

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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The Top Books of the Year Sm Marketing Research 35 Exercise B D The year 2023 has witnessed a remarkable surge in literary brilliance, with numerous captivating novels captivating the hearts of readers worldwide. Lets delve into the realm of top-selling books, exploring the engaging narratives that have captivated audiences this year. The Must-Read : Colleen Hoover's "It Ends with Us" This heartfelt tale of love, loss, and resilience has captivated readers with its raw and emotional exploration of domestic abuse. Hoover skillfully weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can triumph. Sm Marketing Research 35 Exercise B D : Taylor Jenkins Reids "The Seven Husbands of Evelyn Hugo" This intriguing historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reids compelling storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Discover the Magic : Delia Owens "Where the Crawdads Sing" This captivating coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens crafts a tale of resilience, survival, and the transformative power of nature, captivating readers with its evocative prose and mesmerizing setting. These bestselling novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of engaging stories waiting to be discovered. The novel begins with Richard Papen, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a masterful and gripping novel that will keep you wondering until the very end. The novel is a warning tale about the dangers of obsession and the power of evil.

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