



## Market Research

- ▶ **Stratified or Segment Random Sampling**
  - ▶ Samples on the basis of a representative strata or segment
  - ▶ Still random but more focussed
  - ▶ May give more relevant information
  - ▶ May be more cost effective

## Market Research

- ▶ **Sampling Methods:**
- ▶ **Random Samples** – equal chance of anyone being picked
  - ▶ May select those not in the target group – indiscriminate
  - ▶ Sample sizes may need to be large to be representative
  - ▶ Can be very expensive



## Market Research

### ▶ Quota Sampling

- ▶ Again – by segment
- ▶ Not randomly selected
- ▶ Specific number on each segment are interviewed, etc.
- ▶ May not be fully representative
- ▶ Cheaper method

## Market Research

- ▶ **Cluster Sampling**
  - ▶ Primarily based on geographical areas or 'clusters', that can be seen as being representative of the whole population
- ▶ **Multi-Stage Sampling**
  - ▶ Sample selected from multi-stage sub-groups
- ▶ **Snowball Sampling**
  - ▶ Samples developed from contacts of existing customers – 'word of mouth' type approach!

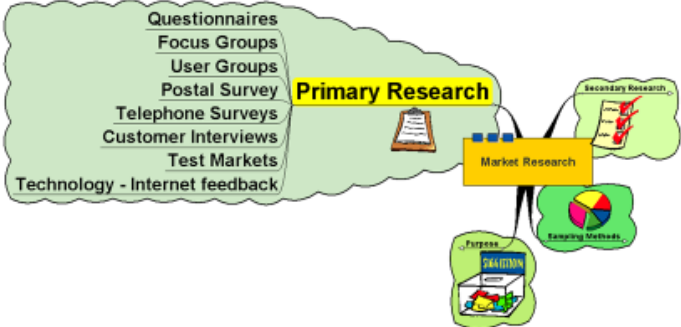


## Market Research

### ▶ Quota Sampling

- ▶ Again – by segment
- ▶ Not randomly selected
- ▶ Specific number on each segment are interviewed, etc.
- ▶ May not be fully representative
- ▶ Cheaper method

# Primary Research

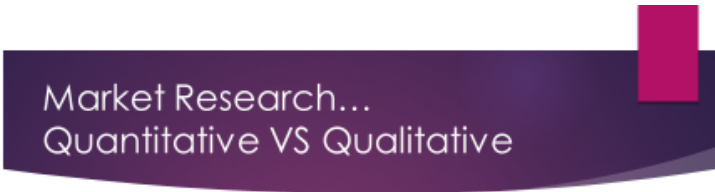




## Market Research

### ▶ **Primary Research**

- ▶ First hand information
- ▶ Expensive to collect, analyse and evaluate
- ▶ Can be highly focussed and relevant
- ▶ Care needs to be taken with the approach and methodology to ensure accuracy
- ▶ Types of questions...
  - 1) closed: limited information gained
  - 2) open: useful information but difficult to analyse



## Market Research... Quantitative VS Qualitative

- ▶ **Quantitative** – based on numbers...doesn't tell you why, when, how
- ▶ **Qualitative** – more detail...tells you why, when and how!