entertainment, but the management will be selected from outside.

4.1.2 Company activities

Company’s main activity will be satisfying youth need for entertainment and new experiences.

It will take a lot of work and adjustments to prepare the right environment, the right people and to attract young people on the right way. Our target group are not just young people from Slovenia, but we will try to attract also youth from neighbouring countries.

4.1.3 Directives of future company’s development

If this project turns out to be a success, we will build similar attractions on other locations in Slovenia and abroad. Since it is a big investment it is suitable to build our first park in BTC City or somewhere near Ljubljana.

4.2 Analysis of supply

4.2.1 Comparison of supply

Slovenia so far has couple adrenalin activities outside cities and entertainments like concerts and clubs in which young people go.

Bungee Jumping is the closest entertainment to Sky Coaster, but they focused on a bit older target group (from 20 till 30 years old). The device is usually situated outside city, on some bridge or rock. It is difficult for younger people to drive so far and it does not offer proper attraction.

Disco clubs and pubs are the only place where young people are gathered. It is one place where friends can meet after a long week of responsibilities. They usually just talk and meet others, if atmosphere allows them that. It is also the reason why some clubs are full of people and others are empty. After some time this club will be empty and others will be full again, because they like changes. It is nothing that holds them there but friends.

Other adrenalin sports are also interesting. Young people like to choose sports that give them the same kind of satisfaction of freedom and adrenalin. They mostly choose sports
like cycling, snowboarding, rafting, …, but they can not practice them as often as they would like to.

4.2.2 Comparison of competition prices

<table>
<thead>
<tr>
<th>Competition</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bungee Jumping</td>
<td>8.400 SIT</td>
</tr>
<tr>
<td>Disco clubs</td>
<td>1.000 – 2.000 SIT</td>
</tr>
<tr>
<td>Concerts</td>
<td>5.000 – 10.000 SIT</td>
</tr>
<tr>
<td>Sports</td>
<td>1.000 – 5.000 SIT</td>
</tr>
</tbody>
</table>

Source: Internet

Competition prices are ranging from 1.000 SIT up to 10.000 SIT. Disco clubs and pubs are easier accessible to young people than other activities, but they still manage to practice also those that they like.
5 PRESENTATION OF RESEARCH RESULTS

I. GROUP INTERVIEW

1.

<table>
<thead>
<tr>
<th>Spent holidays</th>
<th>On the sea.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Abroad</td>
</tr>
<tr>
<td></td>
<td>Spa</td>
</tr>
<tr>
<td></td>
<td>Festivals</td>
</tr>
<tr>
<td></td>
<td>Camping in the mountains</td>
</tr>
<tr>
<td></td>
<td>At home</td>
</tr>
</tbody>
</table>

2.

<table>
<thead>
<tr>
<th>Like</th>
<th>Dislike</th>
</tr>
</thead>
<tbody>
<tr>
<td>Water</td>
<td>No activities</td>
</tr>
<tr>
<td>Beautiful nature</td>
<td>No music, no parties</td>
</tr>
<tr>
<td>Activities</td>
<td>Bad food</td>
</tr>
<tr>
<td>Good company</td>
<td>No company</td>
</tr>
<tr>
<td>Everything is different, exciting</td>
<td>Too short</td>
</tr>
<tr>
<td>Peace</td>
<td>Had to be with my parents</td>
</tr>
</tbody>
</table>

3. I interpreted each piece of text I got from the interviews as a reference to an underlying strategy of satisfaction, using the 8 categories visualised as colours. It gives you a chance to think about the text, to give it need-relevance.

As you can see from the chart some categories were stronger than others. From the interviewers statements I managed to get some pattern, shared opinion about their free time. It give us a bit of input in youth’s way of thinking. What forces them to do things they do.
The next figure list a number of personality characteristics, having meanings corresponding to each of the positions in the frame of reference (Table 2).

<table>
<thead>
<tr>
<th>Colour code</th>
<th>Strategy</th>
<th>Need-Functionality</th>
</tr>
</thead>
<tbody>
<tr>
<td>orange</td>
<td>Pleasure</td>
<td>Orange describes people who want to relax, want to enjoy each moment of free time they have. Fun for them means being without worries and cheerful.</td>
</tr>
<tr>
<td>yellow</td>
<td>Social openness</td>
<td>The people who seek for social acknowledgement, acceptance. Their strategies one of acceptance and integration. Free time for them means spending time with friends. Belonging to a group of people with the similar interests.</td>
</tr>
<tr>
<td>blue</td>
<td>Resignation</td>
<td>These people enjoy in a calm atmosphere, even if that means being alone. Free time for them means having time for themselves, time to think and relax. They search deepest meaning of life.</td>
</tr>
<tr>
<td>grey</td>
<td>Engineering</td>
<td>The confrontation with basic anxieties causes very rigid behaviour with the people who adopt this strategy. In a way, they try to deny their fears by seeking rationalisations that can help them to face this confrontation, which they experience as horrifying. Fear for them is just a matter of self-control.</td>
</tr>
<tr>
<td>purple</td>
<td>Assertion</td>
<td>This group wants to be in a total control of there life. They trust there judgement so much that they believe nothing bad can happen to them. They need no approval of other people. This way they want to prove to themselves that they are capable of anything. They are proud and powerful, where is no time or place for fear.</td>
</tr>
<tr>
<td>red</td>
<td>Vitality</td>
<td>The people who adopted vitality strategy believe in a strength and potential of their own body. Having fun for them means being able to do what they want; to lead an active life. Not to fight, but to build up life power. Pushing there limits.</td>
</tr>
</tbody>
</table>

Table 2: Category codification of consumer interviews on “meaning of free time”

In this case 6 distinct motivational typologies were identified and can be positioned in the basic motivational frame of reference.

In the case of free time (using consumer verbatim on self-image and meaning of free time) we found that in condition of trust people tend to develop a constructive approach to free time where life maximisation becomes the goal. They want to enjoy life, feel no limits. However when doubt dominates people basically need to control and repress their existential anxiety in order to emotionally survive. People focus more on a fear that they need to overcome. With the control over there life, over their fear, they are able to push
their limits further. That gives them satisfaction, pride and self-confidence. They personally grow.

A second dimension reflects how people deal with a significance of free time towards their relevant environment. Some people approach free time in a very analytical, active and individual way. Free time means to show self-confidence, to stand out from the crowd. For others free time means to fit in with the environment, to live up to the social norm around free time. Free time is getting meaning on a collective level, to be part of the group. It is important to have exterior stimuli, to do things that feel good.

4. The most adrenalin thing

- Bungee jumping
- Roller coaster
- Fast driving (car or a motorcycle)
- Rafting
- Dangerous mountain skiing
- Stealing
- Sailing in the storm
- Parachuting

Talking with young people about the most adrenaline activity they have ever experienced I have realized that they enjoy feeling adrenalin. Most of them are having a feeling of being alive, having a power to do what they want, and crossing their limits. They like the excitement and danger, not knowing whether they will survive or not. Of course in their minds they have to have a minimum security, just to know that it is possible. Without having a danger and risk the activity is not interesting for them. It is childish and for those who are scared.

If the activity crosses the limits of safety, when they have a feeling their lives are in danger, than the activity becomes unpleasant. They feel stress and fear. If they finish with good results, they shall do it again, if they do not, they shall quit doing it.

I got a feeling that ones they start doing adrenalin activities it becomes like a rolling stone, getting bigger and bigger. They want to beat everything on their way they feel strength and courage. It gives them self-esteem. Sometimes they push so far that they feel danger and pull back for a while.

How far they go with dangerous activities depends on a person. Some have a lot fear and are not willing to try so much, but they all experience the same kind of feelings ones they come to their limit of safety.
a) Specific questions

1. Person that made bungee jumping

- Adventurer
- Someone trying new things
- World traveller
- Some Australian, with a beard
- Chemist
- Parachutist wishing for more
- Some sport man

- he is around 30 years old
- he is a man
- he is a mountain rescuer
- during the day he is on the beach, he is a water rescuer
- he is driving a Jeep
- he owns a company for boat rental
- he is calm
- he is thinking a lot
- he likes to surf
- wears a necklace with an animal tooth
- he likes to drink beer
- he likes mountain biking
- rafting
- he is listening rock, some fast music, …

Listening to my interviewers it became very clear that they admire this person and are talking about him in a sense they would like to describe themselves. They were talking just good things about him, even when I tried to get from them some negative perspective. You must have noticed me using the word “him” when talking about this person. My interviewers strongly defended an idea of that person being a man.

From all their statements and passion they have shown me I realized that they admire this person and all his characteristics. The reason they chose a man is because it presents courage, intelligence, innovativeness and physical power, power of faith, no place for emotions or fear. It is obvious that they worship these characteristics.

They have shown me also that every adrenalin activity carries a fear, even when talking about a man building this device. I could sense a bit of fear they had reserved for this man, like it is suppose to be there otherwise the whole idea is pointless. So, faith and courage are the ones you beat your fear with and those are the characteristics our person should have.

Asking them about a person going on a bungee jumping I got surprising answers. In this category go women, students, sportsman and everyone else with an ordinary life. Not someone special, not someone brave. Why such a diversity? It gave me a lot of thinking. During the day this people live their ordinary lives, boring, nothing fun and adrenalin is
going on. When they finish with their work it is time to escape routine. Women usually go with other women so that they give courage to one another. As they explained me, some of those women would never go alone. If they do, they are determent, self-confident and recluse. Men go with friends too, but they really enjoy it. I was surprised, but they had no year limitations. Even very old men would go and try it.

2. Person that hates bungee jumping

Person who hates bungee jumping is someone spending all his life behind the computer, someone very afraid, some shy girls and mothers, someone taking care of his health, some fancy ladies. They consider this people as non-free people. There way of life or other people made them prisoners of there own lives. They do not know how to relax, to enjoy life. They do not know what freedom is.

Using projection technique I found out their fears. Height, free fall, pressure in the chest, speed, time before jumping, fear from getting hurt, fear from rope to brake.
I realized that some of them would never try it, even so they were telling me good things about those trying it. I think they admire the courage, but their fears are just too strong. Most of them would try it with other friends. Someone going it is like an example to the others.

3. Planet of perfect entertainment

- Fast music
- Pop, dance, techno, reggae, African rhythms
- On a different parts different music
- Everything is outside
- Water, pools, lights
- Different dances
- Different people, different cultures, foreigners
- White sand, a lot of green, wooden huts, imitation of a tropical beach
- A lot of small footpaths
- Without insects, with birds
- Drink for free
- It is a late afternoon, nightfall, it is a day
- Colours: blue, red, green, silver
- Beautiful girls

A planet of perfect entertainment should have most of the characteristics mentioned above. Most of my interviewers were of the same opinion that people there should be happy and smiling, different ages and colours of the skin, different stills. Music should be inspiring, cheerful, to put you in a good mood. People would be dancing wherever they want: on the beach, in wooden bars, on tables ... maybe different parts could have different music. Where they play techno, they would have DJ, reggae would be playing alive. Music is on all day.
Very important to them is also environment. It could be an imitation of a tropical beach, or like a jungle, with a lot of small footpaths. It has to be a lot of nature. Water is also very important part.

Most common colours used on this planet should be blue and green.

From their vision of entertainment we can see that they wish a place away from a home environment, something exotic, something reminding them of a happy life. Like it really is another planet, a place where you cannot help yourself forgetting all your trebles and ordinary life. They want peace, happy faces where everyone is getting along. They do not mind differences between them they admire them.

Except green colour used in nature, which is giving them a sense of protection and makes them part of it, blue colour should be very common. It is a colour of water. It is giving them energy, but at the same time relaxes them.

Here again it shows that they want freedom. They do not care how anyone is dressed, where they come from, what language they speak. They are all the same just as long as they are having fun. No bonds, no limitations, no rules. You do whatever you want.

4. Showing and explaining them a picture of one entertaining device.

- It is bleak.
- It is scary.
- It looks exciting.
- It is dangerous.
- It needs a safety net.
- It seems very high.

How would you change it?

- A bit less high.
- It is high enough.
- Make an image of a wall with reflectors, so that you feel like you will hit it.
- Put a safety net.
- Going through waterfall.
- To have someone experienced going with you (some instructor), so that you do not have to pull the trigger and that you feel more secure.
- To have an option to go down, if you are too scared.

In what kind of environment would you put it?

- To have a water underneath (a lake).
- With a light show.
- A good music (some fast music; techno, rave, hip-hop…).
- Colours: blue, green, yellow, red
- A lot of people.
- Having a feeling of being part of the nature.
- To have an open space.
- Has to be in the nature.
- To be part of a festival or parties.

How much would you pay for it?
- from 1000 SIT to 5000 SIT.

How old you must be to try it?
- from 13 to 16 years old

Interviewers were answering very differently on these questions. Some of them admitted a big fear, while others would even accelerate this experience. Most of the girls would need a better safety conditions. To feel more secure would make their decision easier.

Boys showed a big enthusiasm, where fear is part of the game. Site effects are very important to all of them. They want to be surrounded by nature, water and people. To have this entertaining device as part of a festival or a party would make it even more interesting.

Device could be a bit lower too. That would make girls braver and boys would still accept it. The experience is not only in the height, but also in the site effects. Stronger visual experience and changing atmosphere would make it much more interesting.

Price should be somewhere around 1000 SIT, but no more than 5000 SIT.

The lowest expected age should be from 13 to 16 year on, depends on maturity and psychological stability of a person. They believe that at this age young people are brave enough and with a big wish to experience unusual things.

5. Try to imagine a person that likes this entertainment, stepping through the door.
- It is a man.
- He is dressed in sport clothes; he is a hippy; he is wearing leisure clothes.
- He is very optimistic; he does not worry about anything.
- He is very brave.
- He is very friendly; he is smiling.
- His favourite colours are: blue, green, grey.
- He likes dangerous sports; adventures sports: motor cross, bungee jumping, sea diving,

6. Sit back and close your eyes again. Relax. I am going to tell you a story.
One day you are sitting at home, looking today’s newspapers and magazines and suddenly you see that something new is coming to town. It looks so different and so interesting. Now, let us read together.

- It is a big poster in the middle of a magazine.
- It is on the front page.
- Colourful photo of the whole environment and just part of the device watching out.
- Beautiful nature and device in the middle.
- A lot of green and you can see the lake with device.
- A lot of people.

- A big opening of the sky coaster.
- The biggest sensation in Europe.
- Join the biggest entertainment in the sky.
- Opening of the best entertainment centre.
- Parties day and night.

- It should be somewhere in the nature.
- Somewhere near Ljubljana.
- Somewhere with an easy access.

From colaz and their stories I made a clear picture of what kind of advertisement would attract their attention.

Very good live photos based on green and blue colour. Environment must be part of the nature with a lot of space for parties. Device should be just part of this special atmosphere.

Big titles with strong words, like: the biggest or most fun would attract their attention.

Advertisement should be with a photo and only most important information. Just to make them curious. They will come and make a judgment from their own experience.
II. INTERVIEW WITH JUMPERS ON THE BUNGEE JUMPING

1. How many times before were you on the Bungee Jumping?

![Number of jumps with BJ per person chart]

<table>
<thead>
<tr>
<th>Number of jumps</th>
<th>Number of people</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ones</td>
<td>6</td>
</tr>
<tr>
<td>Twice</td>
<td>3</td>
</tr>
<tr>
<td>Three times</td>
<td>1</td>
</tr>
<tr>
<td>More than three times</td>
<td>0</td>
</tr>
</tbody>
</table>

2. Would you jump ones more?

![Procentage of jumpers willing to jump again chart]

- Yes: 90%
- No: 0%
- I do not know: 10%

3. What do you like at BJ the most?

- Adrenalin: 70%
- Free fall: 30%
- Other: 0%

4. What would you change at BJ, if you could?

Weather, organization with some activities, party
5. Is location of BJ for you important?

![Importance of location for jumpers](image)

6. Do you think the price 8.400 SIT is:

- Too much: 30%
- Acceptable: 70%
- Too little: 0%

7. Would you pay more if the BJ was higher?

![Percentage of jumpers prepared to pay more for a higher BJ](image)
8. Would you go on BJ if the price was 15.000 SIT?

![Percentage of jumpers prepared to pay more for more expensive BJ]

- Yes: 40%
- No: 60%

9. Which other adrenalin sports do you also practice?

Sailing, snowboarding, rafting, cycling

Identification questions

10. Sex

![Number of jumpers by sex]

- Male: 8
- Female: 2
11. In which age group do you belong?

![Number of jumpers by age chart]

12. Place of you living?

Ljubljana, Kranj, Postojna, Kamnik
III. INTERVIEW WITH ORGANIZORS OF BUNGEE JUMPING (Solkan, Nova Gorica; Soča bridge)

1 Jumpers present per day:
   From 10 to 30.

2 Age groups mostly practising BJ:
   Jumpers from 20 till 30 year old.

3 Most suitable month for BJ:
   From March till October

4 Tourists:
   Italians, Austrians, Croatians and from Hungary.

5 Locations usually selected for BJ:
   Open and safe places. Mostly bridges.

6 jumpers out of 10 were on the BJ for the first time and they had a positive experience. 90% of them would jump again.

Price does not effect their decision very much, but the place of BJ does. 70% of people consider price acceptable and 60% of them would pay even much higher price. But jumpers miss other activities following BJ.

Most of the people using BJ as their way of experiencing and expressing freedom are from 20 till 30 years old. Which means that it is not commonly used by very young people? We can find many reasons for that (can not drive, parent’s influence …), but it also means that young people search for adrenalin experience elsewhere like snowboarding or cycling. 8 jumpers out of 10 were male.
For a new company entering Slovenian or any other market is a very challenging thing. Despite the small market and a high competition it is difficult to find a market niche and succeed in your business. It is not enough to have an idea; the idea must be implemented in the right way in order to succeed. Market research is helping us to understand the consumer’s way of thinking and their habits. It helps us adjust the product and bring it closer to them.

In my group interview I tried to learn about youth’s way of thinking and tried to understand their motives. They turned out to be much different as I expected.

With personal interviewing and observing I got a chance to learn about competition and their consumers. It helped me design a whole picture of the market needs and potentials.

Young people spend most of their free time with friends, with sport, or parties. They like active spending of free time. While practising different activities they like to feel adrenalin. It gives them a feeling of freedom, independency and power.

Eventhough some of them would never practice activities as BJ they admire those who would. Being able to overcome fear is honourable characteristic for them. Friends have a big impact on their way of thinking and acting.

While making a perfect place of entertainment they used a lot of elements from the nature. Diversity in people, environment, music and dances is showing their wish for experiencing unknown and different. They are very acceptable for new cultures. They want to escape an ordinary life and responsibilities and feel free.

Pubs and disco clubs are not interesting for them. They visit them because it is the only place they can meet with their friends. Inside the same age group is a lot of different stiles in music and behaviour and it is difficult to satisfy them all. Most probably was this diversity also the reason for grow of “multi musical” disco clubs playing different music in different halls inside the same club.

If the company Mastor intents to create a perfect atmosphere for young people, they will need to involve adrenalin activities in the right environment. It should be the place of excitement and new experiences. Where they will not feel trapped and they will have a choice what to experience next. Place should be close to the city and within acceptable budget for them.

No competition so far has managed to get close to youth’s needs. Spending time in bars is not what they really want or need. And those offering adrenalin activities have focused too much on devices than on how to attract young people.

With the group interview we got a better view in to the problem from the youngster’s point of view. We got a better feeling about how they consider spending their free time and what kind of entertainment is interesting for them. To determent correct marketing actions is
necessary to make also a quantitative research to test results from this research on a bigger (representative) group. This way we will be able to design the right place.

Company Mastor has good chances in breaking through on Slovenian market of entertainment, but with a lot of care about environment and atmosphere in it. All together can make a good and fun place for young people.
POVZETEK

Živimo v svetu hitrih sprememb, kjer zadovoljevanje potreb dobiva širši pomen. Managerji iščejo nove načine zadovoljevanja potreb kupcev in ustvarjanje novih. Ni več dovolj le poznati svoje zmožnosti ali vedeti, da potreba obstaja, potrebno je poštro kupcev pravilno razumeti in jo zadovoljiti na pravi način.

Ne predstavljamo si več obstoja podjetja brez raziskave trga. Proizvajati brez predhodnega poznavanja trga, je kot poskušati zadeti tarčo v temi.

V moji diplomi sem nekoliko večji del posvetila kvalitativni raziskavi, glede na to da je predstavljala zelo pomemben del v moji raziskavi in ker je premalo znanja in uporabe le te v praksi. Ko poskušamo razumeti motive kupcev in njihove pogledove, nam kvalitativna raziskava lahko pomaga.


Kvalitativna in kvantitativna raziskava imata svoje cilje. Poskušala bom pokazati nujno kombinacijo in pomembnost obeh in uporabo kvalitativne raziskave pred kvantitativno, da bi dobili pravo sliko trga s potrošnikovega stališča.

Svoji diplomos sem razdelila na teoretični in praktični del. Teoretični del je sestavljen iz drugega in tretjega poglavja, ki nam omogoča razumevanje praktičnega dela, ki je opisan v četrtem delu. S prvim delom sem poskušala dati direktno za planiranje in realizacijo kvalitativnih raziskav v praksi.

Predstavila sem raziskave trga, pet stopnji raziskav trga in metod raziskav trga na splošno. S tem dobimo tudi vpogled v kje v raziskavi trga se nahajajo kvalitativne metode. Po splošni predstavitvi kvalitativnih raziskav preidemo na posamezne kvalitativne metode in spoznamo projekcijske tehnike, ki so nepogrešljive v kvalitativnih raziskavah.

Kot omenjeno prej, bom nadaljevala s praktičnim delom, ki naj bi vključeval vse poglede prej omenjene v teoriji.

Ameriško združenje za marketing je raziskavo marketinga definiralo kot »sistemično zbiranje, zapisovanje in analiziranje podatkov o problemu povezanim z marketingom proizvodov in storitev.«

Obstajajo vsaj trije pomembni elementi te definicije. Prvič, definicija je precej široka. Raziskava marketinga je se ukvarja z vsemi fazami marketinga izdelkov ali storitev. Drugič, definicija poudarja sistemično zbiranje, urejanje in analiziranje podatkov. Ne gre za zbiranje tistih podatkov, ki so primernejši in lažje dostopni, ampak je se k problemu potrebno pristopiti sistemično, da bi dosegli pravo sliko situacije. Tretjič in zelo
povezano z drugo točko, je implicitna zahteva, da so podatki zbrani, urejeni in analizirani točno in objektivno. Podatki ne smejo biti zbrani ali analizirani na podlagi pogledov in predstav raziskovalca. Trditve morajo biti objektivne in raziskava naj bi dokazovala to objektivnost na vsakem koraku. (Chisnall, 1992, str. 10)

Pomemben del raziskovalne aktivnosti je tudi razviti učinkovito raziskovalno strategijo oz. design. S pomočjo tega si začrtamo najbolj primerno metodo raziskovanja, raziskovalne inštrumente, plan priprave vzorca in tip zbiranja podatkov (kvalitativne ali kvantitativne). Idealna je kombinacija obeh. Raziskovalni design ustvarja nekakšen okvir celotne raziskave. Če je design pripravljen pravilno, bo to pripomoglo, da bodo pridobljene informacije v skladu z zastavljenim problemom in da bodo zbrane objektivno in v skladu z ekonomskimi pravili.

Poznamo tri tipe raziskovalnih designov.

EKSPLORATIVNI DESIGN

Eksplorativni design se ukvarja z opredelitvijo prave narave problema in formuliranjem hipoteze za kasneje preverjanje. Daje pomemben vpogled, rezultate s pravilnim razumevanjem bistvenih karakteristik in namen specifičnih raziskovalnih študij, in spodbuja razvoj kreativnih, alternativnih raziskovalnih strategij. Eksplorativno proučevanje nas vodi pri pripravi celotnega raziskovalnega programa.

DESKRIPTIVNI (OPISNI) DESIGN

Da bi bila ta raziskava produktivna, morajo vprašanja biti zastavljena tako, da se omejijo na specifične informacije, ki se morda nanašajo na izdelek, tržni delež, konkurenčne strategije, distribucijo, itd.

Poročila pri marketinških raziskavah so največkrat opisna; povpraševanje, profil kupca, ekonomski in industrijski fenomeni in ostali faktorji, ki karakterizirajo obnašanje trga, pa so največkrat izraženi kvantitativno.

KAVZALNE RAZISKAVE

Kavzalni raziskovalni design se osredotoča na ugotavljanje vzročno-posledičnih povezav. Kavzalne študije tipično prevzamejo obliko eksperimenta.

Pri ugotavljanju odnosa med vzrokom in posledico je potrebno biti previden. Težko je namreč biti realističen in objektiven, ker se vedno pojavi skušnjava, da bi se zatekli k sklepanju zaključkov pod vplivom lastnih sklepov o tem, kako se trg obnaša v določenih situacijah.

Raziskovalni projekt je pripravljen, planiran in izveden skozi raziskovalni proces, ki je sestavljen iz večih korakov, ki nas vodi od začetnega koncepta do končne analize, predlogov in končnih akcij. Raziskovalni proces omogoča sistematičen in planiran pristop k raziskovalnemu projektu. Zelo pomembno je, da sta raziskovalni design in izvedba povezana z raziskovalnim namenom in cilji.
Da bi lahko raziskavo pravilno izvedli, od planiranja do realiziranja in s pravilno uporabo raziskovalnih metod, nam pomaga pet korakov, ki jih povzemam po Chisnallu.

Koraki so med seboj zaporedno povezani in združeni v celoten proces. Ne glede na to, da gre za nujno zaporedje, se v začetnih fazah že oblikujejo zgodnje odločitve kot posledica gledanja v najprej. Te začetne odločitve se nato konstantno spreminjajo in preoblikujejo z novimi spoznanji, ki se bodo odražala v kasnejših odločitvah. Ravno tako posamezni koraki ne delujejo izolirano, ampak so del celotnega planiranega procesa v podjetju, ki doseže vrhunec z razvojem strategij, programov in akcij.

Korak 1: Opredelitev problema

Prvi korak je kritičnega pomena, ker bo odločal o naravi in poteku celotne raziskovalne aktivnosti.

Marketinški problem mora biti jasno definiran. Preden pa bi bila takšna definicija možna je včasih potrebno opraviti preliminarne, eksplorativne raziskave, ki nam dajo določen vpogled v dejavnost in poslovanje podjetja, za katerega opravljamo raziskavo. Bistvenega pomena je tudi sodelovanje managementa z raziskovalci v tem kritičnem delu razvoja in definiranja problema, ciljev in določitve vzorca.

Korak 2: Plan raziskave

V tem delu se natančno razloži narava problema, določi cilje, vzorec, faktorje ki vplivajo na določeno obnašanje trga, metodologija in približne določitve potrebnega časa in denarja. Plan raziskave mora biti natančno določen, preden se nadaljuje z naslednjim korakom raziskave.

Korak 3: Zbiranje podatkov

Ta korak predstavlja osrednji del raziskovalne aktivnosti, kjer se metodologija postavi v prakso. Glede na to, da je učinkovitost celotne raziskave zelo odvisna od zanesljivih in točnih podatkov, ki jih zberejo raziskovalci, morajo biti aktivnosti med to fazo pazljivo planirane in izvedene, delo raziskovalcev pa nadzorovano s strani izkušenega raziskovalca.

Korak 4: Analiziranje in ocenjevanje podatkov

Zbrane podatke je potrebno urediti, analizirati in razložiti, da bi raziskovalna odkritja lahko predstavili zainteresiranim strankam in da bi jih ti pravilno razumeli. Ta korak predstavlja veliko več kot le mehansko obdelavo masovnih podatkov. Prepoznati in razložiti je potrebno vse pomembne medsebojne povezave v odnosu z raziskovalnim problemom.

Korak 5: Priprava in predstavitev končnega poročila

Zadnji korak mora biti pripravljen temeljito in celovito. Raziskovalci planirajo, kako pridobljene rezultate predstaviti. Poslužujejo se tabel, grafov in ostalih diagramov, da bi bila odkritja raziskave čim bolj razumljiva. Pisanje marketinških poročil zahteva
professionalne veščine poslovnega komuniciranja. Vsebina in oblika morata biti prilagojena specifični stranki, kateri poročilo je namenjeno.

Pri zbiranju podatkov pri raziskavi se poslužujemo različnih metod zbiranja podatkov. Obstajata dve glavni klasifikaciji podatkov od katerih je raziskovalni design odvisen: Primarni podatki in sekundarni podatki.

Primarni podatki so podatki, ki se jih zbira prvič s pomočjo ali v kombinaciji: opazovanja, eksperimentiranja in spraševanja.

Zbiranje primarnih podatkov pomeni prvo pridobivanje podatkov z eno od prej naštetih tehnik ali v kombinaciji večih. Kadar gre za kombinacijo različnih tehnik se izognemo predsodkom, ki so povezani z eno samo uporabljeno tehniko. Žal se predsodki vedno pojavljajo in je zato potrebno poskrbeti, da se jih čim bolj omeji.

Sekundarni podatki pa so že obstoječi podatki, ki se lahko uporabijo za namene določenih raziskav. V tem primeru so na razpolago interni (notranji) in eksterni (zunanji) podatki.

V nadaljevanju bi se rada nekoliko bolj posvetila kvalitativnim raziskavam, glede na to, da tudi moj praktični del temelji na tem. Predstavlja del eksplorativnih raziskav, ki nam dajo boljši vpogled in razumevanje raziskovalnega problema naprav kvantitativnih raziskav, ki s pomočjo intervjujev in vprašalnikov razlagajo pojave kvantitativno.


Pri kvalitativni raziskavi se uporablja majhen vzorec z velikim številom ljudi, ki niso vzorčeni na podlagi verjetnosti. Lahko so celo izbrani iz različnih kategorij ljudi iz določene ciljne skupine. Pri kvalitativnih raziskavah ne hitimo s sklepanjem hitrih in trdih zaključkov.

Kvantitativna raziskava se na drugi strani ukvarja z velikim številom ljudi, ki so del prevodno izbranega vzorca in predstavljajo večjo populacijo. Pridobljeni podatki so količinski in izražajo število in razmerje članov vzorca, ki padejo v različne kategorije. Zaključki, ki jih dobimo s tem vzorcem se nato posplošijo na vsa populacijo, ki jo ta vzorec predstavlja.

Vprašanje zakaj človeška bitja delujemo na določen način je težko. Skozi leta proučevanja so se pojavili različni odgovori, vsi pa odražajo različne ravnoveh psihologije. Vsak človek ima drugačen odgovor na to vprašanje.

Zato je razumljivo, zakaj je proučevanje človeških motivov tako težko: Človeška bitja imajo samo-podobo (self-image). Opazujejo in analizirajo lastne motive. To opazovanje je daleč od objektivnega. Želijo, da bi bila njihova samo-podoba nespremenjena, zato bodo
razložili svoje obnašanje na način, ki ustreza njihovi samo-podobi. Kadar ljudje govorijo o svojem obnašanju na podlagi samo-podobe, ne govorijo o svojih pravih motivih.


Kako dobiti vpogled v kompleksni odnos med človekom in njegovim komercialnim okoljem?


Psihodinamična raziskava trga vidi v človeku več kot le proizvod. Je dogodek, ki vključuje kupčev celotno osebnost.

Spoznali smo, da je človek kompleksna kombinacija različnih stimulusov in psiholoških komponent in da se vsak človek odziva na vplive iz okolja drugače. Določene tehnike nam pomagajo raziskati ta fenomen.

Namen kvalitativne diagnostične raziskave je vpogled v obnašanje in motive kupca in pomenu, ki ga kupec daje proizvodom, blagovnim znamkam, različnim oblikam komunikacije itd.

Kvalitativna diagnostična raziskava predvideva, da so vsi potenciali vedno prisotni v današnjih kupcih. Predpostavlja tudi, da z uporabo določenih tehnik, lahko ugotovimo ne samo razlog za določeno obnašanje, ampak tudi potencialno obnašanje. Individualni intervjuji ali skupinski intervjuji so vedno usmerjeni v razumevanje posameznika in njegovega okolja na podlagi obnašanja, ki se je pokazalo na trgu.

Pri kvalitativnih raziskavah so intervjuji z respondenti izvedeni posamično ali v manjših skupinah. Glavni tipi intervjujev so: Globinski intervju, skupinski intervju, polstrukturirani intervju, intervju odločitvenega protokola, mrežni intervju.

Glavni princip globinskega intervjuja je vzpostaviti osebni kontakt z intervjuvancem, da bi dobili vpogled v njegove motive in zadovoljstvo s proizvodom, blagovno znamko ipd. Zelo pomembno je, da se osebe ne sprašuje na podlagi vprašalnika in se ne išče subjektivnih odgovorov. Osebo je potrebno spodbujati k odpri diskusiji, kjer bo lahko razkril svoje poglede in motive, brez obsojanja ali kritik. Dejanska vrednost individualnega intervjuja je odvisna od tega kako dober kontakt je bil vzpostavljen z intervjuvancem. Dober kontakt ne
pomeni nujno kontakt s strinjanjem. Pomeni najti način, kjer bo respondent lahko izrazil svoja čustva in občudovanja in zmanjšal ali celo izničil svoj obrambni mehanizem.

Skupinski intervju je intervju z sedem do deset skrbno izbranimi udeleženci, ki delijo skupne karakteristike. Te karakteristike so lahko demografske ali pa so lahko povezane z nakupom določenega izdelka.


S pol-strukturiranim intervjujem dobimo vpogled v nakupno odločanje in izbiro blagovne znamke. Respondenta se sprašuje z odprtimi vprašanji, kjer se poskuša ugotoviti, kaj vpliva na njihov izbor določenega izdelka ali blagovne znamke.

Večina raziskav pa je bila usmerjena v raziskovanje nakupnih odločitev dolgo po tem, ko je bil nakup že opravljen, zato se je kasneje razvil Intervju odločitvenega protokola. Le ta se izvaja v času nakupnega odločanja in dejanskega nakupa, da bi odkrili in razumeli glavne faktorje, ki so prispevali k določeni odločitvi. Intervju odločitvenega protokola se poslužuje tehnike opazovanja in spraševanja v prodajalni. Opazuje in beleži se nakupno obnašanje in se ugotavlja vzorec njegovega odločanja.

Kritike tradicionalnim eksploratornim raziskavam, da so preveč subjektivne in da niso uspele dobiti odgovore v pravem jeziku kupca, so botrovale razvoju Mrežnega intervjuja. Respondentu se predstavi seznam stimulusov od 6 pa do maksimalno 30. Stimuli so lahko predstavljeni v obliki besed, napisanih trditev, risb, fotografij, dejanskih izdelkov, promocijskega materiala ipd. Pojavi pa se vseeno še nekaj ovir kot so psihološke ovire (faktor spomina, čustva,…), jezikovne ovire in socialne ovire, zato se velikokrat uporabljajo projekcijske tehnike, ki pomagajo te ovire obiti.

Kljud vsem tehnikam raziskav, pa še vedno ne bomo prišli do pravega rezultata, če raziskava ni prav pripravljena in izvedena.

Ko se torej odločimo za uporabo kvalitativnih metod raziskave trga, moramo najprej vedeti, kako pripraviti sebe in svojega sogovornika na intervju, kako se na intervjuju obnašati, kako nato informacije zbrati in kasneje analizirati.

Vlogo izpraševalca, tako pri individualnem intervjuju kot tudi pri skupinskem intervjuju, lahko opišemo kot sposobnost, ki se je delno lahko naučimo. Bistven pa je seveda pristen in topel človeški pristop, sočustvovanje in sposobnost povezanosti z nekom in z vsakim posebej. To je vloga, ki se je ne da zaigrati kot »umetni karakter«, ker bi jo sogovornik takoj prepozna in se ji prilagodil.

Določeno obnašanje izpraševalca pa je nujno pri izvajanju intervjuja:
Najprej je potrebno poskrbeti za prijetno vzdušje, kjer sogovornik dobi občutek da izpraševalcu lahko zaupa. Zaupanja pa si ne pridobi le s povabilom in prijaznostjo. Predvsem je potrebno sogovorniku razložiti namen intervjuja (brez da bi mu razkril problem in predmet, ki ga raziskuje) in mu dati dovolj časa, da se klimatizira.

Sogovorniku mora zagotoviti tudi občutek varnosti. Pri intervjujih se predvsem pokažejo strah pred neznanim, strah pred nesmiselnimi odgovori, strah, da se bo osmešil ali občutek, da bo izkoriščen ali prevaran. Potrebno je torej ne-obsojajoče obnašanje in odprižost.

Sogovornika je potrebno pridobiti k sodelovanju in ga motivirati, da se v celoti vključi v pogovor. Da bi dobil konstruktivno sodelovanje, mora izpraševalec biti pazljiv do njegovih čustev in mnenj. Pokazati mora pravi interes in se popolnoma posvetiti respondentu.

Ena zahtevnejših nalog je rušenje obrambnega mehanizma. Intervjuvanec se velikokrat obnaša obrambno, kadar občuti da vprašanja segajo v njegov osebni svet. Prvi način izognitve obrame je razumevanje njegovega izvora in prepoznavanje različnih obrambnih mehanizmov.

Najbolj pogost obrambni mehanizem je razumsko razmišljanje. Najboljši način izognitve je spraševanje o čustvih in vtisih. Če se izraža racionačnost, jo je najbolje preslišati in vprašanje usmeriti na izražanje čustev in vtisov. Obvladovanje racionalnega razmišljanja niti ni tako težko, potrebno je le potrpljenje in energija, da preideš ovire vsakih, ko se pojavijo.

Zavračanje impulzov in določenih občutkov ter njihovo tlačenje v podzavest predstavlja negacijo, ko jo rušimo postopoma. Ko torej respondent ostane brez besed in mu nič ne pride na pamet, je najbolje vprašanje obračati na različne načine, v upanju, da bodo majhni delčki odprli vrata v njihove prave predstave.


Strah pred neuspehom, kot je npr.: »Nimam domišljije.« je tudi zelo pogost. Najprimernejša strategija je spodbujanje.


Ne glede na to, da je nujni pogoj pridobiti zaupanje respondenta, se izpraševalce ne sme zadovoljiti z splošnimi izjavami kot so: dobro, dobra embalaža ipd. Takšni odgovori niso
le splošni, ampak pomenijo vsakemu nekaj drugega. Pomembno je seveda, da je naslednje postavljeno vprašanje primerno. Izogniti se je potrebno vprašanjem kot so: zakaj, s kakšnim razlogom, ki vodi v racionalizacijo in opravičevanje.

Zelo veliko informacij o respondentovem obrambnem obnašanju lahko pridobimo tudi preko njegovega neverbalnega izražanja. Splošne kretanje telesa kot so prekrižane roke ali noge, kažejo na njegovo odmaknjenost ali obrambo, medtem ko naslanjanje nazaj kaže na njegovo nezainteresiranost. Respondent pa v enaki meri povzema in interpretira držo in kretanje izpraševalca, zato je zelo pomembno, da se izpraševalc zaveda svoje neverbalne govorice, predvsem pa, da je usklajena z njegovo verbalno komunikacijo.

Veliko tehnik lahko pripomore k primernemu obnašanju. Predvsem je potrebno vzpostaviti neformalno okolje, kjer se bodo intervjuvanci počutili udobno in domače. Izogibati se je potrebno tudi formalnih nazivov kot so gospa, gospod, gospodica.


Potek samega intervjuja je podoben tako pri globinskem intervjuju kot pri skupinskem intervjuju, z upoštevanjem določenih posebnosti. Razlikujemo tri glavne faze intervjuja:

- **Povabiti respondenta in poskrbeti za njego prijetno počutje**

  Da bi se respondent počutil sproščeno, začnemo z neformalnim, prijateljskim pogovorom. Na tak način se člani spoznajo med seboj in dobi bolj prijateljski občutek do vodilca intervjuja. Lahko se jim že na začetku ponudi tudi prigrizek, da se počutijo bolj dobrodošle in ne le kot nekdo, ki je prišel na intervju. Potrebno je vzpostaviti atmosfero, ki bi nam omogočala prodreti v globlje ravni njihovih predstav in jih zavestno predstaviti.

- **Dejanski intervju**

  Pri intervjuju je potrebno zabeležiti motivacijsko dinamiko in narediti konkretno analizo določenih elementov, ki se nanašajo na predmet raziskave. Priprava dobrega načrta intervjuja je ključnega pomena.

- **Zaključek**

  Respondentom se iskreno zahvali za njihovo pomoč in se jim da možnost odgovarjanja na njihova vprašanja. Namen je predvsem, da se odpravijo čudni občutki in se jih vrne nazaj v realnost, da se lahko vrnejo domov z občutkom zadovoljstva.

Priprava na intervju je torej eden ključnih elementov uspešnega intervjuja. Da bi lahko uspešno izvedli intervju, pripravimo načrt intervjuja. Le ta ne predstavlja seznam strogih vprašanj, ampak je pravzaprav seznam smernic in tem, po katerih naj bi vodili intervju. Vprašanja se namreč prilagajajo glede na potek intervjuja in glede na posameznega
respondenta. Potrebno je tudi izbrati primerne tehnike, s katerimi bomo najlažje zbrali določene predstave in zaznave. Skoncentrirati pa se moramo tudi na njihovo dekodiranje in razumevanje.

Ko smo končali z intervjujem, morajo biti podatki zbrani tako, da jih je možno analizirati »horizontalno« ali »vertikalno«. Horizontalna analiza predstavlja istočasno analizo vseh respondentov glede na določen predmet raziskave. Z vertikalno analizo pa se vsakoga posameznika spremlja skozi celoten intervju po posameznih ravnih raziskovanega predmeta.

Interpretacija, ki sledi je dolgotrajen proces iskanja, razmišljanja, preverjanja in sinhronizacije znotraj različnih skupin respondentov. Iz njih poskušamo izluščiti motivacijska gonila in njihov vpliv na predstave in obnašanje.

Interpretacija je najprej »mentalni proces«, kjer so empatija in intuicija združeni z interpretacijo, nato pa postavljanje podatkov v kontekst. Razlikujemo tri pomembne korake v procesu:

- Odprta interpretacija temelji na intuitivni izkušnji projektnega vodje. V procesu gre za iskanje bistva »zgodbe« s stimuliranjem lastne intuicije in empatije. Gre za konstantno sestavljanje prvih vtisov po intervjuju in retrospektivno preverjanje, katera tema se največkrat pojavlja.
- Kreiranje referenčnega okvirja, ki je specifičen za določen izdelek. Motivacijske dimenzije, ki vodijo določen odnos z raziskovanim objektom, morajo biti definirane.
- Natančna interpretacija vseh elementov. Takšna interpretacija je narejena na podlagi globalnega zbiranja lastnih intuitij, dejanskih faktorjev obnašanja in predstav.

Ne glede na to, da interpretacija ne more biti standardizirana niti formalizirana, je priporočljivo imeti osnovne principe v mislih. Projekcije ne morejo biti nikoli interpretirane dobesedno. Projekcija namreč daje respondentu možnost lažjega izražanja samega sebe. »Branje med vrsticami« je tukaj bistvenega pomena.

Poleg tega moramo imeti v mislih posledice socialne sprejemljivosti in všečnosti. Respondent lahko predstavi projekcije norm ali klišejev, ki predstavljajo nekoga drugega, ker se sramuje lastnega obnašanja. Vodja projekta lahko odstrani ta fenomen z uporabo lastne intuicije.

Končno poročilo bo ilustrirana reprodukcija sprožilcev obnašanja in mehanizmov. Tržnik s tem dobi možnost sestave referenčnega okvirja, na podlagi katerega bodo kasneje izhajale hipoteze in strateške aplikacije.

V moji diplomski nalogi sem se lotila raziskave trga za podjetje Mastor d.o.o.. Uporabljene so bile primarna in sekundarna raziskava, s katerimi sem poskušala raziskati trenutno stanje na trgu visokih zabaviščnih naprav. Z uporabo kvalitativnih metod skupinskega intervjuja pa sem poskušala ugotoviti motive in strahove potencialnega kupca.
V mojem skupinskem intervjuju sem poskušala odkriti razmišljanje mladih in razumeti njihove motivacije. Izkazali so se precej drugačni, kot sem si najprej predstavljala.

Izhajati iz lastnih izkušenj in predстав nam sicer v določeni meri lahko pomaga razumeti določen pojav, vendar je uporaba in zanašanje na lastne predstave in razmišljanje lahko nevarno. Zgodi se namreč, da nam lastna predstava zamegli dejansko sliko stanja.

Uporaba lastnih izkušenj in predstav je torej dovoljena pri prepirjanju hipotez, ki jih nato preverjamo na trgu.

Z osebnim intervjujem in opazovanjem sem odkrivala konkurenco in proučevala njihove kupce. Pomagalo mi je ustvariti podobo o potrebah trga in njegovem potencialu.

Mladi večino svojega časa preživijo s prijatelji, s športom ali na zabavah. Radi imajo aktivno preživljanje prostega časa. Medtem, ko se ukvarjajo z različnimi aktivnostmi, si želijo čutiti adrenalini. Daje jim občutek svobode, samostojnosti in moći.


Medtem, ko smo odkrivali popoln svet zabave, so uporabljali veliko elementov iz narave. Različnost v kulturah ljudi, okolju, glasbi in plesu kaže na njihovo željo po doživljanju neznane in novega. Zelo so dozvletni za nove kulture. Želijo si pobegniti navadnemu načinu življenja in odgovornosti in se počutiti svobodne.

Klubi in diskoteke se jim ne zdijo zanimivi. Obiskujejo jih, ker je edini prostor, kjer se lahko srečujejo s svojimi prijatelji. Znotraj iste starostne skupine se je razvilo mnogo stilov glasbe in obnašanja, kjer je težko zadovoljiti vse. Verjetno je bila ravnova raznolikost pogoj za razvoj »multi-glasbenih« diskotek, kjer se znotraj iste diskoteke vrti več vrst glasbe.

Če podjetje Mastor želi ustvariti popolno okolje za mlade, bo moralo adrenalinske aktivnosti postaviti v pravo okolje in atmosfero. To bi moral biti prostor novih doživetij, kjer se ne bodo počutili omejene in kjer bodo imeli možnost izbirati svoja doživetja. Kraj bi moral biti blizu mesta in znotraj njihovega budžeta.

Nobenemu konkurentu v Sloveniji za enkrat še ni uspelo zadovoljiti potreb mladih. Preživljanje časa v barih ne predstavlja tistega, kar potrebujejo in česar si resnično želijo. Ponudniki adrenalinskih aktivnosti pa so se preveč omejili na same naprave kot na to, kako bi pritegnili mlade.

Z globinskim intervjujem sem dobila boljši vpogled v ta problem s stališča mladih. Dobila sem boljši občutek o tem, kako si predstavljajo preživljanje svojega prostega časa in kakšna zabava je zanimiva za njih.
Mladi se nahajajo v obdobju odraščanja, ko njihov svet predstavljajo nenehne spremembe. Želijo si jih odkrivati in jih razumeti. Monotonih življenja in delovanja sta njihovo nasprotje, zato bežijo od njega in se mu upirajo. Iščejo svoj svet.

Prej doma določili nadaljnje marketinške akcije, je potrebno izvesti še kvantitativno raziskavo, da bi testirali rezultate te raziskave na večjem (reprezentativnem vzorcu). Le tako bi lahko pripravili pravi prostor.

Podjetje Mastor ima dobre možnosti za prodor na slovenskem trgu zabave, vendar z veliko skrbnostjo do okolja in atmosfere v njej. Mladim je potrebno nuditi svobodo, raznolikost in spoštovanje; prvobitne lastnosti njihovega okolja. Vse skupaj pa lahko naredi dober in zabaven prostor za večino mladih.
7 ABSTRACT

To make the product meet the customer’s needs it takes a lot of understanding of their motives, needs and habits. Qualitative research is helping us understand our customer and help us prepare the quantitative research in the way that will give us right results.

Young people are one of those groups that change very fast. Each generation has it's own culture and behaviour. Their motives and needs are changing frequently. That is why the research is much more delicate and it takes more »soft« approaches.

My thesis puts results from different methods together. The aim was to develop an environment likeable to young people. The world of new experiences, freedom and music.

Key words: Primary market research // Qualitative research // Quantitative research // Group interview // Interviewing

POVZETEK

Da bi proizvod zadovoljil potrebe kupcev je najprej potrebno razumevanje njihovih motivov, potreb in navad. Kvalitativna raziskava nam pomaga razumeti našega kupca in pripraviti kvantitativno raziskavo na pravi način, ki bo dal ustrezne rezultate.

Mladostniki so namreč ena od zelo hitro spreminjajočih skupin. Vsaka generacija ima svojo kulturo in način obnašanja. Njihovi motivi in potrebe se pogosto spreminjajo, zato je tudi raziskava veliko bolj delikatna in zahteva več »mehkih« pristopov.


Ključne besede: Primarna tržna raziskava // Kvalitativna raziskava // Kvantitativna raziskava // Skupinski intervju // Spraševanje
8 LIST OF LITERATURE


9 ATTACHMENTS

ATTACHMENT 1: Preparation for depth interview with youths

1. Focus group

Depth interview was taken with six groups separately. The group was combined with four members; two man, two women, two from 15 to 18 years old, two from 19 to 25 years old and two who had already experienced the bungee jumping and two who had not.

2. Basic guidelines for depth interview

   b) Introduction

Hello. Thank you all for coming today. I am Mateja Penca and I work on a market research for one company, which you can help making the right business decisions.

I want you all to talk sincere; there are not right or wrong answers. I would like to hear your opinion. The interview will last around 3 hours; we shall have one or two brakes, depending on how long the interview will be.

I shall record our interview, so that I do not have take notes. I have a lot of groups to interview and I need as much data as I can get for analysis. So, you can be relaxed, the record is just for my personal use.

   c) General questions

- Where were you on your holidays last year?
- What did you like most?
- What did you dislike?
- How do you usually spend your free time?
- What is entertainment for you?
- What kind of entertainment do you like?
- Which one do you like most? What makes it so interesting?
- How many time do you do it?
- Is there anything you miss, something you can not find in this?
- Now, try to remember the most adrenalin thing you have ever experienced and try to describe how is was to someone who has never experienced something like this.
- What did you like most?
- How did that make you feel?
- What you did not like?
- What were you afraid of?
- Would you do it again?
d) Specific questions

- Try to imagine a person who made bungee jumping. Who is this person?

Take magazines and cut out the person that fits your image of him.
- Is he or she?
- What kind of personality is he or she?
- How is he dressed? How does he look like?
- What excites him?

Find another person in a magazine who hates bungee jumping. Describe him.
- How does he/she look like?
- End my sentence. My friend tried bungee jumping and he did not like…

Now close your eyes, relax and try to imagine you entering the space ship. You are travelling on another planet, planet of a perfect entertainment. You arrived and the door open.
What is the first thing you see?
Now try to go around. What do you see? What kind of people are there?

Now open your eyes. Take this magazines, as many as you need, cut out images that fit the picture in your head. Make a colaz. If there is something else, take colour pencils and draw.

Describe your colage.
- What kind of things do they have there?
- What kind of music?
- What kind of people are working around?
- What are those people doing?
- What colours do they use?
- What time of a day is there?
- What impresses you most?

I will show you a picture of one entertaining device.
- Tell me, what do you think about it?
- What do you miss on this device?
- How would you change it?
- What do you like on it?
- In what kind of environment would you put it?
- What kind of music?
- What kind of colours would you use?
- How high do you think it would be?
- How much would you pay for it?
- How old you must be to try it?
- On what kind of location would you put it? Indoor, outdoor?
- Should the environment be modern, traditional, natural, …?
Try to imagine a person, that likes this entertainment, stepping through the door.
- What is he wearing?
- What kind of a haircut?
- How does he behave?
- Does he smile or is he serious?
- What is his favourite colour?
- What sports does he like?

Sit back and close your eyes again. Relax. I am going to tell you a story.
One day you are sitting at home, looking today’s newspapers and magazines and suddenly you see that something new is coming in to the town. It looks so different and so interesting. Now, let us read together.

-What does the advertising say?
- What is it?
- Where is it going to be?
- What kind of picture do you see?
- What colours?

Let us make a colaz for this advertising.

- Would you like something else to add?

Thank you for your time and cooperation.
ATTACHMENT 2: Interview with visitors of Bungee Jumping (Solkan, Nova Gorica; Soča bridge)

1. How many times before were you on the Bungee Jumping?
   - Ones  (question 2)
   - Twice  (question 4)
   - Three times  (question 4)
   - More than three times  (question 4)

2. Would you jump ones more?
   - Yes
   - No  (question 3)
   - I do not know

3. Why not?

4. What do you like at BJ the most?

5. What would you change, if you could?

6. Is location of BJ for you important?
   - Yes
   - No

7. Do you think the price 8.400 SIT is:
   - Too much
   - Acceptable
   - Too little

8. Would you pay more if the BJ was higher?
   - Yes
   - No

9. Would you go on BJ if the price was 15.000 SIT?
   - Yes
   - No
10. Which other adrenalin sports do you also practice?

Identification questions

11. Sex
   - Male
   - Female

12. In which age group do you belong?
   - Under 14 years
   - 14-18 years
   - 18-25 years
   - 25-30 years
   - 30-35 years
   - 35-45 years
   - over 45 years

13. Place of you living?
ATTACHMENT 3: Interview with organizers of Bungee Jumping (Solkan, Nova Gorica; Soča bridge)

1. How many jumpers come per day?

2. Which age groups are mostly present?

3. In which month is BJ most suitable?

4. Do you also have any tourists?

5. What kind of locations do you usually select for BJ?