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Introduction of a Qualitative Research using Picture Mining Methods

New Concepts from the Changes in Marketing Strategies



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1. Introduction

- ▶ From beginning of the 21st century, there were drastic environmental changes surrounding marketing and marketing strategies.

Development in information and communication technology (ITC)



New concepts and Marketing Strategies



Changes in Marketing Research

2. Objectives of the Research

- ▶ Our objective in this study is;
 - ▶ 1) To investigate the recent changes in marketing strategies and identify its influences on marketing research methods.
 - ▶ 2) To find significant research methods for future marketing activities.
 - ▶ 3) To introduce and discuss case studies of the new research method (Picture Mining).

3. Changes in Marketing Strategies and its Influence on Market Research

➤ 1) Changes in Marketing Concepts

- Product/Sales oriented Marketing has changed to Customer/Relationship oriented Marketing
- *“Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” (AMA 2007)*

➤ 2) Changes in Marketing Mix strategies

- Products and Services → Values and Experiences
- Promotion → Communications
- Distribution Channels → Deliveries

3.1 Changes in Marketing Concepts

- ▶ Changes in Marketing Concepts have changed the styles of marketing research in;
- ▶ **1) From market research to customer research**
 - ▶ Became more individual and personal
 - ▶ To look into the insight of the customer, more qualitative information were necessary to analyze the market.
- ▶ **2) From descriptive research to exploratory research**
 - ▶ Quantitative research to Qualitative research
 - ▶ Continuous and integrated research

e.g. Brand recognition research → Brand switch research

3-1-1. From Market to Customer

- Changes of Research Targets
- 1) Mass Marketing
 - Understanding the 'average consumer' as a whole
 - →Conventional marketing research
- 2) Target Marketing
 - Recognize the heterogeneous consumer
 - →Internet marketing research
- 3) Relationship Marketing
 - Understanding the customer
 - →New types of marketing research is necessary

3-1-2. From Descriptive to Exploratory

- Concepts of 'Marketing 3.0' (Kotler, Kartajaya, Setiawan; 2010) and Marketing Research

	Marketing 1.0	Marketing 2.0	Marketing 3.0
Marketing Goals	Sell Products/Services	Customer satisfaction and retention	Make a better world
Dialogue with users	one-to-many	one-to-one	many-to-many
	process	relation	collaboration
	↓	↓	↓
Customer Analysis	Descriptive	Causal	Exploratory/Predictive
	What customers did	Why customer did	What customers will do next
Data Collection	Ad-hoc	systematic	continous/integrated

3-2. Changes in Marketing Mix Strategies

- 1) Changes in product and service strategies
 - e.g. values and experience
- 2) Changes in distribution channels
 - e.g. online and direct channels
- 3) Changes in communication and promotion strategies
 - e.g. interactive communication on the web

3.2.1 Changes in Products

- 1) Products/Services to Experience
 - Experience will be memorized as episodes. Episodes are difficult to explain in words.
- 2) Social values
 - e.g. Sustainable brands, stakeholders, society etc.
- 3) Values in the Global market
 - Quick decision making is necessary for the global market, localization of the products/services. Fast research is required.

3.2.2 Changes in Distribution

- ▶ 1) Large format retailers and data collection
 - ▶ Using the Point of Sales system data for 'big' research
- ▶ 2) Convenience stores and the shortening of the Product Life Cycle
 - ▶ Using Internet research, Focus Group Interviews for 'quick' research
- ▶ 3) Online and Direct Channels
 - ▶ Research using customer monitors and panels as 'real' research

3.2.3 Changes in Communication

Communication and Marketing Research (Hagiwara2011)



3.2.3 Changes in Communication

- ▶ Changes in communication and marketing research (Hagiwara 2011)
- ▶ **1) Before the Internet Media (Offline, Paid Media)**
 - ▶ Conventional Advertising (TV, magazines, newspapers etc.) → Conventional marketing research
- ▶ **2) Internet Media(Online, Paid Media)**
 - ▶ Advertising on the Internet (Banners, e-mails etc)
 - ▶ →Internet research
- ▶ **3) New Internet Media(Online, Owned/Earned Media)**
 - ▶ Social Media, Corporate Websites→New types of research (e.g. MROC)

4. Picture Mining: Using Pictures instead of Words as Responses

- ▶ Definition:
 - ▶ Picture mining is the explorative method that takes useful information from pictures, static or moving images.
 - ▶ It is often compared with the methods of text mining.
 - ▶ The Picture Mining concept includes observational research in the broad sense, because it also aims to analyze moving images

(Ochihara, Edo, Hiroi; 2010)

4. Picture Mining

2) Procedures

- Make picture cards for each of the photos
- Record information from the questionnaire on back side
- Turn the questionnaire side above, classify, group, sample or abstract characteristics
- Turn the picture side above, analyze for findings (repeat steps 3 and 4 for achieving findings from the pictures)
- Confirm the findings found from step 3 and 4
- Use other quantitative and/or qualitative methods for confirming findings.

4.2 Picture Mining Basic Procedures



4.1 'Shoulds' of Picture using research

- ▶ **1) Changes in Marketing Concepts**
 - ▶ We should understand the customers insights more individually, continuously and more carefully.
 - ▶ *"Pictures can express many things. It has a lot of information in it. More easy and less burden for respondents."* (Ochihara, Edo 2012)
- ▶ **2) Changes in Marketing Mix strategies**
 - ▶ Products and Services → Limitation of verbal research
 - ▶ Distribution → Overflow of unnecessary and unuseful information
 - ▶ Communication → Real time research overcoming lack of respondent's memory

4.1 'Could's' of Picture using researches

- ▶ Technological Changes
 - ▶ Low price digital cameras, i-phones
 - ▶ High information transmission speed
 - ▶ Low costs for information transferring
 - ▶ High performance and resolution of the cameras of mobile phones.
- ▶ Social Changes
 - ▶ Diffusion of mobile phones with digital cameras
 - ▶ Downsizing and light-weighting of cameras
 - ▶ No more resistances in taking and processing pictures
 - ▶ (Ochihara, et al., 2010)

4.3 Recent Picture Mining Researches

- Refashion of Clothes (2006)
- OBENTO for kindergarten (2007)
- Tools for desserts and cakes (2008)
- Shoes and Occasions (2007)
- Fashion difference between Tokyo Disneyland and Disneysea(2009)
- Satisfaction in Highway Service areas(2010)
- Cool Biz styles in summertime (2011, 2012, 2013,2014)
- Relations between Hairstyle and Fashion (2012)
- Lifestyles for Energy Drinks (2012-2013)
- Desserts and Cakes for Christmas (2013)
- Lifestyles for healthcare (2013-2014)
- Business styles for women in summertime (2014)

4.4 Significance of Picture Mining A Non Language-dependent research

- Risks of bias in verbal surveys
 - 1) Researchers encode the questions to communicate with the respondents
 - 2) Respondents decode the questions
 - 3) Respondents encode their answers to the given questions
 - 4) Researchers decode the answers of the respondents
- The bias could be avoided if the research is a non-language-dependent one.
 - (Ochihara and Edo;2012)

4.5 Useful Areas and Activities

- a) Lifestyle analysis
 - Lifestyles for healthcare,
 - Lifestyles for energy drinks
- b) New Product Development
 - Tools for kindergarten Obento
 - Kitchen tools for cakes and desserts at Christmas
- c) Fashion and design
 - Japanese Business styles in summertime
 - Fashion difference between Disneyland and Disneysea

5. Case Study

3.1 Lifestyle Analysis and Product Development

- Outline of Research(1)
 - Research Period: December 2012 to January 2013
 - Respondents: 9 Female University students
 - Method: Instructed to take and send pictures of a certain topic, such as food, beverages, hobbies, healthcare, dreams etc. every week for 4 weeks with verbal comments.

5.1 List of Pictures taken

〈Theme〉	〈Items〉	
"living environment" "life consciousness"	<ul style="list-style-type: none"> • Schedule list • expenditure chart • storage place of drugs and supplements • favorite place at home • something to care about beauty treatment and health 	<ul style="list-style-type: none"> • usual action for beauty treatment and health • meal of a day • sink • etc.
"preference"	<ul style="list-style-type: none"> • favorite things • contents in a bag • something to carry every day • something to addict recently 	<ul style="list-style-type: none"> • places to visit in a day • a relationship chart • etc.
"emotion" ①	<ul style="list-style-type: none"> • something to happy • fun something to beautiful 	<ul style="list-style-type: none"> • cute something to angry • sad something to kind • etc.
"emotion" ②	<ul style="list-style-type: none"> • someone to admire • scene of working hard • something to try 	<ul style="list-style-type: none"> • scene of drinking other company's drink • the coping method when one is tired • etc.

5.1 Lifestyle Analysis and Product Development

- Outline of Research(2)
 - After collecting the pictures, they were instructed to
 - 1)Analyze the their own lifestyles
 - →They were categorized into two groups
 - 2)Develop concepts for new energy drinks for the other lifestyle group

Backgrounds of this Research

- ▶ Taisho Pharmaceutical Co. Ltd were facing trouble with the Energy drinks market of young women in Japan, due to the fierce competition with Red Bull.



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Lifestyle Analysis from Picture Mining

Meals

Beverages

At home activities

Healthcare

Favorites

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Picture Mining Methodology

Lifestyles of respondents were divided into 2 groups from pictures and activities. Home oriented and Outside Oriented groups were identified. Each group analyzed the lifestyles of the other group, so that they could try to make concepts of new energy drinks for females.