

**Preparation Phase: Week 2,3 & 4**  
**Assessing Data Needs**

Primary Data	Originated by a researcher for the specific purpose of addressing the problem at hand
<p>Secondary Data</p> <p>Internal: data collected by individual company          External: data collected by outside agencies, reports etc.</p>	<p>Data that has already been collected for purposes other than the problem at hand</p> <p>Usage:</p> <ul style="list-style-type: none"> <li>• Starting point for research</li> <li>• Provide historical background</li> <li>• Reveal existing information</li> </ul> <p>Advantages:</p> <ul style="list-style-type: none"> <li>• Efficiency</li> <li>• Little cost</li> <li>• Can be more valid and objective</li> </ul> <p>Disadvantage:</p> <ul style="list-style-type: none"> <li>• Recency of data can be a problem</li> <li>• Cannot explain the “why” question</li> <li>• Comparability of different sources of data</li> </ul>

**Preparation Phase: Determine research design**

**Research Design:** A description of the method or procedure for collecting and analysing the needed information which addresses the research problem

Describe which research design best fits those objectives and requirements

Choose either an exploratory, descriptive or causal research design

*If secondary data sources are not sufficient, the researcher must decide on the appropriate research design to generate primary data*

<b>Primary Data</b>	
<b>Exploratory Research / Qualitative</b>	<b>Conclusive Research / Quantitative</b>
<p>Explore a problem or solution to provide insights and understanding</p> <p>Typically used for:</p> <ul style="list-style-type: none"> <li>• Formulate a problem or define a problem more precisely</li> <li>• Identify alternative courses of action</li> <li>• Develop hypothesis</li> <li>• Isolate key variables/relationships for further examination</li> </ul> <p>Methods:</p> <ul style="list-style-type: none"> <li>• Survey</li> <li>• Pilot surveys</li> <li>• Secondary data analysis</li> <li>• Qualitative research</li> </ul>	<p>Descriptive: type of conclusive research that attempts to describe market characteristics or functions</p> <p>Used for:</p> <ul style="list-style-type: none"> <li>• Describe characteristics of relevant groups</li> <li>• Estimate percentage of units in a specified population exhibiting a certain behaviour</li> <li>• Determine perceptions of product characteristics</li> </ul> <p>Method:</p> <ul style="list-style-type: none"> <li>• Survey, panel, observation, quantitative analysis of secondary data</li> </ul> <p>Causal: Used to obtain evidence of cause and effect relationships</p> <ul style="list-style-type: none"> <li>• Used to understand which variables are the cause (independent) and which are the effect (dependent)</li> <li>• Determine the nature of the relationship between the causal variable and the effect to be predicted</li> </ul>

### **Qualitative PROS VS CONS**

Advantage	Disadvantage
<ul style="list-style-type: none"> <li>• Economical and timely data collection</li> <li>• Richness of data</li> <li>• Accuracy of recording marketplace behaviour</li> <li>• Preliminary insights into building models and scale measurements</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of generalisability</li> <li>• Inability to distinguish small differences</li> <li>• Lack of reliability and validity</li> <li>• Difficulty finding well trained investigators, interviewers and observers.</li> </ul>

1. Data reduction: select which aspects of the data are to be emphasized/minimised
2. Data display: develop visual interpretation of data using diagram/charts
3. Conclusion drawing and verification: consider the meaning of analysed data and assess its implications for research question