**Marketing Research Designs**

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| **Method of Psychological Research** | **Explanatory Research** | **Observational Research** | **Survey Research** | **Experimental Research** | **Case Study Method** |
| **Selection Criteria for a Design** | Theory building and explanation/creation of knowledge for the topics containing less or no information | For the study of actual behavior in actual settings without social desirability | Collecting data about public opinion in limited time through scales | Investigating the cause and effect relationship in controlled conditions more specifically in labs | For specific / special / rare participants  In-depth analysis of a single case |
| **Reliability** | Less reliable  Partial inter-rater reliability | Partial inter-rater reliability | KR-20 or Alpha reliability | More reliable | Reliability cannot be computed through statistics |
| **Internal Validity** | Low | Usually low however depends upon selection of an observational method | Low | High | High, however depends upon the expertise of the expert thinking a case study |
| **External Validity** | Low | High | High | Low | Low |
| **Qualitative and Quantitative in Nature** | Qualitative | More Qualitative  In some cases of Quantitative | Quantitative | Quantitative | Qualitative However scales are also used for assessment |
| **Use of Statistical Analysis** | Manual calculations of frequency, use of chi square | Manual calculations of frequency, use of chi square or some non parametric tests | Use of tests for mean comparisons, correlations and predictions | Use of tests for comparison of mean scores | Not applicable |
| **Requirement of Sample Size** | Relatively small samples are required. This can also be conducted on archives without any sample of individuals | Relatively small samples are required for observation | Relatively larger sample are required | Relatively small sample are required | Based on investigation of cases |
| **Social Desirability** | Not socially desirable | Disguised observation is not socially desirable whereas undisguised observation is socially desirable | More socially desirable | Less socially desirable | More socially desirable if the investigator lacks expertise |

