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.

Circuip 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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Handbook of Research on Ethnic and Intra-cultural Marketing Brodowsky, Glen H., Schuster, Camille P., Perren, Rebeca, 2022-10-11 Investigating how markets are becoming increasingly similar across countries while simultaneously becoming more diverse and heterogeneous within countries this timely Handbook explores novel and under researched sub cultural marketing segments Contributions from a diverse group of established and emerging marketing scholars examine how we might better understand and serve new generations of consumers from a variety of generational ethnic and Evidence-based Practice in Social Work Haluk Soydan, Lawrence religiously diverse market segments Palinkas, 2014-09-19 The role of evidence based practice is one of most central and controversial issues in social work today This concise text introduces key concepts and processes of evidence based practice whilst engaging with contemporary debates about its relevance and practicality Evidence based Practice in Social Work provides both an argument for the importance of evidence based practice in social work and fresh perspectives on its controversies and organizational prerequisites It gives an accessible overview of Why evidence based practice is relevant to social work The challenges that the realities of social work practice present to models of evidence based practice Concepts of evidence based practice as a process and professional culture The role and nature of evidence How evidence based practice can be implemented and the importance of the organisational context The globalization of evidence based practice including issues of cultural diversity and adaptability of evidence based interventions Controversies and criticism of evidence based practice Written by internationally well respected experts this text is an important read for all those with an interest in the area from social work students to academics and researchers **Teaching Marketing** Brennan, Ross, Vos., Lynn, 2021-11-19 Teaching Marketing prompts the reader to reflect on why marketing is taught how it is taught and what should be included in curricula in tertiary level programmes. The international contributors have a wide range of expertise in marketing education and provide their own perspectives on these questions while considering a variety of different points of view so encouraging the reader to Management of Islamic Finance M. Kabir Hassan, Mamunur Rashid, 2018-11-23 In this issue develop their own opinion we have presented issues relevant to the most recent debate on the performance practices and principles of the Islamic finance industry as a whole covering eleven distinct issues Innovative Business Projects Rajagopal, 2016-11-08 This book addresses the project management tools and techniques in reference to innovation management analyzing global local business scenarios project environment and administrative perspectives It also details the financial risk management new project designs complexities in managing innovation and developing customer centric innovation projects Discussions in the book also deliberate on how innovation business project can be managed systematically to enhance organizational performance INDUSTRIAL MARKETING MANAGEMENT ,1995 Handbook on the Business of Sustainability Gerard George, Martine R. Haas, Havovi Joshi, Anita M. McGahan, Paul Tracey, 2022-02-11 This ground breaking Handbook uniquely

focuses on the business of sustainability offering a fresh insight and practical solutions to the challenges that businesses face in making human activity sustainable It is organized into four distinctive themes that cut across levels of analysis and Technology Application in the Tourism and illustrate a rich set of solution contexts that will guide future research Hospitality Industry of Bangladesh Azizul Hassan, 2021-10-06 The tourism and hospitality industry of Bangladesh as a South Asian country has potential Sustainable development of this industry in this country is on the move Still there are some hindrances which appear to be stymieing this industry s overall development potential Overcoming such hindrances can be partly enabled by applying digital innovation and introducing more Internet based platforms in the country's tourism and hospitality industry. The country is believed to have emphasized innovative technology application in this industry but technology applications in this industry in Bangladesh have so far attracted very few researchers resulting in insufficient contributions and very limited knowledge This book therefore can make a significant contribution towards the very limited knowledge in this identified research area On the specific ground of technology application in the tourism and hospitality industry the book covers concepts and context the present scenario product and service offers and an analysis of the roles of public and private institutions On related issues the book also covers social media networking and connectivity sustainability practices and climate change effects tourist experiences developments and challenges suggestions and future research directions The book is expected to appeal to general readers as well as researchers with an interest in technology applications in the tourism and hospitality industry This book is also an essential read for the relevant policy planners and Bangladesh David Lewis, 2011-12-07 Since its hard won independence from Pakistan Bangladesh industry professionals has been ravaged by economic and environmental disasters Only recently has the country begun to emerge as a fragile but functioning parliamentary democracy The story of Bangladesh told through the pages of this concise and readable book is a truly remarkable one By delving into its past and through an analysis of the economic political and social changes that have taken place over the last twenty years the book explains how Bangladesh is becoming of increasing interest to the international community as a portal into some of the key issues of our age In this way the book offers an important corrective to the view of Bangladesh as a failed state Handbook of Research on Contemporary Storytelling Methods Across New Media and Disciplines Mih?e?, Lorena Clara, Andreescu, Raluca, Dimitriu, Anda, 2021-01-15 Stories are everywhere around us from the ads on TV or music video clips to the more sophisticated stories told by books or movies Everything comes wrapped in a story and the means employed to weave the narrative thread are just as important as the story itself In this context there is a need to understand the role storytelling plays in contemporary society which has changed drastically in recent decades Modern global society is no longer exclusively dominated by the time tested narrative media such as literature or films because new media such as videogames or social platforms have changed the way we understand create and replicate stories The Handbook of Research on Contemporary Storytelling Methods Across New Media and Disciplines is

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Table of Contents Sm Marketing Research 35 Exercise B D

- 1. Understanding the eBook Sm Marketing Research 35 Exercise B D
 - The Rise of Digital Reading Sm Marketing Research 35 Exercise B D
 - Advantages of eBooks Over Traditional Books
- 2. Identifying Sm Marketing Research 35 Exercise B D
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
- 3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Sm Marketing Research 35 Exercise B D
 - User-Friendly Interface
- 4. Exploring eBook Recommendations from Sm Marketing Research 35 Exercise B D
 - Personalized Recommendations
 - Sm Marketing Research 35 Exercise B D User Reviews and Ratings
 - Sm Marketing Research 35 Exercise B D and Bestseller Lists
- 5. Accessing Sm Marketing Research 35 Exercise B D Free and Paid eBooks
 - Sm Marketing Research 35 Exercise B D Public Domain eBooks
 - Sm Marketing Research 35 Exercise B D eBook Subscription Services
 - Sm Marketing Research 35 Exercise B D Budget-Friendly Options
- 6. Navigating Sm Marketing Research 35 Exercise B D eBook Formats
 - ePub, PDF, MOBI, and More
 - Sm Marketing Research 35 Exercise B D Compatibility with Devices
 - Sm Marketing Research 35 Exercise B D Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Sm Marketing Research 35 Exercise B D
 - Highlighting and Note-Taking Sm Marketing Research 35 Exercise B D
 - Interactive Elements Sm Marketing Research 35 Exercise B D

- 8. Staying Engaged with Sm Marketing Research 35 Exercise B D
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Sm Marketing Research 35 Exercise B D
- 9. Balancing eBooks and Physical Books Sm Marketing Research 35 Exercise B D
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Sm Marketing Research 35 Exercise B D
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Sm Marketing Research 35 Exercise B D
 - Setting Reading Goals Sm Marketing Research 35 Exercise B D
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Sm Marketing Research 35 Exercise B D
 - Fact-Checking eBook Content of Sm Marketing Research 35 Exercise B D
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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