

# 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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**J Dewey**



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## **Table of Contents Chapter 5 Quantitative Research Methods Springer**

1. Understanding the eBook Chapter 5 Quantitative Research Methods Springer
  - The Rise of Digital Reading Chapter 5 Quantitative Research Methods Springer
  - Advantages of eBooks Over Traditional Books
2. Identifying Chapter 5 Quantitative Research Methods Springer
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - Features to Look for in a Chapter 5 Quantitative Research Methods Springer
  - User-Friendly Interface
4. Exploring eBook Recommendations from Chapter 5 Quantitative Research Methods Springer
  - Personalized Recommendations
  - Chapter 5 Quantitative Research Methods Springer User Reviews and Ratings

- Chapter 5 Quantitative Research Methods Springer and Bestseller Lists
- 5. Accessing Chapter 5 Quantitative Research Methods Springer Free and Paid eBooks
  - Chapter 5 Quantitative Research Methods Springer Public Domain eBooks
  - Chapter 5 Quantitative Research Methods Springer eBook Subscription Services
  - Chapter 5 Quantitative Research Methods Springer Budget-Friendly Options
- 6. Navigating Chapter 5 Quantitative Research Methods Springer eBook Formats
  - ePub, PDF, MOBI, and More
  - Chapter 5 Quantitative Research Methods Springer Compatibility with Devices
  - Chapter 5 Quantitative Research Methods Springer Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Chapter 5 Quantitative Research Methods Springer
  - Highlighting and Note-Taking Chapter 5 Quantitative Research Methods Springer
  - Interactive Elements Chapter 5 Quantitative Research Methods Springer
- 8. Staying Engaged with Chapter 5 Quantitative Research Methods Springer
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Chapter 5 Quantitative Research Methods Springer
- 9. Balancing eBooks and Physical Books Chapter 5 Quantitative Research Methods Springer
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Chapter 5 Quantitative Research Methods Springer
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Chapter 5 Quantitative Research Methods Springer
  - Setting Reading Goals Chapter 5 Quantitative Research Methods Springer
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Chapter 5 Quantitative Research Methods Springer
  - Fact-Checking eBook Content of Chapter 5 Quantitative Research Methods Springer
  - Distinguishing Credible Sources

13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
14. Embracing eBook Trends
  - Integration of Multimedia Elements
  - Interactive and Gamified eBooks

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