# MARKET RESEARCH

## Tutorial One – Qualitative Analysis

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# Tutorial Slides + Additional Content

All tutorial slides and additional resources are available online at

**allaboutcommerce.co.nz**

The slides are owned by me and can be removed at any time, do not stop attending tutorials just because the materials are online, the website may have outdate materials.

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# TODAYS TUTORIAL

**01** Tutorial Schedule

**02** Assignment One

**03** Group Formation

**04** Research Topic

**05** Management Decision Problems & Market Research Problems

**06** What to do before the next tutorial

# TUTORIAL SCHEDULE

## PART ONE

**Qualitative Assignment**

**(Group Assignment)**

| | | | |
|---|---|---|---|
| Tutorial One | Week 3 | Chapter 2 | Problem formulation and the decision tree |
| Tutorial Two | Week 4 | Chapter 3 | Developing specific research questions and an interview guide |
| Tutorial Three | Week 5 | Chapter 3 & 6 | Qualitative data analysis |

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# TUTORIAL SCHEDULE

# PART ONE

**Quantitative Assignment**

**Average Grade was 58.95/100 last trimester**

| | | | |
|---|---|---|---|
| Tutorial Four | Week 8 | Chapter 12 & 13 | Lab SPSS introduction and descriptive statistic |
| Tutorial Five | Week 9 | Chapter 14 | Lab SPSS – Testing differences |
| Tutorial Six | Week 10 | Chapter 16 | Lab SPSS – Testing correlation and relationships |

# ASSIGNMENT ONE

Weighting: 35%

Word Limit: 2000 ± 10%

(most likely to be 4,000 – 10,000 words in total due to interviews)

Max Points: 100

Due: 11pm Friday 16th of August

This assignment includes group work, but it can be done individually (not recommended as you will have to conduct another interview) and it is good to learn how to work with a team

5-10 minutes

# GROUP FORMATION

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3 - 5 students per group

1. Introduce yourself to your group members

2. Decide on a group name

3. Agree on a time and place for regular meetings
(Recommend meeting at least once a week)

# RESEARCH TOPIC

Factors affecting young consumers' intention to adopt/use Artificial Intelligence (AI) tools [e.g. ChatGPT]

As a group define a "young consumer"

Remember young consumers are NOT limited to students, think about different vocational pathways, how might a young consumer who works full time in either an office or hospitality environment may use AI, or how people may use it in their personal lives

10 minutes

# RESEARCH TOPIC

**Factors affecting young consumers' intention to adopt/use Artificial Intelligence (AI) tools [e.g. ChatGPT]**

**As a group discuss a few reasons why you have personally used AI tools**

**Discuss both positive and negative experiences**

# POSITIVES?

# NEGATIVES?

# MANAGEMENT DECISION PROBLEM (MDP)

**10-20 minutes**

Choose a business/product/service or idea, the decision makers (business manager etc) and the potential courses of action they're facing. (Think back to the reasons/experiences your group discussed).

Should [xxx] offer/implement/enforce/regulate etc

Make sure you have a copy of Tutorial Guide 1, it talks you through the routes.

Route 1: Know the **business** well

Route 2: Know the **consumer** well

Route 3: Know the **AI market** well

# MARKET RESEARCH PROBLEM (MRP)

**10-20 minutes**

This statement refers to a missing, necessary piece of information that the researcher must generate in order to facilitate the manager's decision-making.

These statements must identify the information which, if made available, would allow the managers to make a correct decision.

# EXAMPLES

- MRP1: consumers' (i.e. the target market) willingness to pay for the product(s);
- MRP2: consumer perception of the products(s) and their quality;
- MRP3: perceptions on the price-quality relation;
- MRP4: consumer awareness of the latest innovation and its capabilities;
- MRP5: brand perception (Nikon vs. GoPro);
- MRP6: comparative total consumer cost (price, use costs, post-use costs), and so on.

**Discuss in your groups, you will need to form at least 4-5 MRPs (can be more than 5)**

# DECISION TREE

**Recommend to do with your group at the next meeting**

Use the template provided in Appendix 1 to design a decision tree.

You can ignore the "specific research questions" and "interview questions" sections of the template for now. These sections will be developed in Tutorial 2.
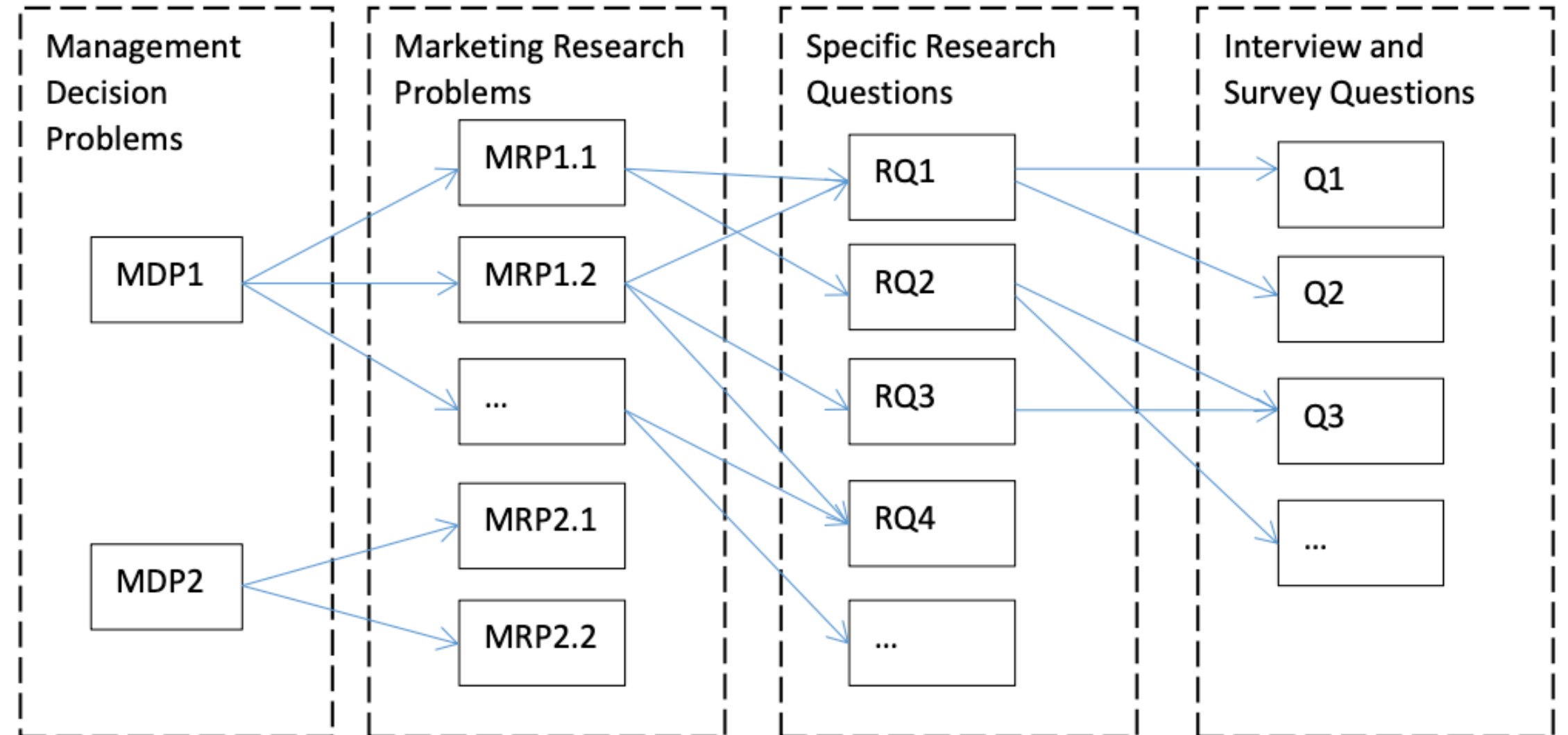
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# WHAT TO DO NEXT

### Assignment Section One (Can (and should) be the same for everyone in your group)

Describe the general business and decision context (**organisation, product/service, current situation, potential courses of action**), why it is a problem and why it should be researched (no more than 1–1.5 pages).

### Decision Tree

Complete the Management Decision Problem and Market Research Problem sections of your decision tree.

### Team Meeting

Decide and agree on your MDP and MRPs by next tutorial, get ahead if you want to.

# THANK YOU

**Slides: allaboutcommerce.co.nz**

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