

Target group research



Research 2.4
Advanced quantitative research
Week 1 Introduction

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“The occupancy rate of my theatre has decreased with 30%, what should I do?”

“I am organizing the festival for the age category of 25-35 years old, but almost all visitors are 50 years old and up, that’s not what I want!”

“Besides the 10-20 year olds, the 35-45 year olds should also watch our show!”

“New media is a trend, I want to

► use that for my venue!”

What are we going to do this term...

- Target group analysis
 - To gain knowledge about the target group
 - General characteristics
 - Needs, wants, interests
- Online questionnaires
- Research report

...why?

From the student manual:

- The student knows:
 - - the possibilities of online research (1.2.2);
 - and can
 - - convert a written questionnaire to a questionnaire on-line (1.3.2);
 - - investigate the data for significant differences by group (1.2.2);
 - - apply the concept of p-value in a correct way (1.2.3);
 - - execute a target group analysis (1.2.2);
 - - convert a research question to a focused statistical analysis (1.2.3).
 - - substantiate this choice (1.3.3);
 - - display the results (1.4.1);
 - - feed back the results to the research question (1.4.2).

...and the testing and assessment?

- Research report

- See assessment form!



...how?

Research is something you should **do**, so:

- Explanation
- DIY
- Assignment for next week

And:

- In groups of 4 to 5 students



...how?

You make a group and become your own research & Insights agency! Aimed at helping companies within the IMEM field with all their target group questions.

Your target group insights are aimed at creating impact!
Think of a name (and a logo?)



Online Consumer Research
Rotterdam London Hamburg Paris Madrid



...how?

An agency has roles/functions. In this case:

- **Director** — Overall responsibility, quality of end report, representative and can give sanctions.
- **Chief Operating Officer (COO)** — In charge of the process and timings, divides work, keeps overview
- **Data analyst** — responsible for programming survey and analysis in SPSS
- **Chief editor** — responsible for the final editing of the report
- **Research Consultant** — responsible for problem statement and quality of advice

This is only about final responsibility. Each student is expected to take an equal share in, and be knowledgeable about, the content and the entire process!

In the report each student writes a short reflection on their particular role.

...when?

□ Week 1

- Preface
- 1. Introduction
- 2. Problem statement and objective

□ Week 2

- 3. Design (operationalisation and questionnaire)

□ Week 3

- 3. Design (data collection)

□ Week 4 – *consultation by appointment*

□ Week 5

- 4. Data analysis (SPSS)
- 5. Results

□ Week 6

- Guest lecture: report writing

□ Week 7 – *consultation by appointment*

Today

□ Explanation:

- Preface
- 1. Introduction
- 2. Problem statement and objective

□ DIY:

- Form groups, create agency and assign roles
- Decide on target group and problem

□ Assignment for next week:

- Introduction, problem and objective, *bring to class.*

Today

□ Explanation:

- Preface
- 1. Introduction
- 2. Problem statement and objective

□ DIY:

- Form groups
- Decide on target group and problem

□ Assignment for next week:

- Introduction, problem and objective, *24h in advance per e-mail*



So:

- Target group analysis:

- mapping the target group
- complete but overall description

- When:

- “things do not go according to plan”
- “certain groups are not reached”
- “product range out of date”

- Target group:

- varies per problem or opportunity
- think about the scope
- <https://www.youtube.com/watch?v=2X-QSU6-hPU&t=105s>

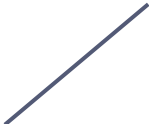
So:

1. Think of a client in the IMEM field you find interesting
2. Think of a problem (or challenge) the client or its environment could have to which target group insights are needed.
3. Think of research questions (CQ and SQ's) that fit with quantitative research.
4. Decide on the target group using socio-demographic variables.

1. Introduction

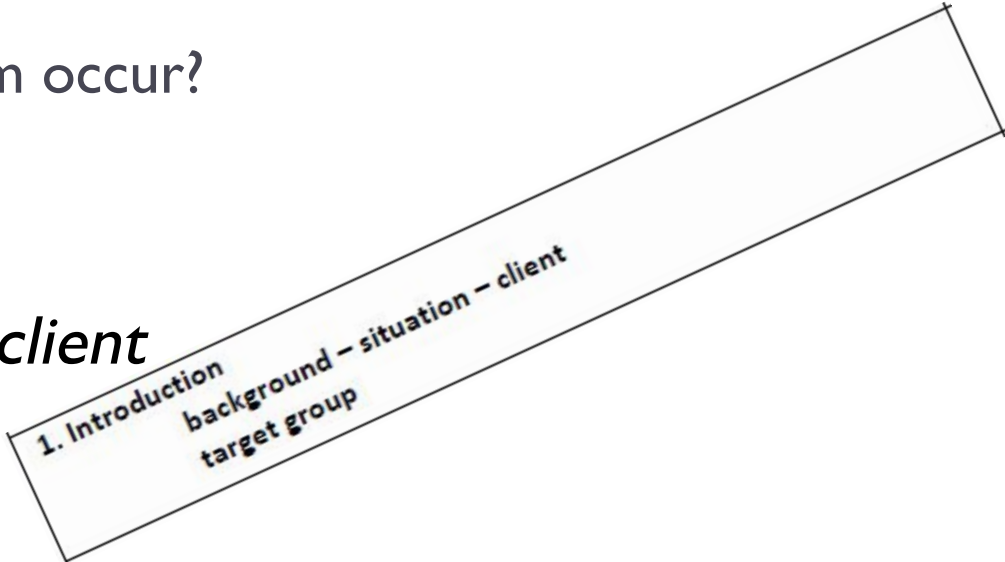
□ Problem analysis:

- What is the problem?
- Who owns the problem?
- When did the problem arise?
- Why is it a problem?
- Where does the problem occur?



A problem should be complex and does not get solved with time. It should also be relevant for the sector (similar companies could use your insights)

Background – situation – client
Target group



1. Introduction
background – situation – client
target group

2. Problem statement and objective

□ Client objective

-You can choose. It is fictional but probable (use articles)

□ Research objective

- “Reveal relevant characteristics of the target group”

□ Problem statement


- “Too little insight into the target group”. Insights
Must help to give advice on how they can solve their problem

□ Central question

- “Understanding of the chosen target group”

□ Sub-questions:

- “General characteristics of the target group”
- “Interests, needs and desires of the target group”



Make sure
these match
with your
problem,
target group
and research.

2. Problem statement and objective

□ Definition of concepts

- Target group
- Use of products and services
- Satisfaction in this target group
- Developments in demand within the target group
- Competitors/partners
- General developments
- Strategy and planning
- Marketing and communication

□ See addendum of this presentation

□ Choose and motivate!

2. Problem statement and objective

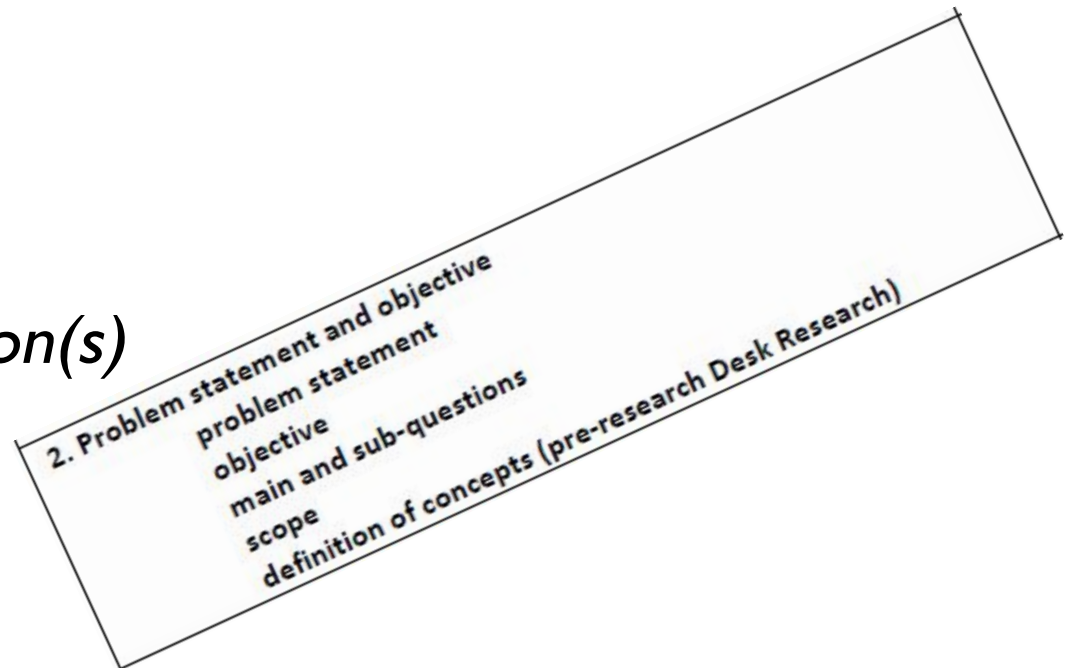
Problem statement

Objective

Central and sub-question(s)

Scope

Definition of concepts



Questions?



Today

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- DIY:

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- Assignment for next week:

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Addendum: inspiration

□ Target group

- a certain age group, a specific group
- description of the target group
- what is the extent of the target group
- what is the (financial) capacity of the target group
- what are the relevant developments and trends within the target group
- what are the implications of these developments and trends for the use of products and services

□ Use of products and services

- what are motivating factors
- what are disincentives
- what wishes, questions, needs and interests the target group has

Addendum: inspiration

□ Satisfaction in this target group

- is the satisfaction with products and services regularly evaluated and examined
- how satisfied are the customers about the range of products and services
- which comments, questions, complaints or suggestions have the customers about the products and services, and about the communication

□ Developments in demand within the target group

- what factors influence the purchase of products and services: price, quality, availability, etc.
- what developments are related to the nature of the products and services: changing preferences

Addendum: inspiration

□ Competitors/partners

- which organizations / companies / institutions offering similar products and services
- do the customers of the target group use those products
- connect the products and services with those of other organizations
- are there partnerships or opportunities with other organizations and how is the cooperation
- are there opportunities to adapt products and services and is this recommended
- how can the organization or company distinguish itself from other organizations

Addendum: inspiration

□ General developments

- are there developments that could affect the supply of products and services
- which national trends and developments must be taken into account
- from which studies and projects can be learned
- what general conclusions can be drawn from the evaluations of products and services and from satisfaction studies

□ Strategy and planning

- the organization / company has a clear policy and there are clear strategic choices formulated
- what conclusions can be drawn from these for the supply of products and services

Addendum: inspiration

□ Marketing and communication

- market research is regularly done in the organization
- what conclusions can be drawn from these for the specific communication activities
- how are the contacts with (potential) customers maintained
- how will (potential) customers be answered and which information do they receive