

## 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

# Sm Marketing Research 35 Exercise B D

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## **Sm Marketing Research 35 Exercise B D:**

**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 religiously diverse market segments

**Evidence-based Practice in Social Work** Haluk Soydan, Lawrence 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 develop their own opinion

**Management of Islamic Finance** M. Kabir Hassan, Mamunur Rashid, 2018-11-23 In this issue 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 illustrate a rich set of solution contexts that will guide future research. Technology Application in the Tourism and 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 industry professionals. Bangladesh David Lewis, 2011-12-07. Since its hard won independence from Pakistan Bangladesh 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

a comprehensive reference book that provides the relevant theoretical framework that concerns storytelling in modern society as well as the newest and most varied analyses and case studies in the field The chapters of this extensive volume follow the construction and interpretation of stories across a plethora of contemporary media and disciplines By bringing together radical forms of storytelling in traditional disciplines and methods of telling stories across newer media this book intersects themes that include interactive storytelling and narrative theory across advertisements social media and knowledge sharing platforms among others It is targeted towards professionals researchers and students working or studying in the fields of narratology literature media studies marketing and communication anthropology religion or film studies Moreover for interested executives and entrepreneurs or prospective influencers the chapters dedicated to marketing and social media may also provide insights into both the theoretical and the practical aspects of harnessing the power of storytelling in order to create a cohesive and impactful online image

### **The Role of the State and Accounting**

**Transparency** Mohammad Nurunnabi, 2016-03-17 Dr Mohammad Nurunnabi examines the factors that affect the implementation of International Financial Reporting Standards IFRS in developing countries and answers these specific research questions What is the relative impact of accounting regulatory frameworks and politico institutional factors on the implementation of IFRS in developing countries How do cultural factors affect said implementation How does a study of implementing IFRS help to build an understanding of a theory of the role of the state in accounting change in developing countries This follows a mixed methodology approach in which interviews are conducted IFRS related enforcement documents and annual reports are evaluated More than 138 countries have adopted IFRS yet the International Accounting Standards Board IASB does not provide an implementation index Financial reporting varies by country even within the area of the world that has apparently adopted IFRS and Nurunnabi offers an important viewpoint that considers the issues of IFRS implementation from various perspectives This is an invaluable resource for Undergraduate Masters and PhD students policy makers at local regional and international level namely the IASB World Bank IMF practitioners and users giving them the necessary insight into the financial reporting environment and the state's attitude towards accounting transparency Most importantly this book contributes to military and democratic political regimes and the Max Weberian view of the theory of the role of the state's attitude towards accounting transparency

### **Brand Culture and Identity: Concepts, Methodologies, Tools, and Applications**

Management Association, Information Resources, 2018-10-05 The world of brands is undergoing a sea change in the domain of consumer culture and it has become a challenge to cater to the taste and needs of audiences The process of creating iconic brands varies from product to product and market to market Effective branding strategies are imperative for success in a competitive marketplace Brand Culture and Identity Concepts Methodologies Tools and Applications is a vital reference source for the latest research findings on the use of theoretical and applied frameworks of brand awareness and culture Highlighting a range of topics such as consumer behavior advertising and emotional branding

this multi volume book is ideally designed for business executives marketing professionals business managers academicians and researchers actively involved in the marketing industry      Business Research Methods Alan Bryman,Emma Bell,2015 An adaptation of Social Research Methods by Alan Bryman this volume provides a comprehensive introduction to the area of business research methods It gives students an assessment of the contexts within which different methods may be used and how they should be implemented      Research Handbook on Entrepreneurship and Leadership Richard T. Harrison,Claire M. Leitch,2019 This Research Handbook argues that the study of entrepreneurs as leaders is a gap in both the leadership and the entrepreneurship literatures With conceptual and empirical chapters from a wide range of cultures and entrepreneurship and leadership ecosystems the Research Handbook for the first time produces a systematic overview of the entrepreneurial leadership field providing a state of the art perspective and highlighting unanswered questions and opportunities for further research It consolidates existing theory development stimulates new conceptual thinking and includes path breaking empirical explorations      **Cumulated Index Medicus** ,1965      **Water Markets** Wheeler, Sarah A.,2021-08-27 Exploring water scarcity issues in light of the growing crisis in global water management this book examines the applicability of water markets It provides an overview and understanding of the presence of water markets across the globe analysing the ways in which different countries and regions are grappling with water scarcity      Consumer Behaviour, 1st Australia and New Zealand Edition Ayalla Ruvio,Dawn Iacobucci,Valentyna Melnyk,Pauline Campbell,2025-08-25      Decision-Making Models Tofigh Allahviranloo,Witold Pedrycz,Amir Seyyedabbasi,2024-07-24 Decision Making Models A Perspective of Fuzzy Logic and Machine Learning presents the latest developments in the field of uncertain mathematics and decision science The book aims to deliver a systematic exposure to soft computing techniques in fuzzy mathematics as well as artificial intelligence in the context of real life problems and is designed to address recent techniques to solving uncertain problems encountered specifically in decision sciences Researchers professors software engineers and graduate students working in the fields of applied mathematics software engineering and artificial intelligence will find this book useful to acquire a solid foundation in fuzzy logic and fuzzy systems optimization problems and artificial intelligence practices as well as how to analyze IoT solutions with applications and develop decision making mechanisms realized under uncertainty Introduces mathematics of intelligent systems which provides the usage of mathematical rigor such as precise definitions theorems results and proofs Provides extended and new comprehensive methods which can be used efficiently in a fuzzy environment as well as optimization problems and related fields Covers applications and elaborates on the usage of the developed methodology in various fields of industry such as software technologies biomedicine image processing and communications      **The Emerald Handbook of Women and Entrepreneurship in Developing Economies** Shahamak Rezaei,Jizhen Li,Shayegheh Ashourizadeh,Veland Ramadani,Shqipe Gërguri-Rashiti,2021-06-16 The Emerald Handbook of Women and Entrepreneurship in Developing Economies examines women s role in entrepreneurial practices in a range of developing countries and applies

unique strategic contextual frameworks to analyse interpret and understand individual processes themes and issues

*Who's who in Commerce and Industry* ,1965

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