

Chapter 5

1. Methodological choice: Quantitative, Qualitative, mixed?

The study predominantly utilizes a structured survey questionnaire with a seven-point scale to collect quantitative data from respondents. Multiple regressions are employed to analyze the survey data statistically. While the case may involve some qualitative data in the form of open-ended associations, the primary research approach is quantitative in nature.

2. Mono or Multi quantitative method?

It relies on a single research method, which is quantitative in nature, utilizing a structured survey questionnaire with a seven-point scale and multiple regressions for data analysis. While there may be some qualitative data in the form of open-ended associations, the primary research method used in this case is quantitative, making it a mono-method study.

3. The research strategy employed in the case study "Dettol: Marketing Research for Understanding Consumer Evaluations of Brand Extensions" is **quantitative**. The primary research method used is the survey research strategy, which is a common approach within quantitative research.

Here's how the research strategy aligns with the characteristics of quantitative research:

Research Philosophy: The research strategy mainly aligns with a **positivist philosophy** due to its quantitative nature. It primarily relies on structured data collection techniques (survey questionnaires) to obtain numerical data about consumer evaluations of brand extensions.

Approach to Theory Development: While quantitative research is often associated with a **deductive approach**, this case study may also involve an **inductive approach** to some extent. The data collected through surveys can be used to explore and test existing theories or hypotheses related to consumer attitudes and evaluations.

Characteristics: The case study primarily focuses on examining relationships between variables (consumer perceptions and brand extensions' attributes), measured numerically on a seven-point scale. The data are analyzed using statistical techniques, and the questions in the survey questionnaire are expressed clearly to ensure standardization and consistency.

Mono vs. Multi-Method: The case employs a **mono-method quantitative** research design. It primarily utilizes a single data collection technique (structured survey questionnaires) and corresponding quantitative analytical procedures (multiple regressions).

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**Luis Martinez Lopez, Alessio
Ishizaka, Jindong Qin, Pavel Anselmo
Alvarez-Carrillo**

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