

Question 2:

a) What are the characteristics of focus group and depth interviews?

A focus group is an interview conducted by a trained moderator in a nonstructured and natural manner with a small group of respondents. The moderator leads the discussion. The main purpose of focus groups is to gain insights by listening to a group of people from the appropriate target market talks about issues of interest to the researcher.

Characteristics of Focus Groups	
Group size	8 to 12
Group composition	Homogeneous; respondents prescreened
Physical setting	Relaxed, informal atmosphere
Time duration	1 to 3 hours
Recording	Use of audiocassettes and videotapes
Moderator	Observational, interpersonal, and communication skills of the moderator

Depth interviews are another method of obtaining qualitative data. We describe the general procedure for conducting depth interviews and then illustrate some specific techniques.

Characteristics

Like focus groups, depth interviews are an unstructured and direct way of obtaining information, but unlike focus groups, depth interviews are conducted on a one-on-one basis. A depth interview is an unstructured, direct, personal interview in which a single respondent is probed by a highly skilled interviewer to uncover underlying motivations, beliefs, attitudes, and feelings on a topic. A depth interview may take from 30 minutes to more than one hour.

b) Under what circumstances FGD is preferable to depth interview.

There are variety of methods to conduct qualitative research to help understand consumer's opinions, beliefs, attitudes & perceptions on a given subject of interest. The most common ones being Focus group discussions and Depth interviews. Focus Groups are a group of interacting individuals, brought together by a moderator or interviewer, who drives the group and its interaction to gain information about a specific research topic. While in-depth interviews are where researcher interacts with respondents on an individual level, one consumer at a time. Both methods are equally important & effective. One or the other or both needs to be employed, depending on the Research objectives and Target segments to be researched. Focus group is recommended when the client wants to gain multiple perspectives, unfiltered feedback of a large group. In focus groups, participants get involved in the brainstorming activity which leads to generating ideas as participants get opened and truly and freely share feelings/perceptions upon the subject as per their experiences. When one participant's opinion/perception feeds off another opinion/perception and so on, the group discussion can really dig deep into the issue. Focus groups are generally required at concept development stage or when the product is an innovation in the market and for products which entail group decision-making. While in-depth interviews are recommended when client wants to understand individual decision processes. It gives a chance to explore detailed perceptions, opinions, beliefs, attitudes and decisions and compare differences and similarities among reference group members. It is valuable when researchers want individual reactions placed in the context of the individual's experience. However, focus groups becomes impractical in a few situations as follows: Too many segments to cover, Respondents too spread out – so can't get them to a central location Too intimate a topic to discuss in open – not suited for a focus group, Need to understand each respondent's practices in depth – say, at different stages of their life. In such situations, the

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Kenneth E. Clow, Karen E. James



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research project Accompanying case questions can be used for class discussion in class group work or individual assignments
End of Chapter Critical Thinking Exercises are applied in nature and emphasize key chapter concepts These can be used as assignments to test students understanding of marketing research results and how results can be applied to decision making
End of chapter Your Research Project provides more challenging opportunities for students to apply chapter knowledge on an in depth basis and thus learn by doing *Essentials of Marketing Research* Joseph F. Hair,Robert Bush,2007-07-02

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