

Club Pizza - Market Research with Shaun

"Hi, I'm Shaun and I'm in charge of market research at Club Pizza. You have to do some market research if you are going to make your customers happy. That's my job. You have to find out what people think they like to eat as well what they think they don't like to eat. Then you have to find out why. And remember - people change. What they liked yesterday, they may not like tomorrow. So how do you keep track?"



Well, the answer is market research. There are two main types of research, qualitative and quantitative.

Qualitative research is about finding out the answers to such questions as 'what', 'why' or 'how', so this means finding out the answers to questions in-depth, from a few people.

Quantitative research is about answering questions such as 'how many', 'how often' - this means finding out specific answers to specific questions from lots of people.

Qualitative research involves talking with pizza consumers face-to-face in 'focus groups.' I sit down with about 8 pizza consumers and talk about what pizzas, bases and toppings they like and dislike.

Remember, with qualitative research, because you're only dealing with very small numbers of people the data only represents their views and not everybody's. But it does help you to understand why people have certain views and images of products and brands.

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Quantitative research provides the 'confidence of numbers'. At Club Pizza, we use consumer surveys for:

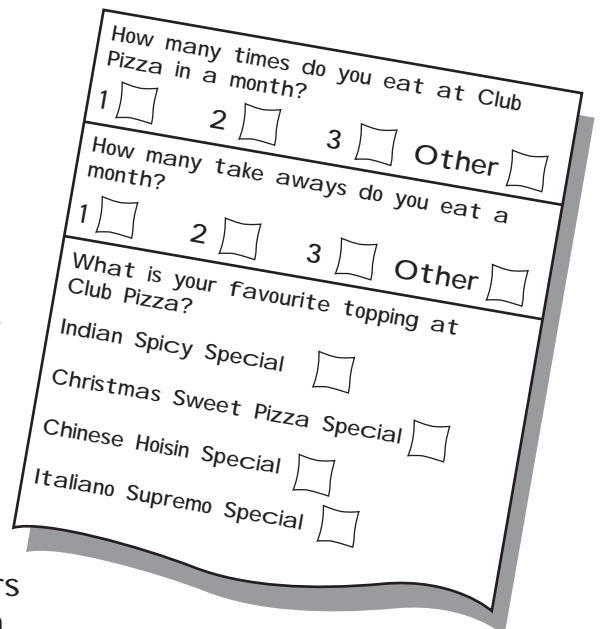
Market analysis - to understand what pizzas people buy, how often, where from, how much they spend and so on.

Advertising check - to discover how many people have seen our advertisements, what they think they're trying to say and whether they like or dislike our advertisements.

Tracking consumer tastes over time - I use the same questionnaire over and over again, at spaced intervals (eg 3 times a year), to understand if consumers' preferences in pizzas are changing.

Shaun's Top 5 Tips for Questionnaire Design

- 1 Think about what you need the answers to! Sounds obvious, but if you have a clear idea of what topics you want to investigate and how you will use the information, this will help you decide what to ask in the first place.
- 2 Make sure your questions are 'close-ended'. That is, questions that people say 'yes', 'no' or 'don't know' to or where you prompt them to answer from a set list of answers. For example, the question 'how many pizzas do you eat a week' is close-ended (the answers could be none, 1, 2, or more), as opposed to an open-ended question like 'why do you like Club Pizza's Asian style spicy topping', where you could have many different answers.
- 3 Make the questions simple. Don't make them too long or too wordy. Otherwise it makes it difficult for people to answer the questions.
- 4 Don't have too many questions in your questionnaire. If the questionnaire is too long, people will get sick of answering questions and will just answer any old thing to get the interview over with. Ten minutes or so is a good length of time.
- 5 When you've written your questionnaire do a test run on someone. This will show you if you need to re-word your questions - they might be confusing otherwise!



How many times do you eat at Club Pizza in a month?
 1 2 3 Other

How many take aways do you eat a month?
 1 2 3 Other

What is your favourite topping at Club Pizza?
 Indian Spicy Special
 Christmas Sweet Pizza Special
 Chinese Hoisin Special
 Italiano Supremo Special

Good luck and happy researching!