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FAKULTA V KARVINĚ

QUALITY AND SERVICE INNOVATION THROUGH RESEARCH

The aim of this presentation is to explore possibilities of marketing research in order to improve service quality



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Přednášející



QUALITY AND SERVICE INNOVATION THROUGH RESEARCH

Lecture structure

Feedback in services
Marketing research
Secondary data
Primary data

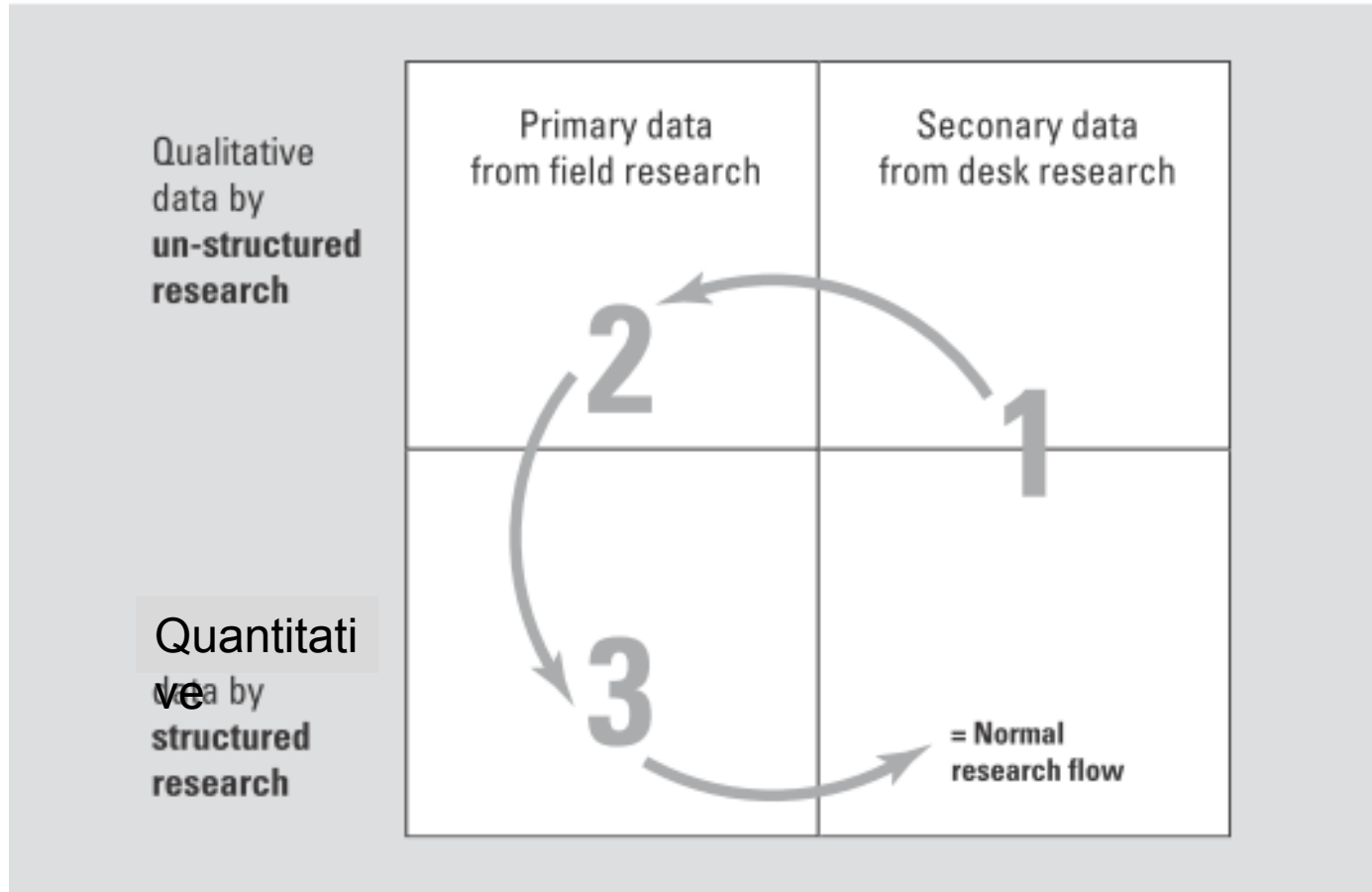
Introduction



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- In order

Types of information available



Source: Ruskin-Brown (2005)

Types of information available



- **Secondary data** – second-hand data that some other organization has gathered at some other time, for some other purpose but yours.
- **Primary data** – information gathered direct from the market, either via a research agency, or by your organization.



- **Qualitative data** – unstructured data, often for initial exploratory purposes because we don't know what the issues are with our customers. We may think we know, but we are not our own typical customers.



- **Quantitative data** – the information has numbers and proportions associated with them and with the right size and type of sample will also have confidence levels and statistical significance to the point that we can make management decisions based on this information, with confidence.



- The major benefit of secondary data is that it can be accessed at a very modest cost compared to the cost of primary research, another is the speed with which the data can be obtained. However, direct access to a 'host' database is usually restricted to people or firms who are members, i.e. they have an existing account and can be billed for the time used and the per page cost of the data accessed.



- Throughout the world there are many bureau providers of secondary data search, amongst other services, they provide indirect access to on-line databases, both host and otherwise.

Secondary data via desk research



- Governments throughout the world are major sources of secondary information, some better than the United Kingdom (where there is no Freedom of Information Act), but many far less organized and fruitful.
- Several major countries also publish guides to what previous research is for sale, as in the UK.

Secondary data via desk research



- Secondary data will be used to bring the business manager up to speed with the main issues in the market, and to identify those areas where information gaps exist.
- These gaps, if material to the objectives of the research, will now need to be filled via primary research.



- However, it is dangerous to accept any secondary data at its face value. The researcher should never forget that it is ‘second-hand’, i.e. obtained by someone else, at some other time, for some other purpose than the researcher’s objectives. It should therefore always be tested for **impartiality, validity, currency, and reliability.**

Secondary data - IMPARTIALITY



- ‘Partial data’ is produced when there is a ‘hidden agenda’ to the research.
- Often research is carried out to ‘prove a point’, or the data has been edited with such a motive.
- Trade associations, and industry groups are notorious for slanting the data they present to the outside world.
- The ‘sharp’ manager must ensure that he/she is satisfied that whatever bias exists, (some bias will always be present) it does not put his/her research objectives in jeopardy.

Secondary data - VALIDITY



- That is to say that the research measures what it purports to measure.
- A notable example to illustrate are the ‘Hawthorn Studies’ where the initial research was to measure assembly shop productivity as a function of working conditions. The hypothesis being that, ‘The better the conditions, the higher the workforce productivity’. A specific variable under investigation was lighting as an aspect of the working conditions.

Secondary data - VALIDITY



- Better lighting did seem to result in higher productivity, but when the quality of lighting was reduced, productivity did not decline apace. Later research was able to show that assembly shop workers were responding to heightened levels of management attention, they had never seen managers on the shop floor before, let alone so many.

Secondary data - CURRENCY



- How up-to-date is the information? The more current, then the more relevant and useful the data is. The older the data the less reliable it will probably be.

Secondary data - RELIABILITY



- This topic asks whether the research methodology is up to the job?
- A simple test is: would the marketer be satisfied with the way this research were carried out if he/she were to commission it, and to pay out of their own budget?

Primary information via Field research



- Primary research is conducted to fill information gaps that the secondary data has not been able to satisfy.
- Primary data can be obtained via a matrix of research approaches.

AD HOC vs. MULTI-CLIENT on the one axis

and

QUALITATIVE vs. QUANTITATIVE on the other.



- **Ad Hoc Studies:**
- The research is normally commissioned direct by the business managers responsible.
- It is usually conducted on his/her behalf, this is most frequently known as 'ad hoc' (some refer to it as 'tailor made').



- **Ad Hoc Studies benefits:**
- the data obtained is the copyright of the client commissioning the research,
- the fact of the research being conducted and for whom can be confidential,
- the client has full control of the process,



- **Ad Hoc Studies benefits:**
- the client has full control of the process,
- the research focuses entirely on what the client requires, and
- the timing of the research will be to suit the client.

Primary information via Field research



- **Ad Hoc Studies trade-offs:**
- the research will be more expensive, and
- in many cases it will take much longer.

Primary information via Field research



- **Multi client:**
- These fall into three distinct categories:
 - i) Syndicated studies instigated by a group of firms in an industry. This study is then farmed out to be conducted by a research agency,
 - ii) Industry studies originated by the research agency, and
 - iii) Omnibus studies – where the client buys one or more questions on a study that will be conducted as a regular event.



- **Multi client:**
- In the latter two types of study, it is not clear who has ownership of the copyright to the data obtained, though it is general opinion that the agency conducting owns the copyright in item (ii); and the individual clients only own the copyright to the results from their questions in item (iii).



- **Multi client:**
- The main benefits of a multi-client approach are primarily cost. The costs of this type of research are shared by a group of firms; to the extent that, particularly for (i) and (ii), firms would otherwise not be able to afford, and therefore may not do, the research.



- Perhaps the largest source of error in any data collection of primary data is the assumption that ‘we know what is important to the customer’ when in fact ‘we’ often do not.
- Issues that are important to the customer are referred to as being ‘salient’ and when we combine this with the degree of importance – i.e. how much are they important to the customer, it is referred to as saliency.



- The only reliable way to obtain insights into this area of customer motivation is to create the circumstances whereby they can tell us about what motivates them without the researcher prompting them in any way.
- This so-called ‘unstructured research’ is often exploratory by nature.



- There are many ways of conducting qualitative research, ranging from in-depth interviews to focus group discussions.
- Qualitative data is obtained using so called ‘unstructured research’ techniques.
- There will usually not be a questionnaire, rather a so-called ‘topics list’.
- Questions are nearly all in ‘open’ format, employing the classic ‘six honest serving men’ of Kipling fame, (i.e. what, why, when, where, how, and who).



- These research methods all require a high level of interviewing skills during the data capture, and interpretive skills during data analysis.
- The implications are that the business manager should treat the findings of such research with caution.



- The methodologies employed in quantitative research techniques are frequently referred to as ‘structured’.
- The quantitative data is captured via the use of an ‘instrument’ such as a questionnaire, diary or audit most of which can either be self administered, (such as by postal or e-mail questionnaire) or response can be obtained via a personal interview conducted face to face or by telephone.



- The quantitative data is captured from a controlled sample of respondents.
- This sample may be designed either to represent the target group, or to ensure that all elements of the target group are adequately represented in the data obtained.



- **Customer complaint analysis**
- The aim is to encourage customer complaints via the use of freephone numbers and some form of incentive to make contact.
- This active side consists of such practices as (so called) mystery shopping (see below), as well as customer surveys, and internal staff attitude surveys.
- If service is used to add value to the product, the management of moments of truth, (i.e. when one's own people are delivering the service), particularly requires that the morale, attitudes and opinions of the people delivering the service be kept under surveillance.

- **Mystery shopping**
- This is a double-sided coin. One side consists of monitoring the competition. We can always learn things from the competition even if it's only from their mistakes. (As they are still in existence so they must be doing something right.)
- The second side of the mystery shopping coin is the constant surveillance of how well the marketer's own firm delivers service.
- This requires that there be some well defined 'action standards' to provide yardsticks against which the delivery of the service can be monitored.

- **Customer surveys**
- If these are held on a frequent basis, they can be expensive.
- The main source of cost will derive from the difficulty of obtaining a consistent sample, be that a representative sample, or one where each of the sub groups of customers are adequately represented (there is a difference).



- **A panel**
- This is a standing sample of business customers, very similar to a user group. The panel is so designed as to be representative of the market. Each and every member of the panel (respondent) will be surveyed every time data is captured.
- This requires skilful management to make sure that people on the panel do not turn into professional respondents (that is to say behave abnormally and therefore cease to be representative).

Summary



- We have learned what is the purpose of research in service marketing.
- What is the difference between quantitative and qualitative data.
- What is the difference between primary and secondary data.
- Primary research is conducted to fill information gaps that the secondary data has not been able to satisfy.
- The major benefit of secondary data is that it can be accessed at a very modest cost compared to the cost of primary research, another is the speed with which the data can be obtained.