

Understanding business research terms and concepts: part 2

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Understanding Business Research Terms and Concepts: Part 2 Which type of research design- exploratory, descriptive, or causal-is appropriate for the following examples? Explain why. - The goal of this research is to discover the real nature of the problem and to suggest new possible solutions or new ideas. Exploratory - A food manufacturer wants to know the demographics of people who purchase organic foods. Descriptive - A firm is considering hiring American celebrity Paris Hilton to endorse its products. Causal - British Airways would like to test in-flight Internet services on one of its regular flights from New York to Tokyo. The company charges \$30 one week and \$15 the next week. Causal - This type of study attempts to discover answers to the following questions: who, what, when, where, or how much. Descriptive - A manufacturer investigates whether consumers will buy a new pill that replaces eating a meal. Exploratory - Cosmopolitan magazine sends out a cover in selected markets featuring a female model to half of its readers and a cover with a female and male model to the other half of its readers to test differences in purchase response between the two groups. Causal - A hair-care manufacturer interviews wholesalers, retailers, and customers to determine the potential for a new shampoo package. Exploratory - This type of research attempts to capture a population's characteristics by making inference from a sample's characteristics and testing hypotheses. Descriptive - On the CBS television show Undercover Boss, top executives disguised as middle level or lower level employees investigate company departments to discover potential issues or problems. Exploratory