

Centre for Marketing in Emerging Economies
Indian Institute of Management Lucknow
Workshop on Qualitative Marketing Research, April 21-22, 2014

The Centre for Marketing in Emerging Economies (CMEE) housed at the Indian Institute of Management Lucknow's Noida campus, recently held a workshop on qualitative marketing research methods. Speakers at the workshop included internationally recognized academicians as well as leading marketing research practitioners from leading marketing research firms in the country. The workshop was attended by academicians and members of the marketing research community from across the country.

Day One

Session One

Day one started with an energetic interaction with **Dina Mehta and Shubhangi Athalya** from Convo, where the researchers shared with the audience a variety of qualitative research methods and case studies. The research team spoke at length regarding various research methods that may be used to investigate mobile phone usage among users. The researchers underscored the need to conduct research of user groups in their natural usage setting. The research methods that the research team spanned included traditional ethnographic methods as well as highlighted the role that new media plays in the context of marketing research today. New media (especially blogs), as the team argued, may be used as a tool that not only allows data sharing among team members who may be present in various geographic locations, or may bring the client and the research teams together.



Session Two

Sabrina Schroeder and Richie Chourasia of Happy Thinking People shared their thoughts on the best practices for conducting research across different cultures.



Session Three

The third session was conducted by **Prof. Jerry Olson**, Professor Emeritus of Marketing at Penn State University, also a founding partner of Olson Zaltman Associates, an organization that specializes in the Zaltman Metaphor Elicitation Technique (ZMET). Prof. Olson argues that we express ourselves in metaphors. Thoughts that may be inaccessible to respondents, and may not be expressed in words, may be accessible through metaphors. ZMET is a technique that uses patented procedures to uncover metaphors that represent consumers' deeply rooted associations with specific products or brands. These metaphors communicate to the researcher thoughts and feelings that consumers hold about the brand/product that may not be otherwise elicited.



Session Four

The first day's sessions ended with **Sandeep Dutta** sharing with the audience a case study that use traditional ethnographic research, as well as online netnographic research methods. The presentation demonstrates how research agencies may use data from social media, and supplement that with insights from ethnographic research in order to delineate personas of specific users of products/brands.



Day Two

Session One

The second day began with **Ms. Anjali Puri**, of TNS, delivering a talk on the importance of framing the context for participants when conducting qualitative marketing research. Her presentation underscored the importance of “framing” of the context and “priming” the participants to elicit responses that are pertinent to specific contexts.



Session Two

Holger Metzger of TMRC shared with the audience a number of cases (commercial products) which have benefitted from ZMET. Researchers at TMRC have interacted with representative members of specific products, and after the ZMET procedure, deep metaphors were identified which were subsequently used for identifying marketing strategy and marketing communication for those products. This session supplemented Prof. Olson’s session that was conducted on day one.



Session Three

The third session of the day was broken into two separate presentations made by **Priya Tandan** and **Soumick Nag** and **Raghu Kolli**. Can data obtained from social media be used to glean meaningful insights about personas of users? Users on social networking sites engage extensively with other users. These engagements usually contain text and pictures that people post on their social networking site profiles. Priya Tandan demonstrated an approach for analyzing text and image data that may be obtained from people's engagement on social media. Generating word clouds and interpreting the importance of specific words help in putting together an understanding of a specific persona from social networking sites. Similarly, meaningful insights may be drawn from studying the pictures that people post on their profiles.

The second presentation was around specific emerging trends that the researchers have observed in the rural areas. The methodology used was ethnographic research.



Overall, the two days of interaction presented the group of qualitative marketing researchers, who attended the workshop, a platform to come together and listen to some of the leading thinkers and practitioners in the field of qualitative marketing research.