

Stepwise research approach to social sciences research

Training 2 Fruit consumption

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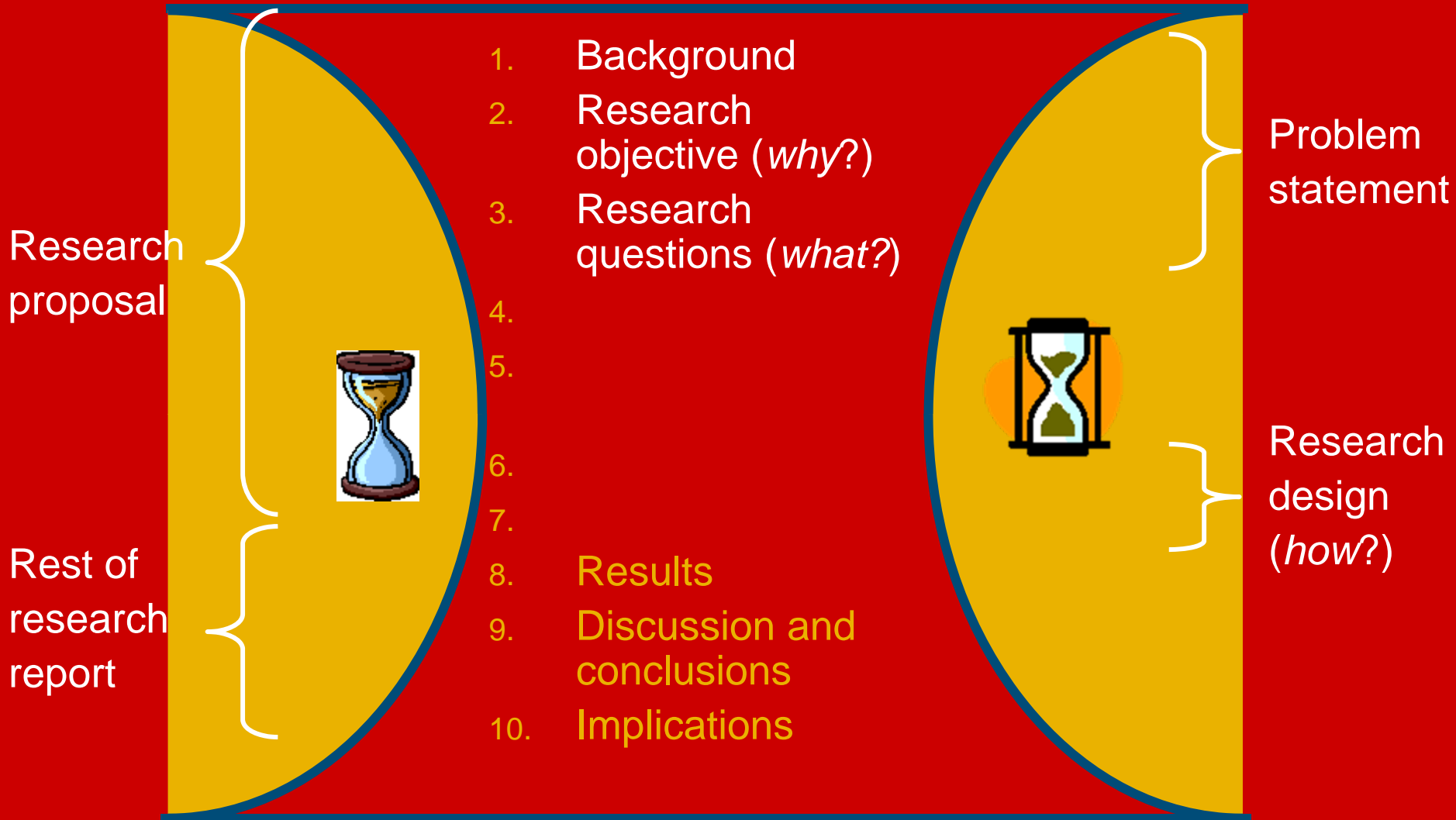
Ohrid, June 22nd



How does my (working) day look like?

- Teaching:
 - Consumer Behaviour (BSc- and MSc-level)
 - Research Methodology in Social Sciences (BSc-, MSc-, and PhD-level, mainly quantitative)
 - MSc- and PhD-theses
- Consultation on quantitative research methodology
- Research interests
 - Advanced quantitative research techniques and their application in research in marketing and consumer behaviour
 - Consumer preferences for, and perception of food products

General – specific - general



1. Background

- Concerns about prevalence of diseases like cardiovascular diseases, cancer, and obesity in the population
 - Scientific findings on health effects of fruit consumption
 - Daily recommended amounts (WHO)
- ... or ...
- Decreasing turnovers and profit margins in the European fruit industry
 - Decreasing turnovers of Nestlé's chocolate product department

2. Research objective (*why?* and *for whom?*)

■ Why?

- Improve the healthiness of those people who are most vulnerable to several diseases due to bad food consumption habits
- Strengthen the position of the fruit industry
... or ...
- Test/refine scientific theories on consumer behaviour

■ For whom?

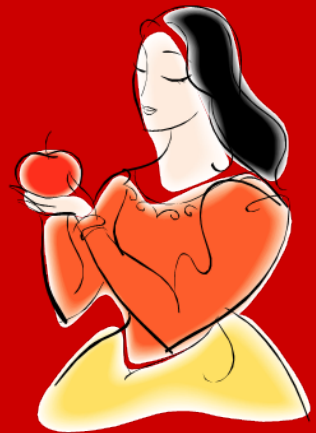
- Fruit growers
- Public policy
- Dieticians' organization

3. Research question (*what?*)

- Which segments of the population are vulnerable to diseases due to bad eating habits?



- Typically more specified by sub-questions
 - Which different patterns of bad eating habits can we distinguish?
 - Are these segments the same across countries?
- Include definitions of terms and concepts
 - Which food products do we classify as fruit in the study?



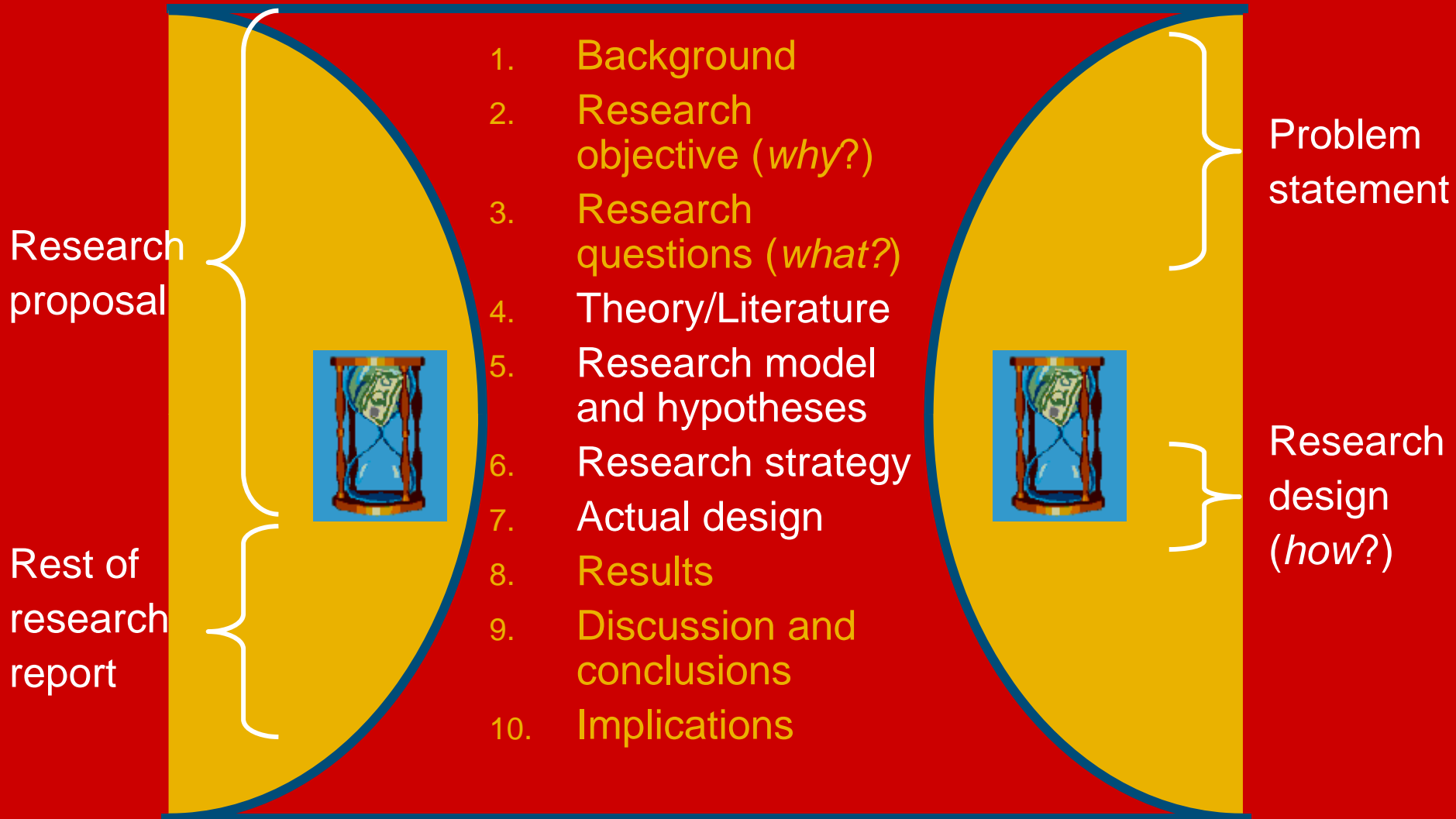
- All further choices and actions are taken to answer the research question(s) ... and answers to research question are supposed to contribute to the research objective

Questions?

Time for a break!



General – specific - general



6. Research strategy

- Secondary data collection/Desk research
- Primary data collection (observations and interviews)
 - Qualitative
 - Quantitative
 - Survey (How many? What is related to what?)
 - Experiment (What causes what?)
 - Standardized and structured data collection
 - Large number of observations
 - Limited amount of time spent on each observation
 - Analytic
 - Exploratory (induction) and confirmatory (deduction)

7. Actual design

- Primary/research process
 - Who? (sampling)
 - When? (cross-sectional or longitudinal)
 - Where?
 - How to measure?
 - How to analyse the data?

- Secondary/management process
 - Budget
 - Deadlines
 - Responsibilities
 - Evaluation of quality
 - Bottlenecks
 - Contingency plans

4. Theory/literature, 5. Research model, hypotheses

- Theories to build up some shared knowledge
 - Minimize the risk of overlooking important aspects
- Research models
 - Combine (parts of) relevant theories into research model
 - Explicitly exclude (particular parts of) possibly relevant theories
 - Make clear what you focus on
- Hypotheses
 - Prior ideas based on previous research or logical arguments
 - Add even more focus
 - Challenging and most often directional

Questions?

Let's exercise!

