

Quantitative Analysis vs. Qualitative Analysis

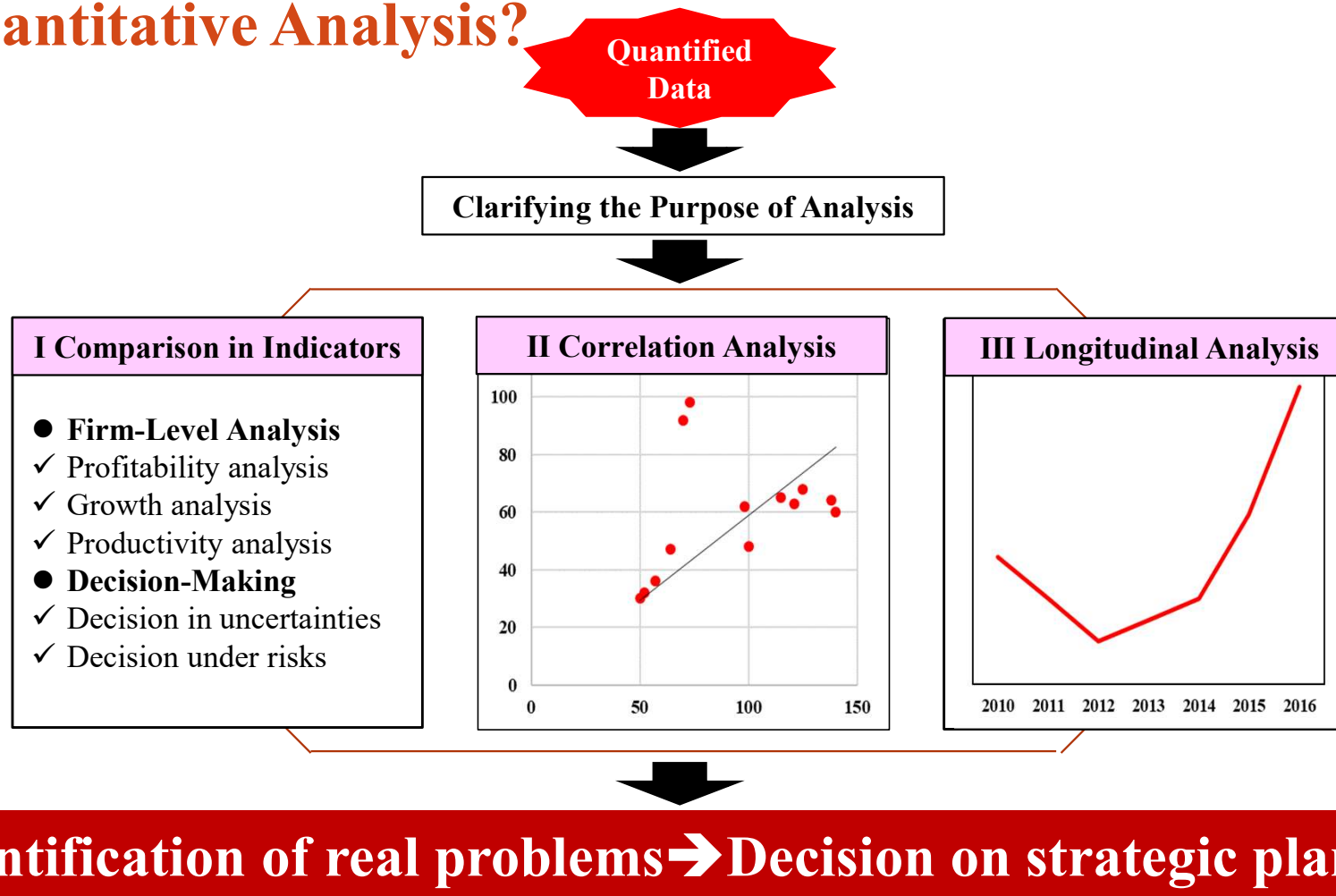
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Quantitative Analysis



■ Quantitative Analysis?



Source: Nakamura (2019: 13).



■ Strengths of Quantitative Analysis?

Analyze quantified information & data !

It is objective & reduces ambiguous judgments !

A large amount of data can be processed at high speed !

The results can be displayed in graphs & charts !

It increases persuasiveness in communication & presentations !

Basically, it is past performance-based information & data !

Source: Nakamura (2019: 17-18).



■ Weaknesses of Quantitative Analysis

It might not be possible to read hidden & complex information !

Actually, it is essentially based on past information & data !

Qualitative data & information itself might be reliable !

Source: Nakamura (2019: 17-18).



Quantitative Analysis: World Development Indicators

The screenshot shows the World Bank DataBank interface. The browser address bar displays <https://databank.worldbank.org/source/world-development-indicators>. The page title is "DataBank | World Development Indicators". The interface includes tabs for "Variables", "Layout", "Styles", "Save", "Share", and "Embed". The "Variables" tab is active, showing a list of available variables and countries. A red arrow points to the "Variables" tab. The "Preview" panel on the right displays a message: "Please select variables from each of the following dimensions to view a report. You can select from left panel or by clicking the links above." The dimensions listed are "Country", "Series", and "Time". A blue "Apply Changes" button is visible in the preview panel. The Windows taskbar at the bottom shows the date and time as 17:30 on 2022/02/17, and the temperature as 13°C.

Quantitative Analysis



Quantitative Analysis: Eurostat

The screenshot shows the Eurostat website's Database page. A red arrow points to the top navigation bar. The page features a navigation menu with 'Data' selected, a search bar, and a sidebar with categories like 'DATABASE', 'Information', and 'Web Services'. The main content area shows 'NEW DATA NAVIGATION TREE' and 'DATABASE' sections. A banner for the 'EUROPEAN STATISTICAL Recovery Dashboard' is visible at the bottom.



■ Quantitative Analysis: Worldwide Governance Indicators

Worldwide Governance Indicators

HOME INTERACTIVE DATA ACCESS DOCUMENTATION FAQ

The Worldwide Governance Indicators (WGI) project reports aggregate and individual governance indicators for over 200 countries and territories over the period 1996–2020, for six dimensions of governance:

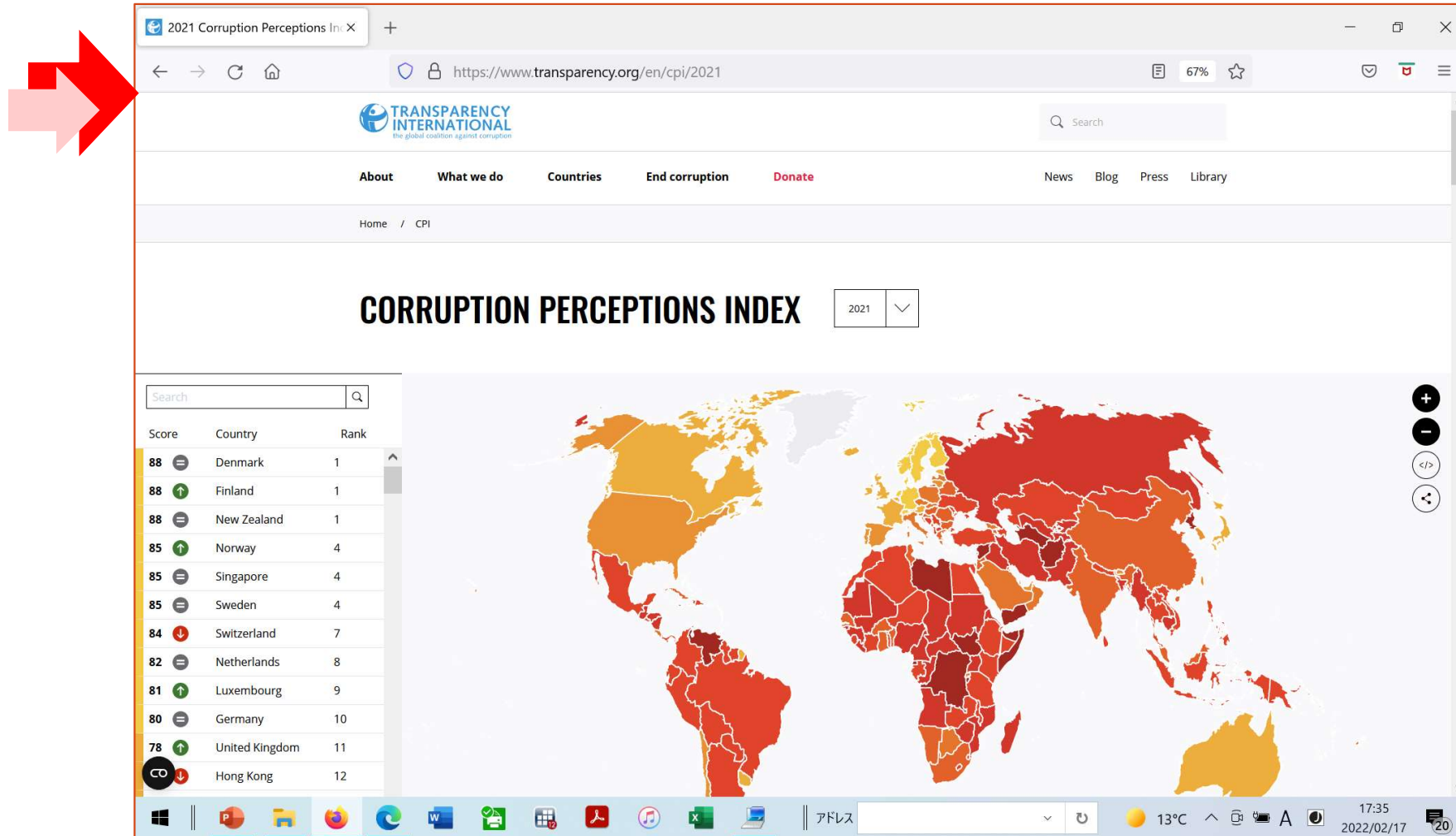
- ✦ Voice and Accountability
- ✦ Political Stability and Absence of Violence/Terrorism
- ✦ Government Effectiveness
- ✦ Regulatory Quality
- ✦ Rule of Law
- ✦ Control of Corruption

These aggregate indicators combine the views of a large number of enterprise, citizen and expert survey respondents in industrial and developing countries. They are based on over 30 individual data sources produced by a variety of survey institutes, think tanks, non-governmental organizations, international organizations, and private sector firms.

- ✦ **Interactive data access**
- ✦ **Description of methodology**
- ✦ **Download full dataset (Excel)**
- ✦ **Download full dataset (Stata)**



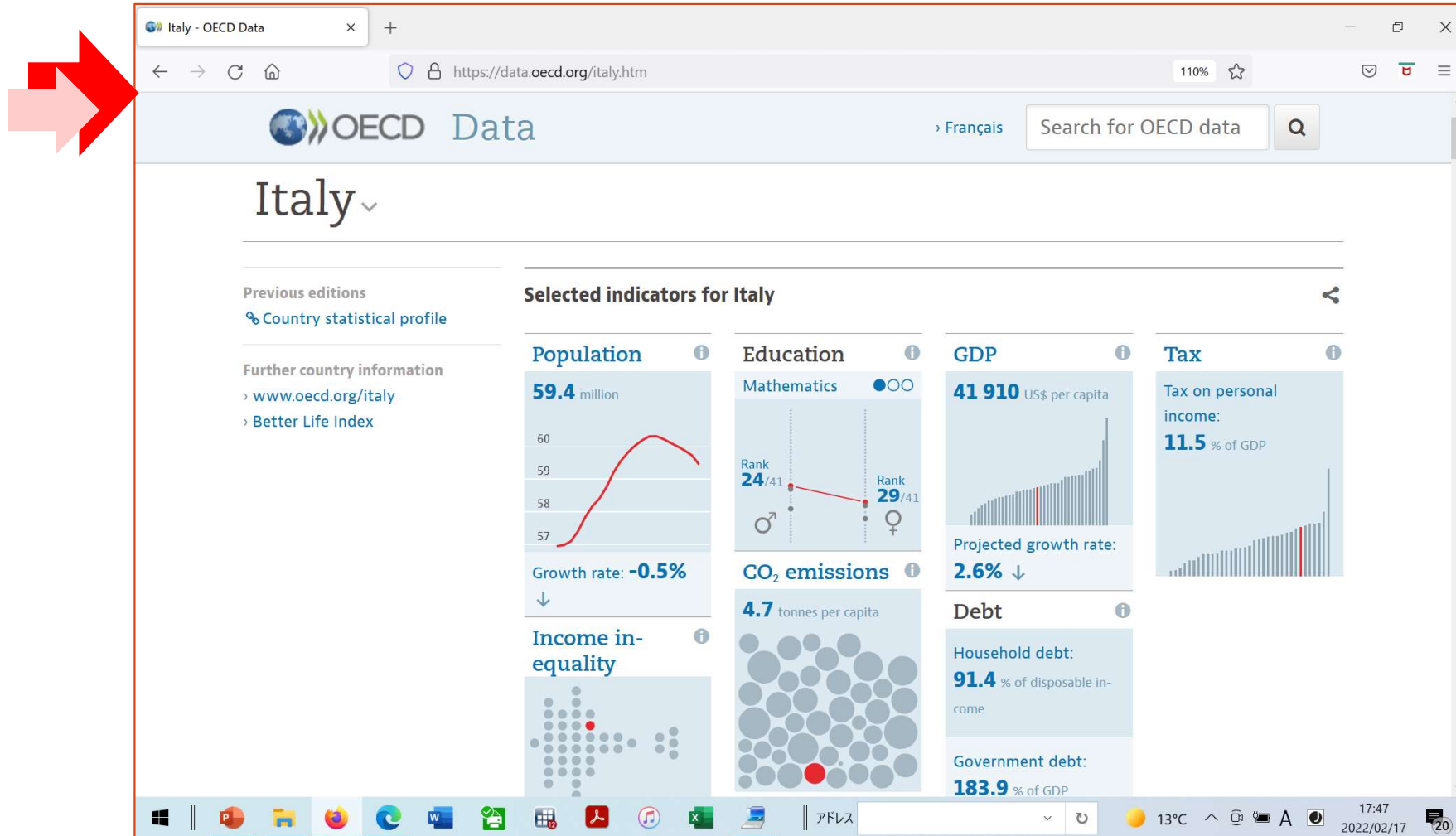
Quantitative Analysis: Corruption Perceptions Index



Quantitative Analysis



Quantitative Analysis: OECD Data



Quantitative Analysis

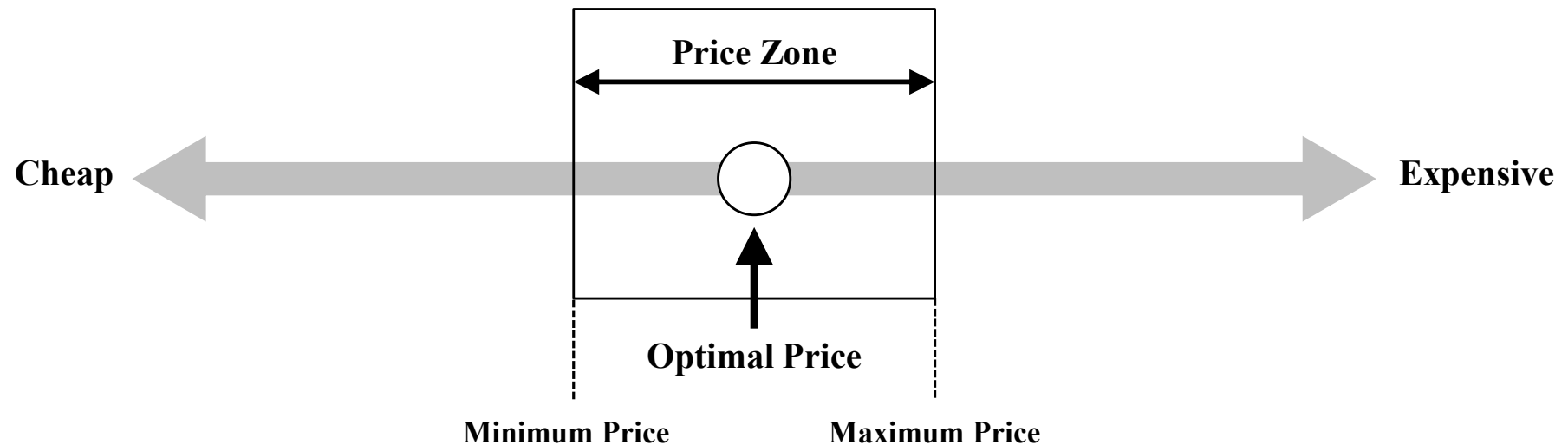


■ Data Collection

- ❖ <https://www.jetro.go.jp/>
- ❖ <https://databank.worldbank.org/source/world-development-indicators>
- ❖ <https://www.transparency.org/en/countries/afghanistan?redirected=1>
- ❖ <https://www.heritage.org/index/>
- ❖ <https://info.worldbank.org/governance/wgi/>
- ❖ <https://www.bti-project.org/en/home.html?&d=D&cb=00000>
- ❖ <http://www.oecd.org/trade/topics/export-credits/arrangement-and-sector-understandings/financing-terms-and-conditions/country-risk-classification/>
- ❖ <https://ec.europa.eu/eurostat/web/main/data/database>



■ Quantitative Analysis: Price Sensitivity Measurement



Ask 100 customers the following questions about the price of a new product:

- I. Price that you start to think is high.
- II. Price that you start to think is cheap.
- III. Price that is too expensive to buy.
- IV. Price that is too cheap to buy.

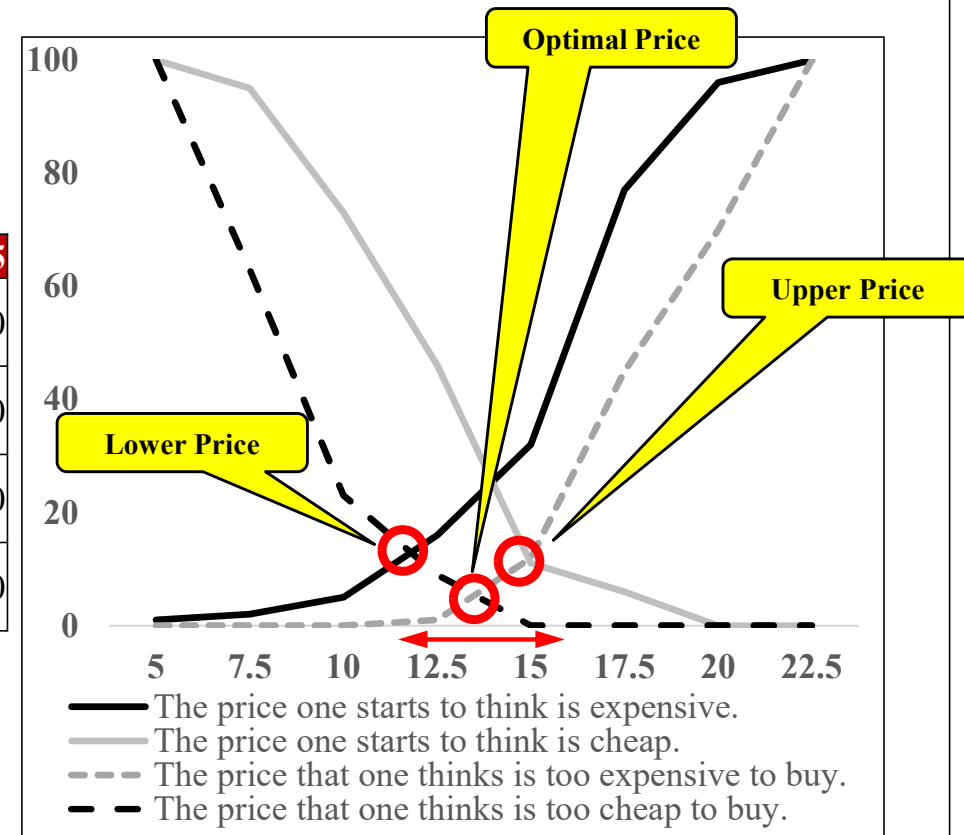
Source: Nakamura (2019: 28).

Quantitative Analysis



Quantitative Analysis: Price Sensitivity Measurement

Unit: Euro	5	7.5	10	12.5	15	17.5	20	22.5
The price one starts to think is expensive.	1	2	5	16	32	77	96	100
The price one starts to think is cheap.	100	95	73	46	11	6	0	0
The price that one thinks is too expensive to buy.	0	0	0	1	12	45	70	100
The price that one thinks is too cheap to buy.	100	63	23	9	0	0	0	0

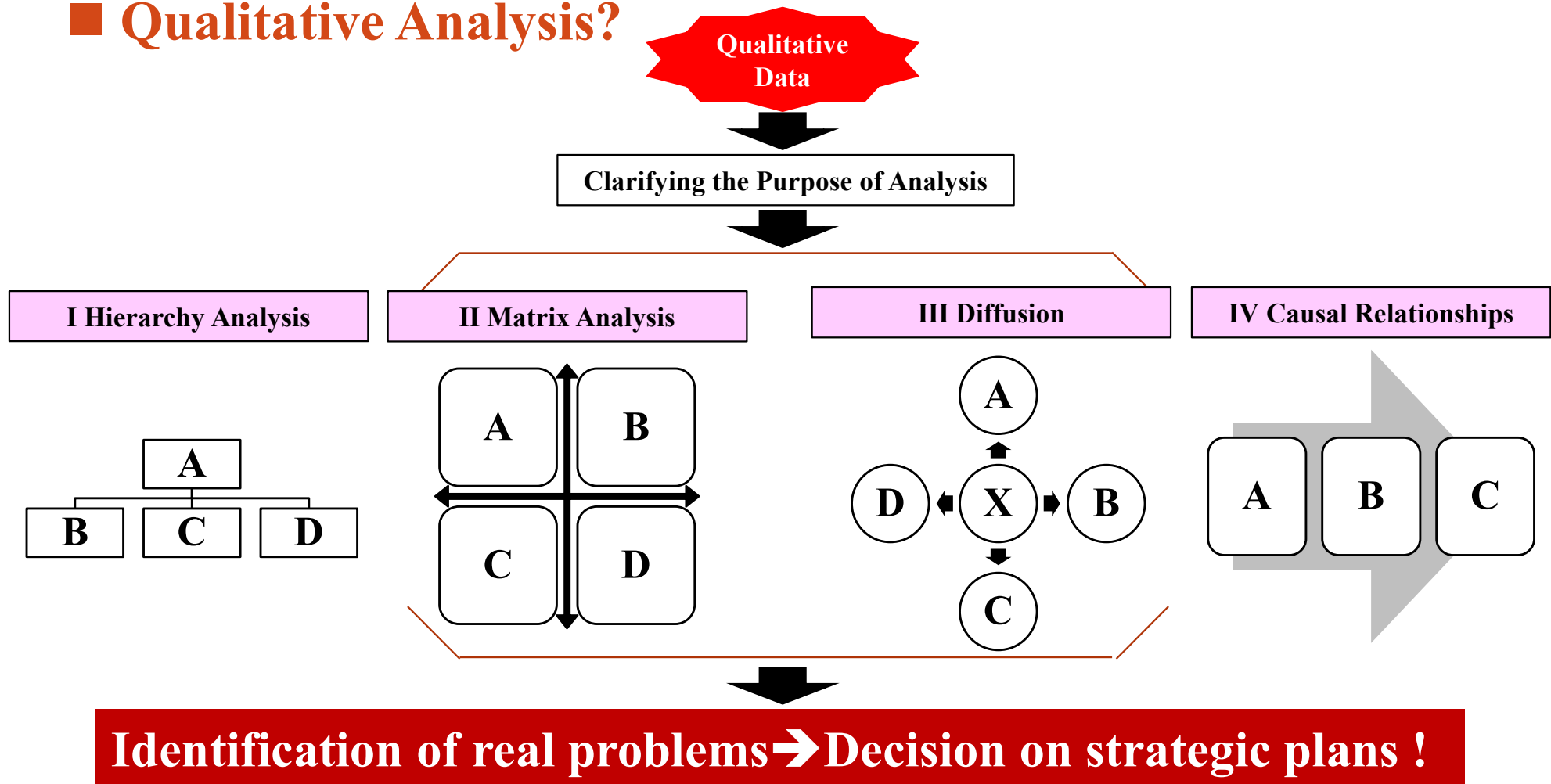


Source: Nakamura (2019: 29-30).

Qualitative Analysis



■ Qualitative Analysis?



Source: Nakamura (2019: 15).

Qualitative Analysis



■ Strengths of Qualitative Analysis?

It can analyze information that cannot be stated numerically !

It is possible to take a broad view of the entire problem or issue !

Multifaceted analysis beyond numerical values is possible !

It includes future-oriented content (corporate vision & outlook)!

It is subjective & explorative !

Source: Nakamura (2019: 17-19).

Qualitative Analysis



■ Weaknesses of Qualitative Analysis

It lacks objectivity.

Valuation risk needs to be considered.

Source: Nakamura (2019: 21).

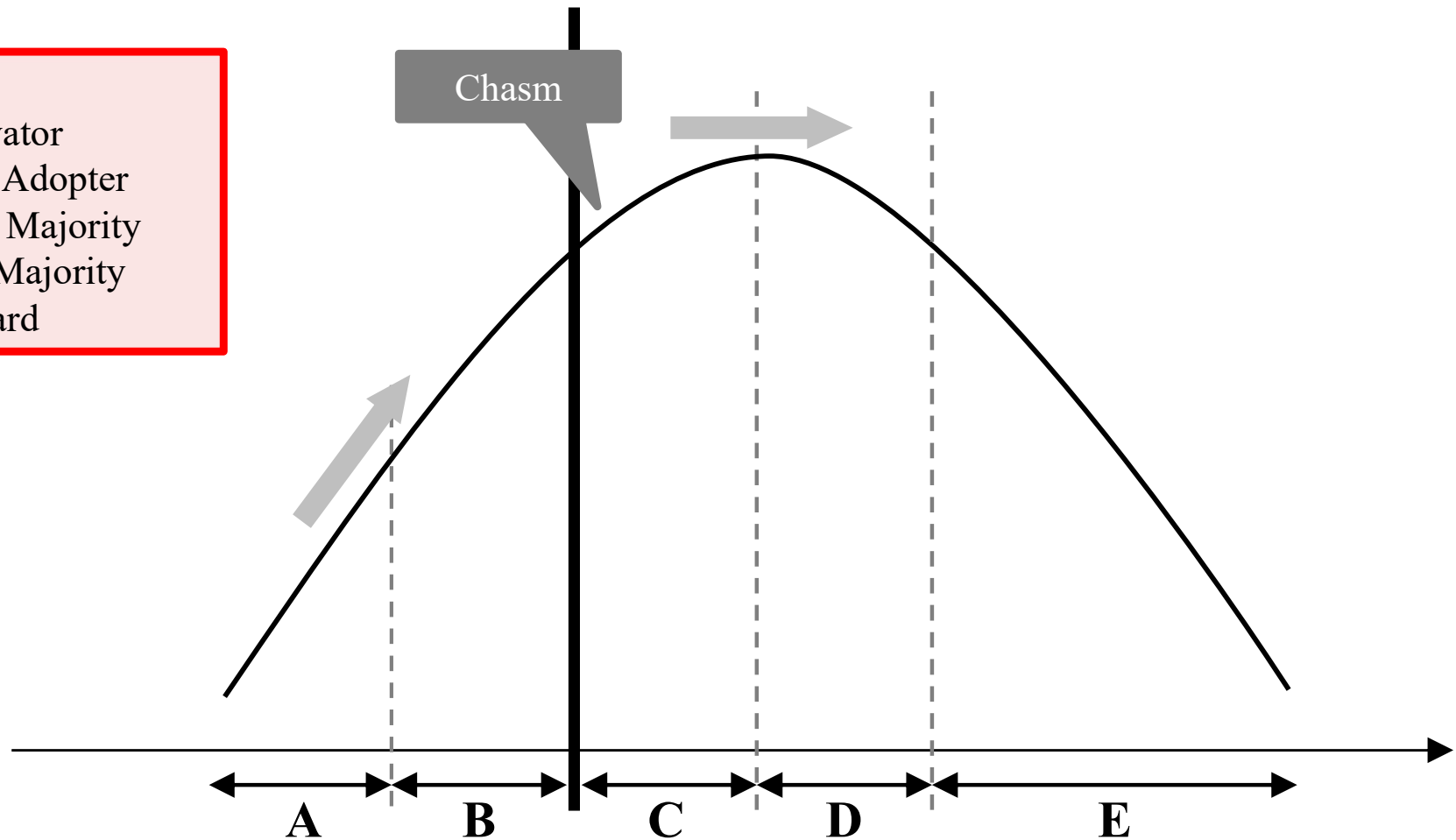
Qualitative Analysis



■ Qualitative Analysis: Diffusion of Innovations by Rogers

Points

- A: Innovator
- B: Early Adopter
- C: Early Majority
- D: Late Majority
- E: Laggard



Source: Nakamura (2019: 31-33).



■ Qualitative Analysis: Diffusion of Innovations by Rogers

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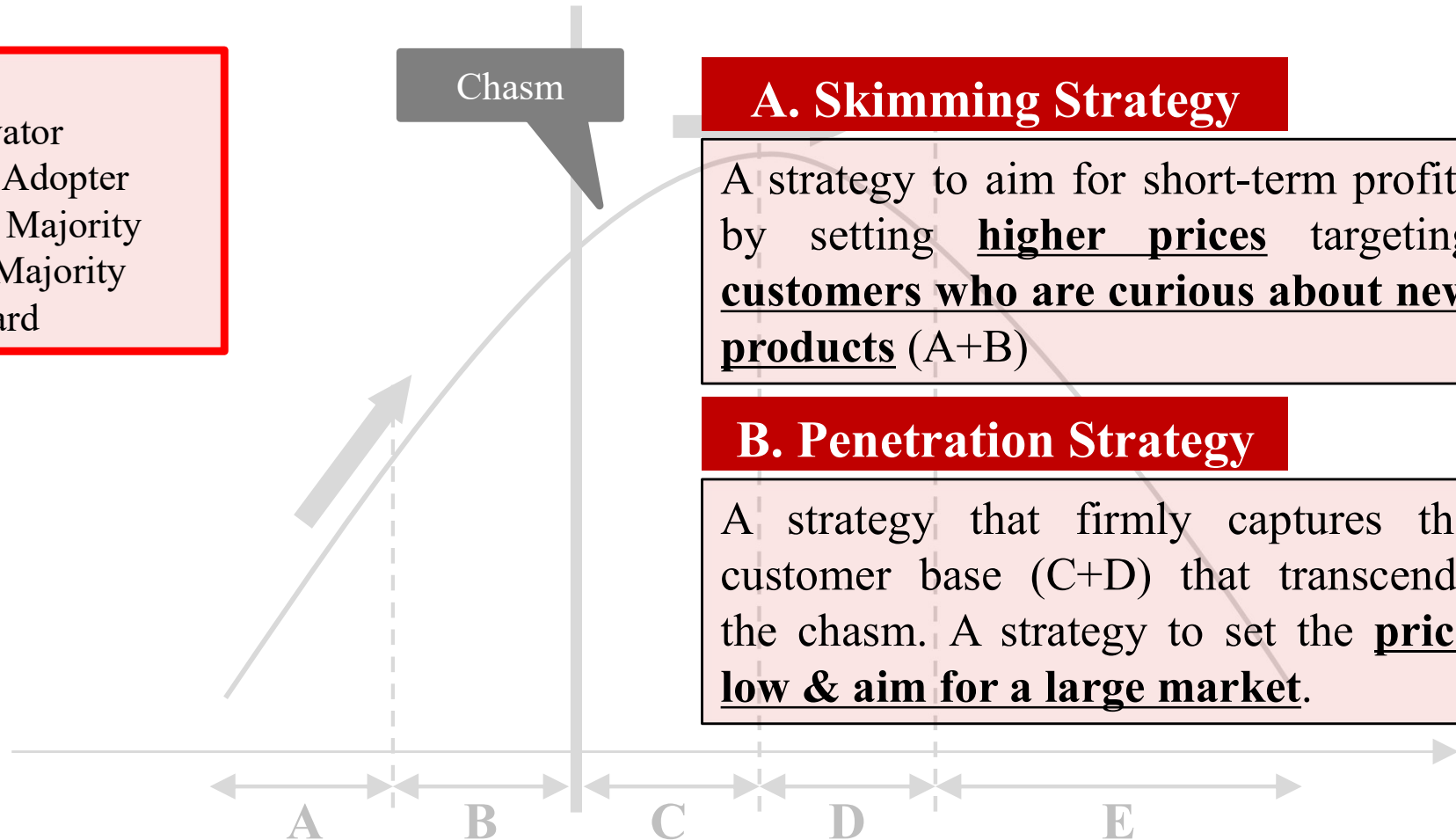
Chasm

A. Skimming Strategy

A strategy to aim for short-term profits by setting **higher prices** targeting **customers who are curious about new products** (A+B)

B. Penetration Strategy

A strategy that firmly captures the customer base (C+D) that transcends the chasm. A strategy to set the **price low & aim for a large market.**



Source: Nakamura (2019: 31-33).



■ Qualitative Analysis: Kotler's PEST Analysis – Rakuten

Political Factors

- ❑ Political instability abroad.
- ❑ Regime change
- ❑ Changes in tax measures

Economic Factors

- ❑ Market trends
- ❑ Inflation & deflation
- ❑ Economic growth

Social Factors

- ❑ Intensified competition for high-quality human capital
- ❑ Demographic changes (*e.g.*, aging etc.)

Technological Factors

- ❑ Intensified competition due to significant technological innovation
- ❑ Fintec

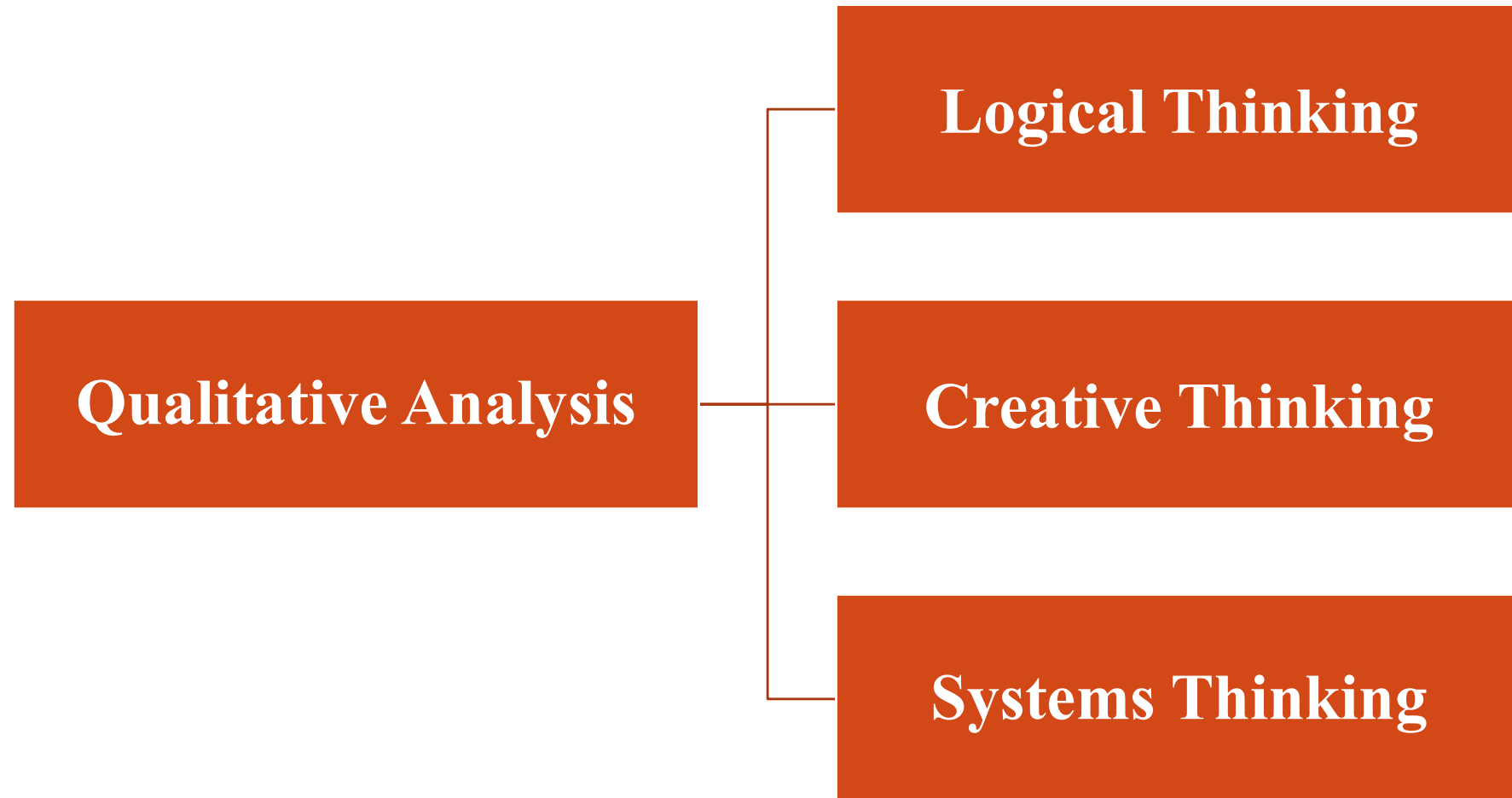
- ❖ Maintain steady growth & consolidate profit margins !
- ❖ Design & execute a long-term plan designed for further growth.

Source: Nakamura (2019: 47).

Qualitative Analysis



■ Let's Use “3 Kinds of Thinking” !

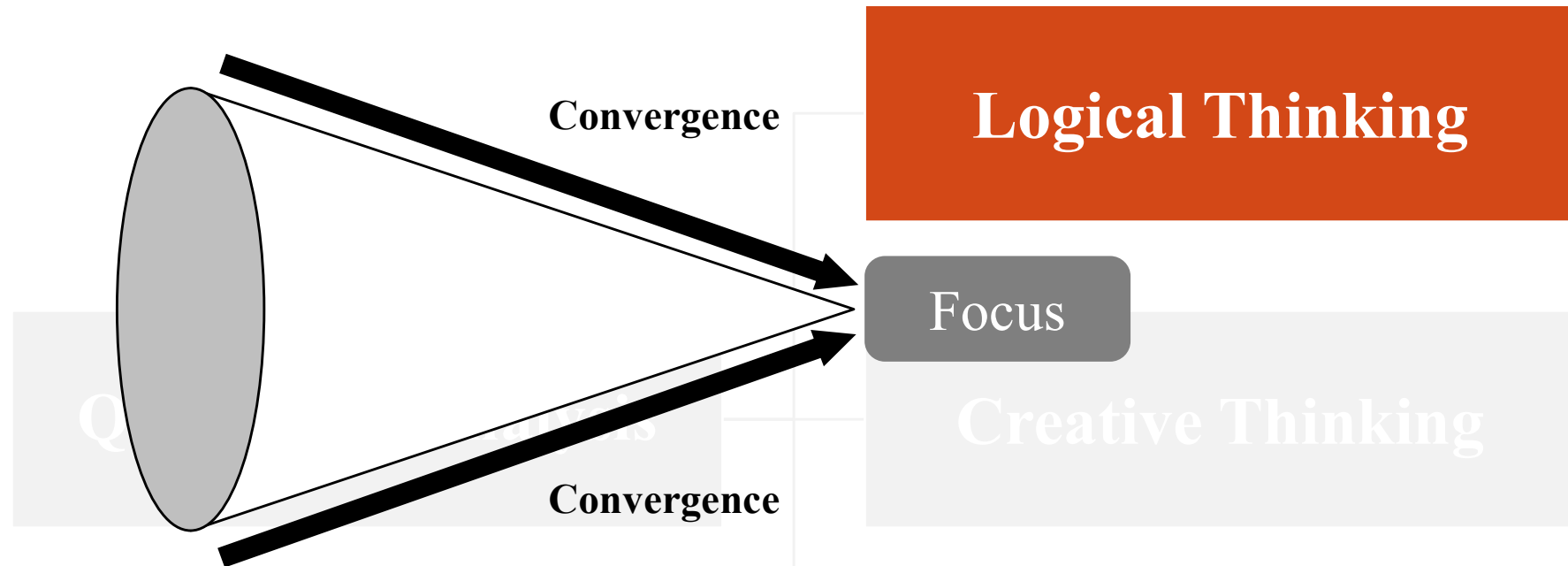


Source: Nakamura (2019: 242-258).

Qualitative Analysis



■ Let's Use “3 Kinds of Thinking” !



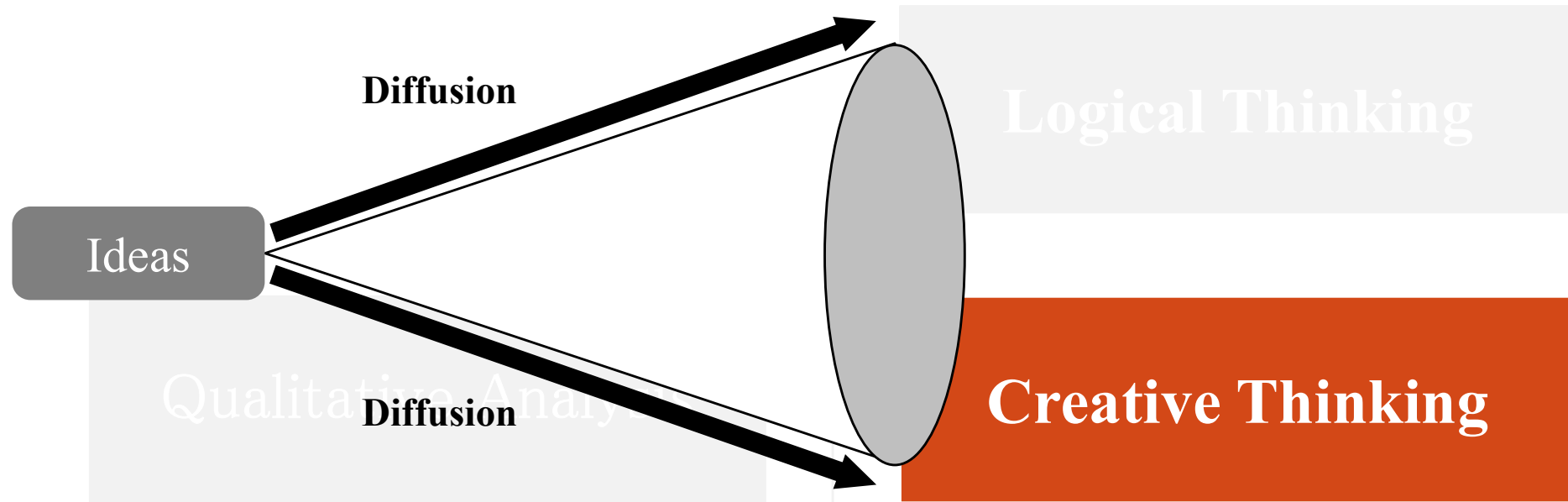
Convergent thinking: While logically dividing into various elements & examining the structure of the elements, the correct answer is narrowed down & a convergent image. An effective way to find a solution in a short amount of time.

Source: Nakamura (2019: 242-258).

Qualitative Analysis



■ Let's Use “3 Kinds of Thinking” !



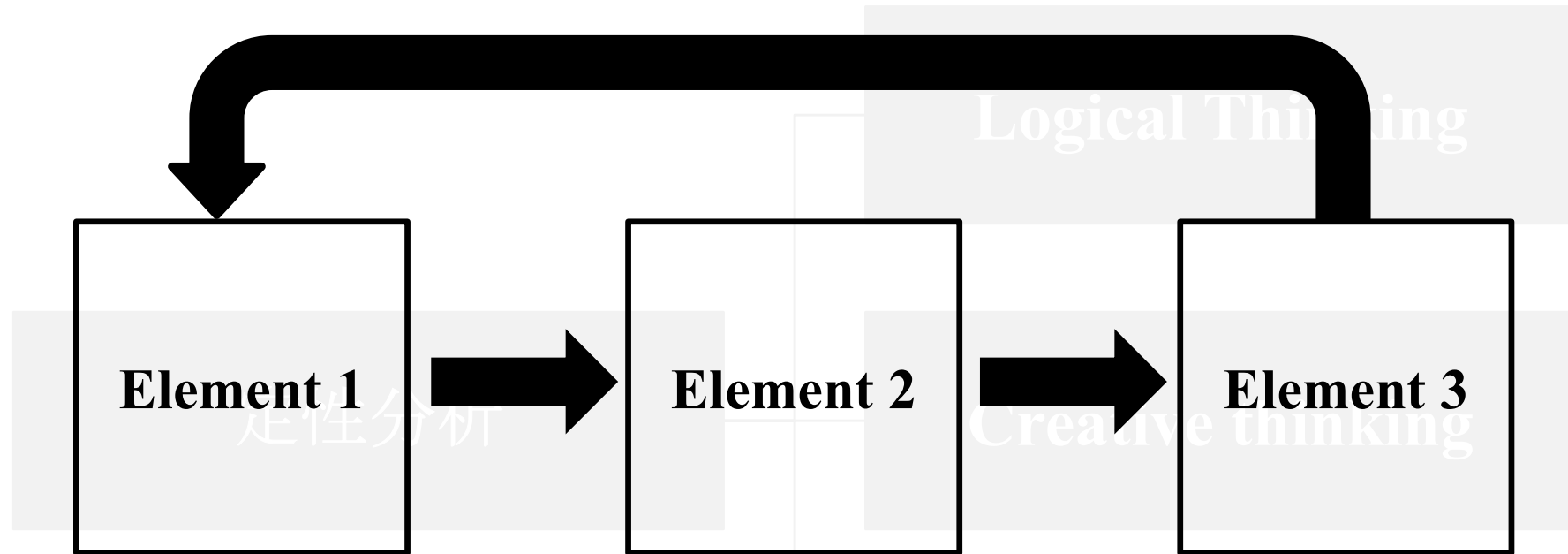
Diffuse Thinking: An image of steadily creating free-spirited ideas. It is a way of thinking that abandons stereotypes & preconceived ideas & gives top priority to free thinking!

Source: Nakamura (2019: 242-258).

Qualitative Analysis



■ Let's Use “3 Kinds of Thinking” !



Systems thinking is effective when the causal relationships of multiple factors are intricately intertwined.

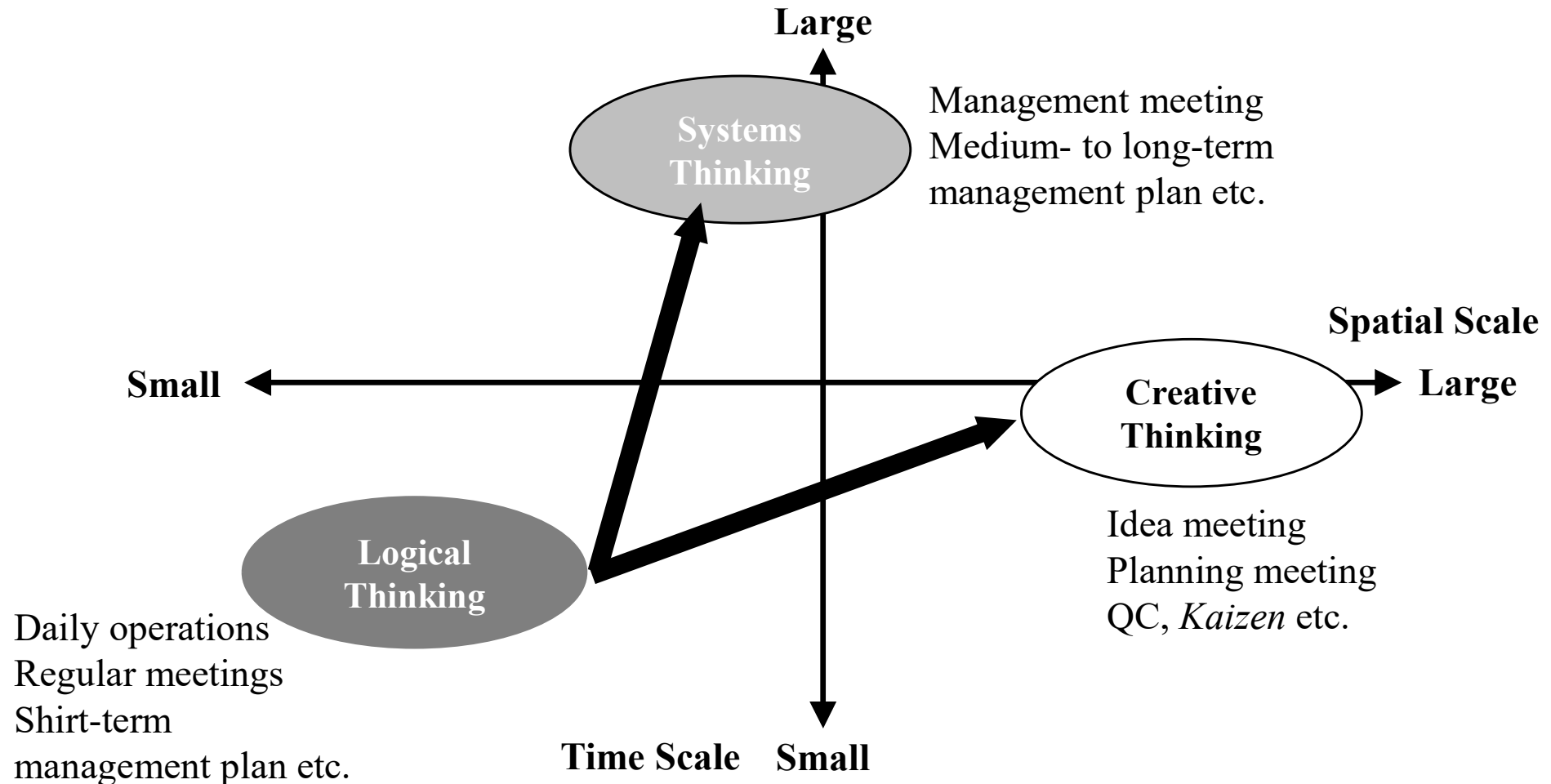
Systems Thinking

Source: Nakamura (2019: 242-258).

Qualitative Analysis



■ How to Use the 3 Ways of Thinking Properly?

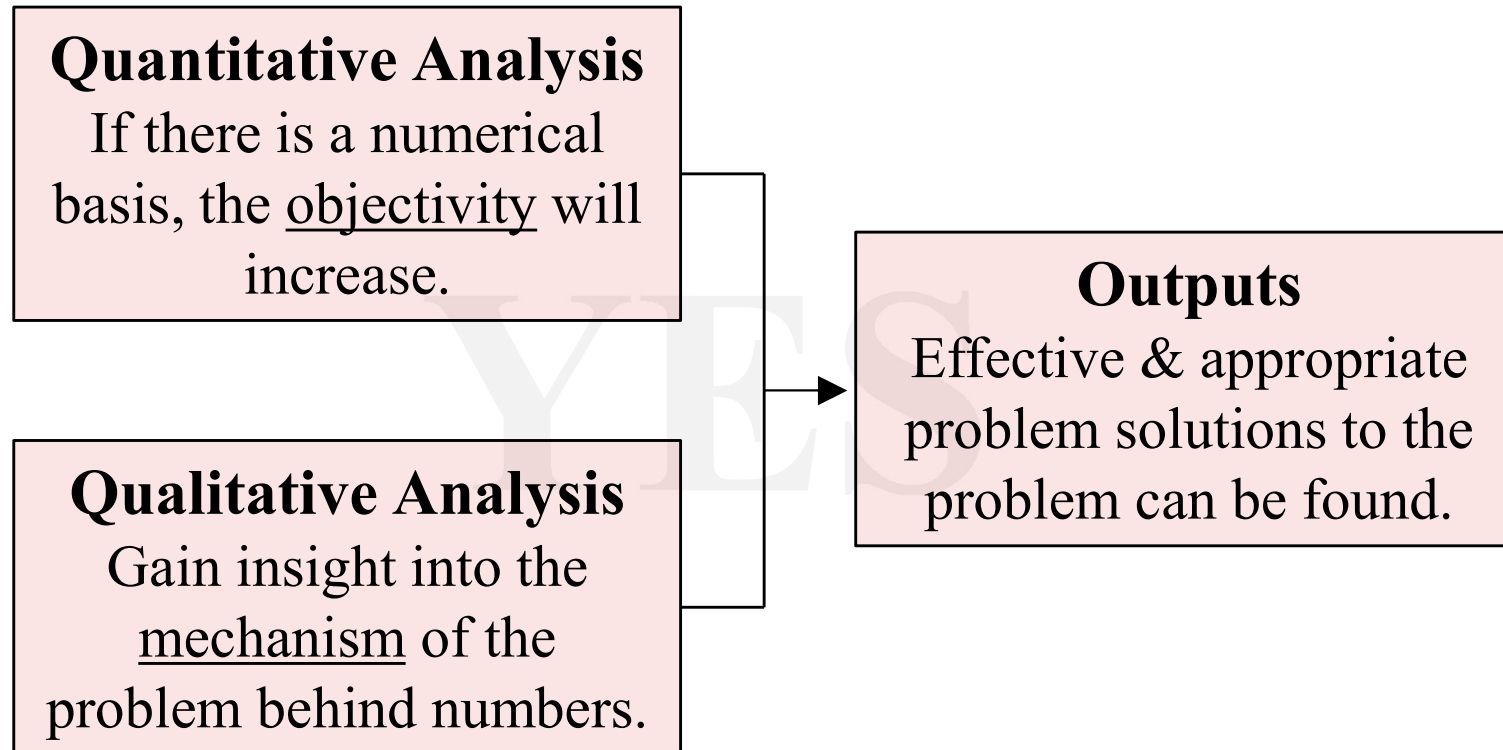


Source: Nakamura (2019: 242-258).

The Importance of a Mixed Method



■ Combine Quantitative Analysis & Qualitative Analysis?



Source: Nakamura (2019: 21).

Idea Augmentation Method



■ Brainstorming

- ❖ The best way is that multiple members get together & share ideas.
- ❖ You should set a theme & start immediately.
- ❖ Choose a place & atmosphere where you can speak freely.
- ❖ It is desirable that the team is composed of members with various related departments & various specialties as much as possible.
- ❖ It is important not to criticize the opinions of others.

Qualitative Analysis

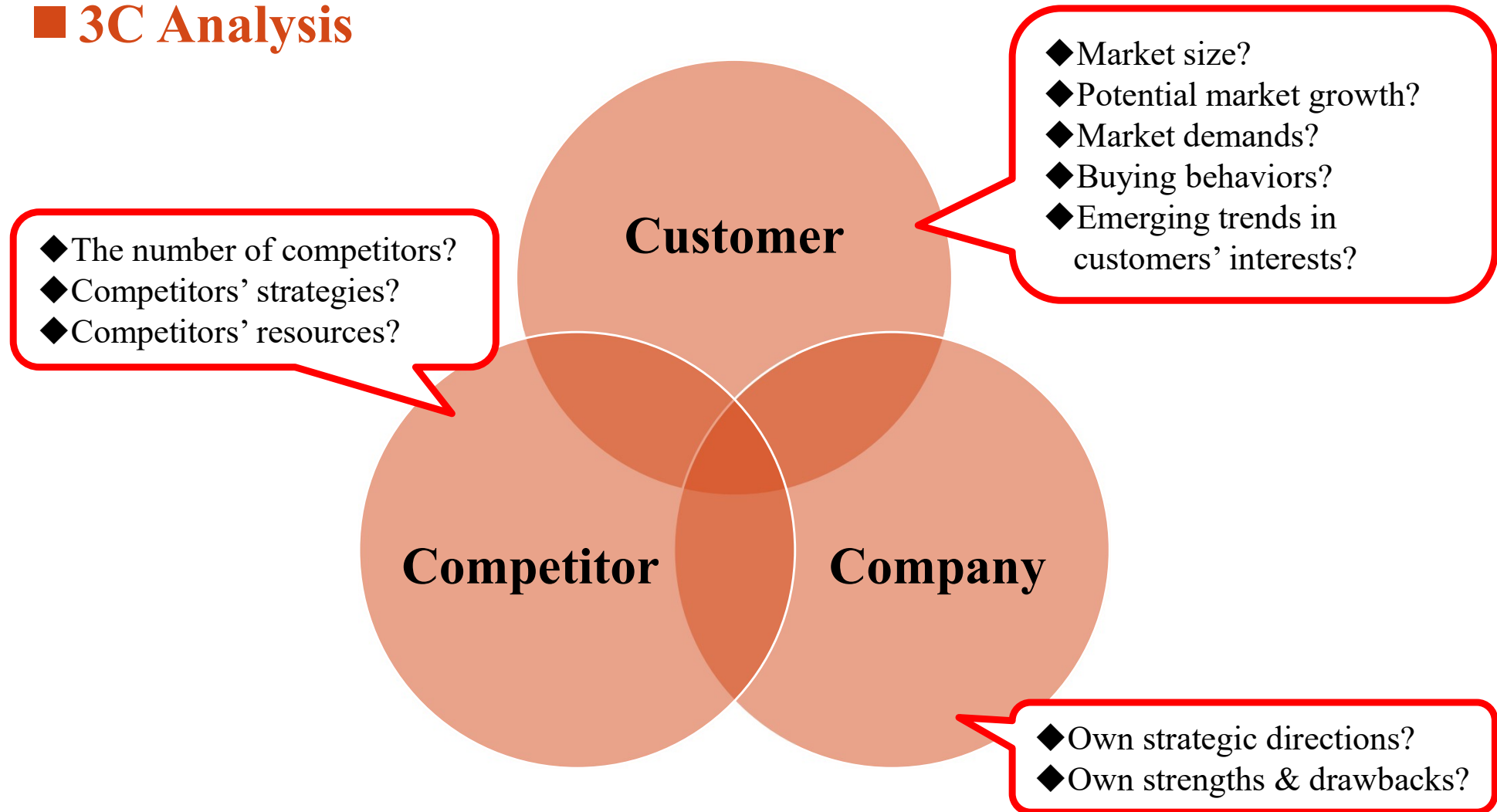


Let's learn different frameworks !

Qualitative Analysis



■ 3C Analysis

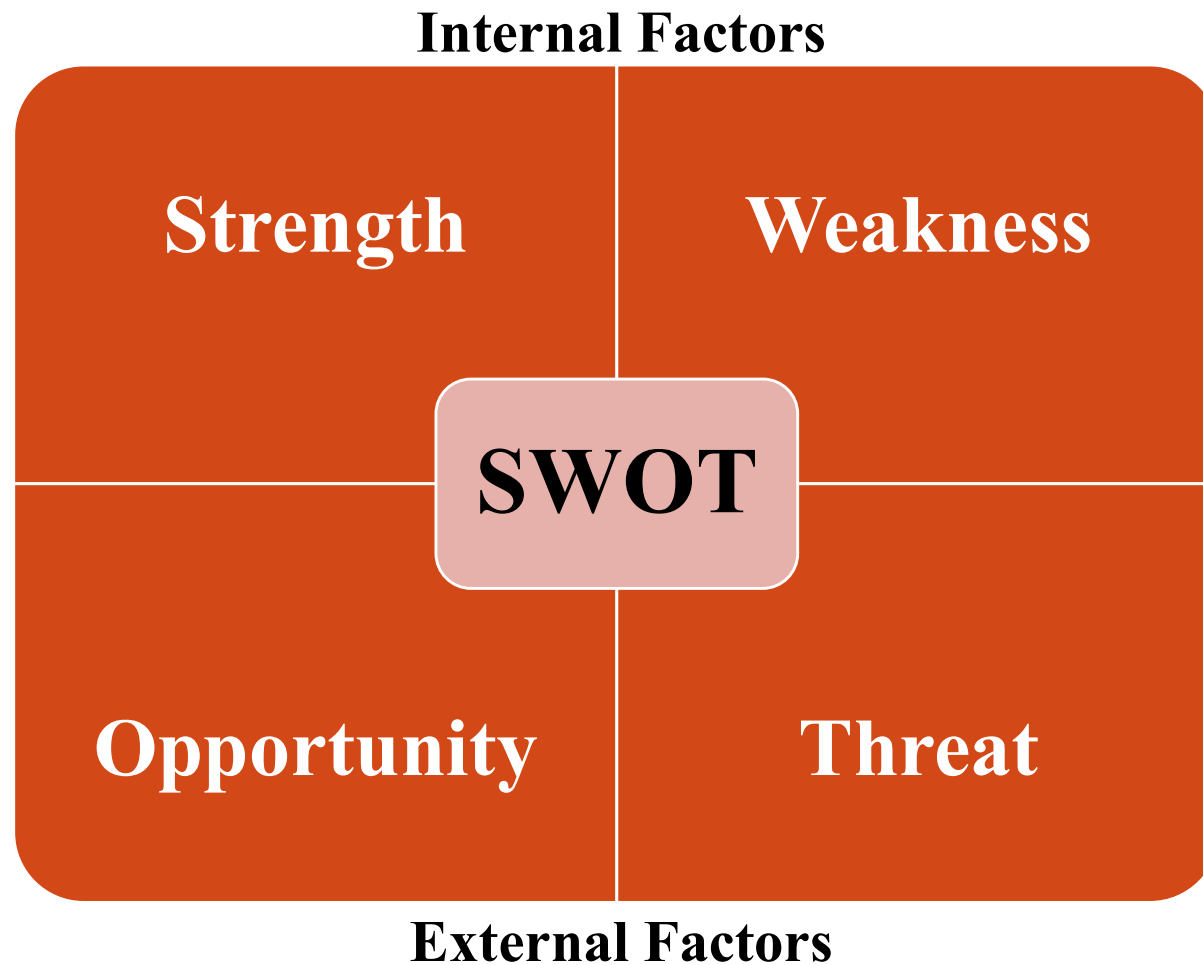


Source: Nakamura (2019: 277-278).

Qualitative Analysis



■ SWOT Analysis



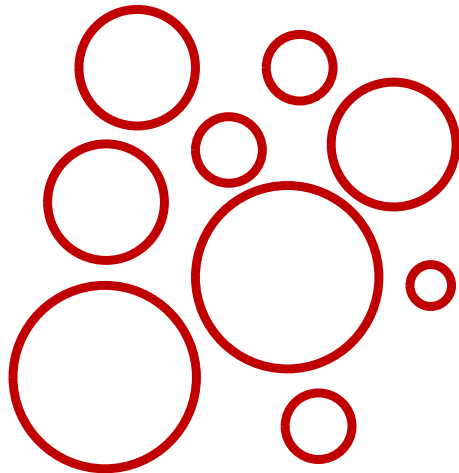
Source: Nakamura (2019: 279-281).

Qualitative Analysis



■ STP

Segmentation



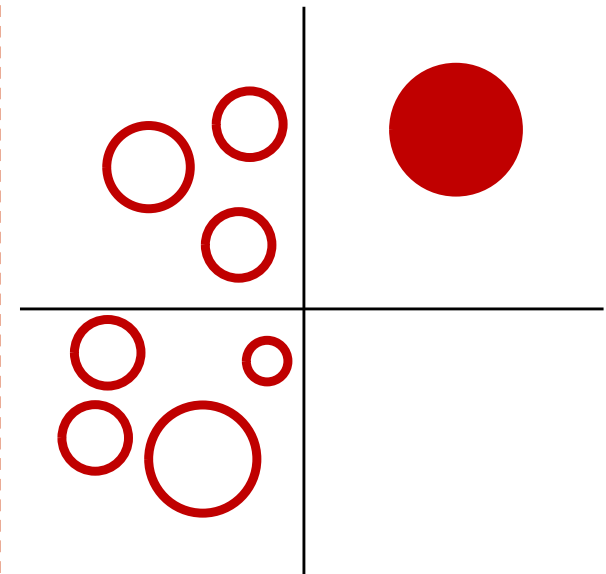
Age? Cities? Interests or Hobbies?

Targeting



30s, Tokyo, People living in Tokyo like jogging.

Positioning



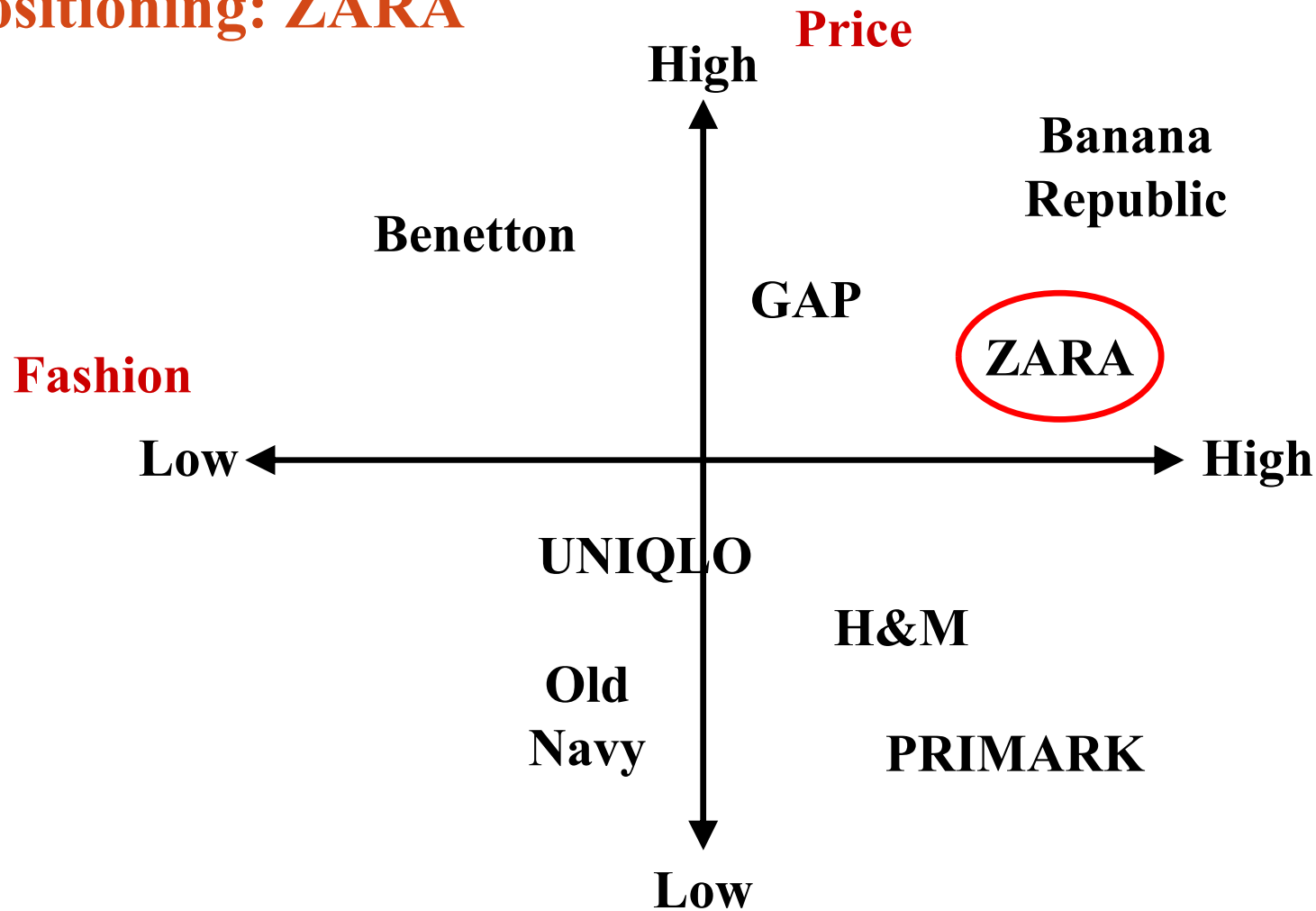
Define the position of one's products.

Source: Ueyama (2016: 89).

Qualitative Analysis



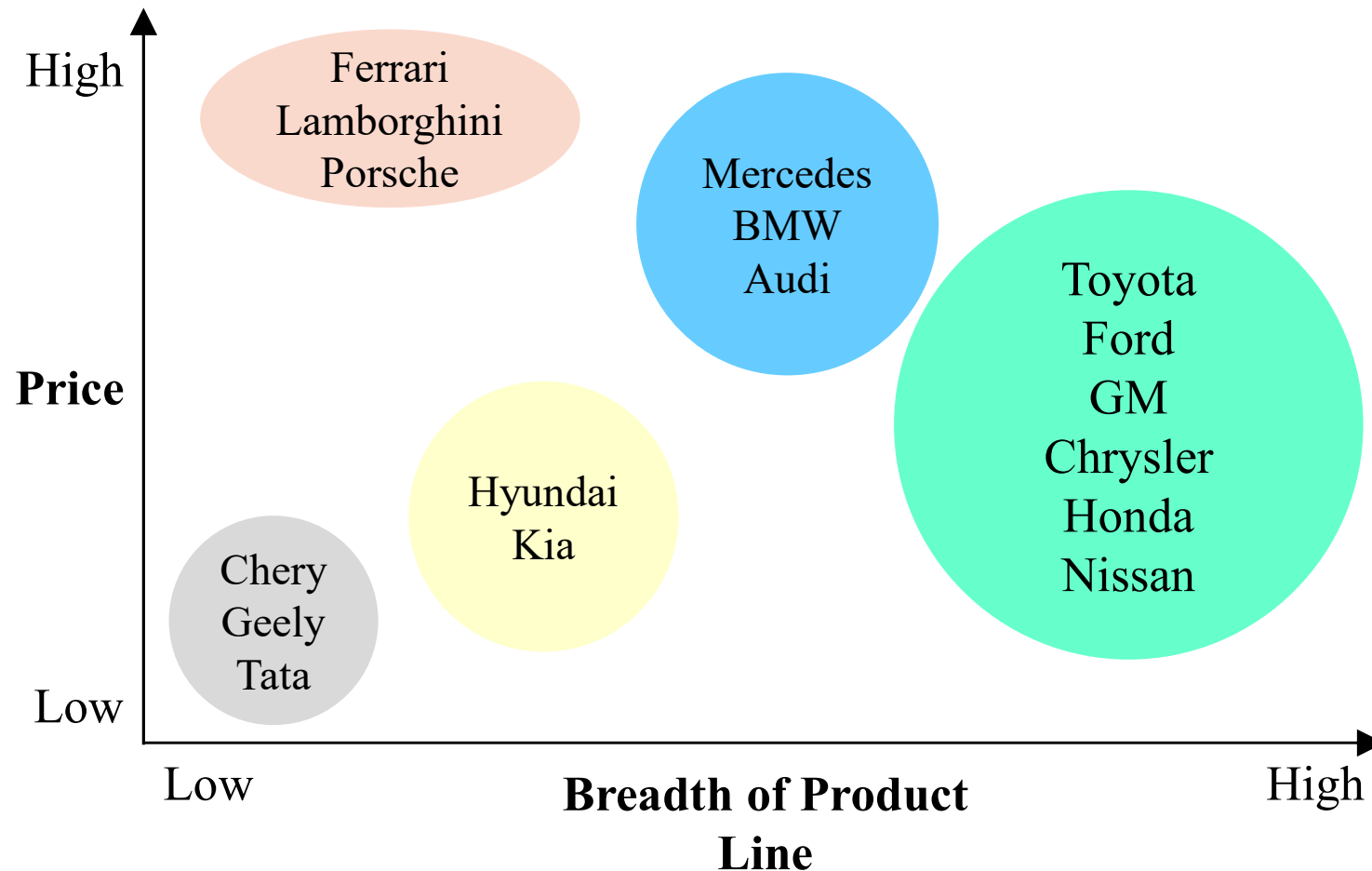
■ Positioning: ZARA



Qualitative Analysis



■ Strategic Groups Analysis



Source: Dess, McNamara, Eisner & Lee (2019: 62)

Qualitative Analysis



■ '4'P

PRODUCT

PRICE

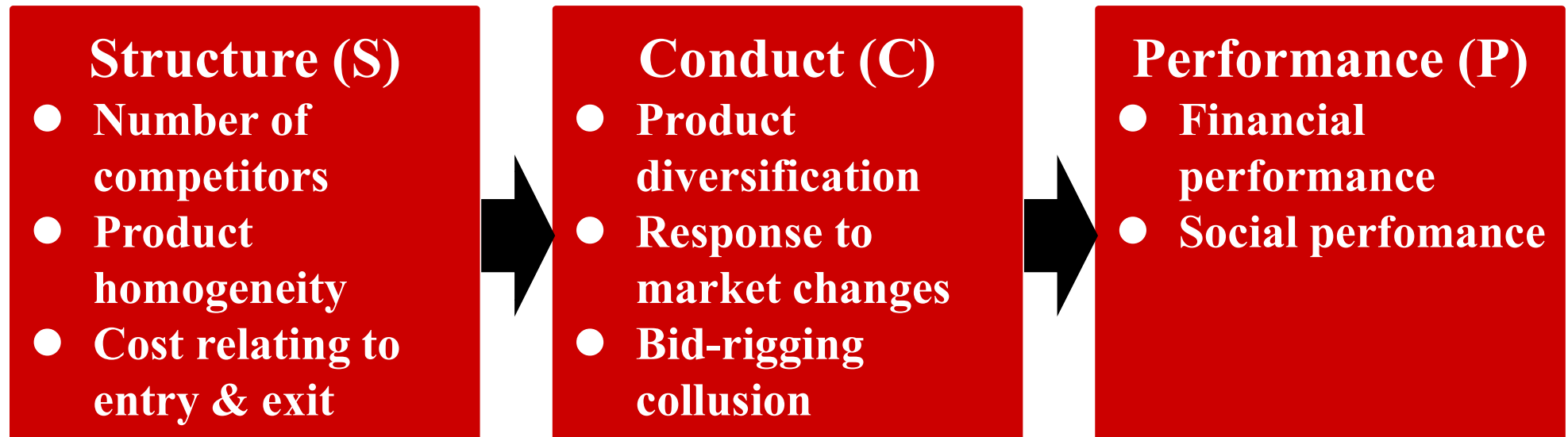
PLACE

PROMOTION

Qualitative Analysis

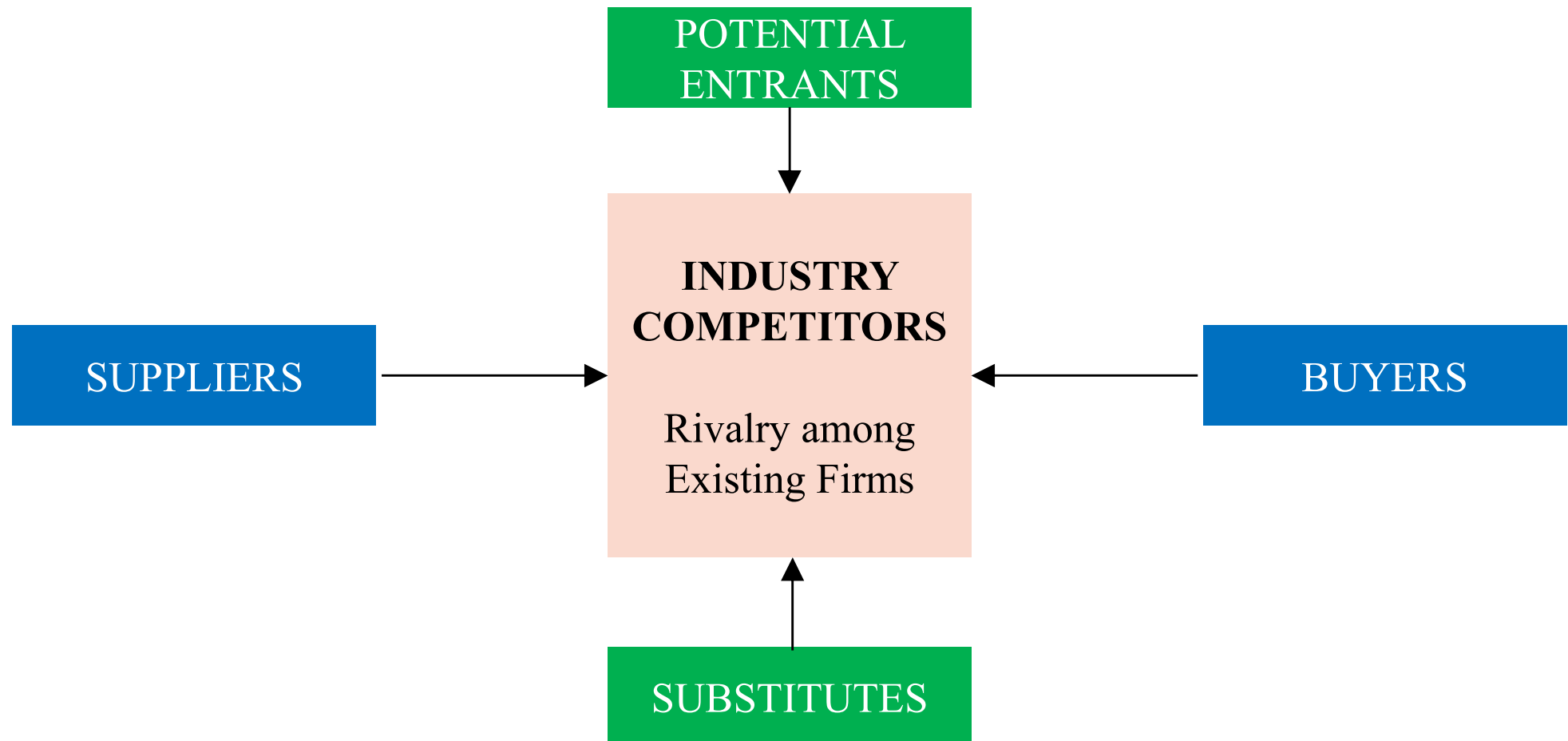


■ SCP Framework





■ Porter's Forces Model of Industry Competition



Qualitative Analysis



Exercises

Exercise 1



■ Brainstorming

Think HOW the COVID-19 pandemic affected the global economy !



Exercise 1



■ Brainstorming

Think HOW the COVID-19 pandemic affected the global economy !

National bond Disruptions to global supply chain Economic collapse
Remote work Currency depreciation Lockdown
Securing of funds Stock market crash Financial difficulties Widening gap in income between rich & poor
Social distancing Declining demand Decreased export volume
Bankruptcy Medical care breakdown Cutdown in sales Increased stress
Work system reform Immigration restrictions Stand by waiting at home

Exercise 2



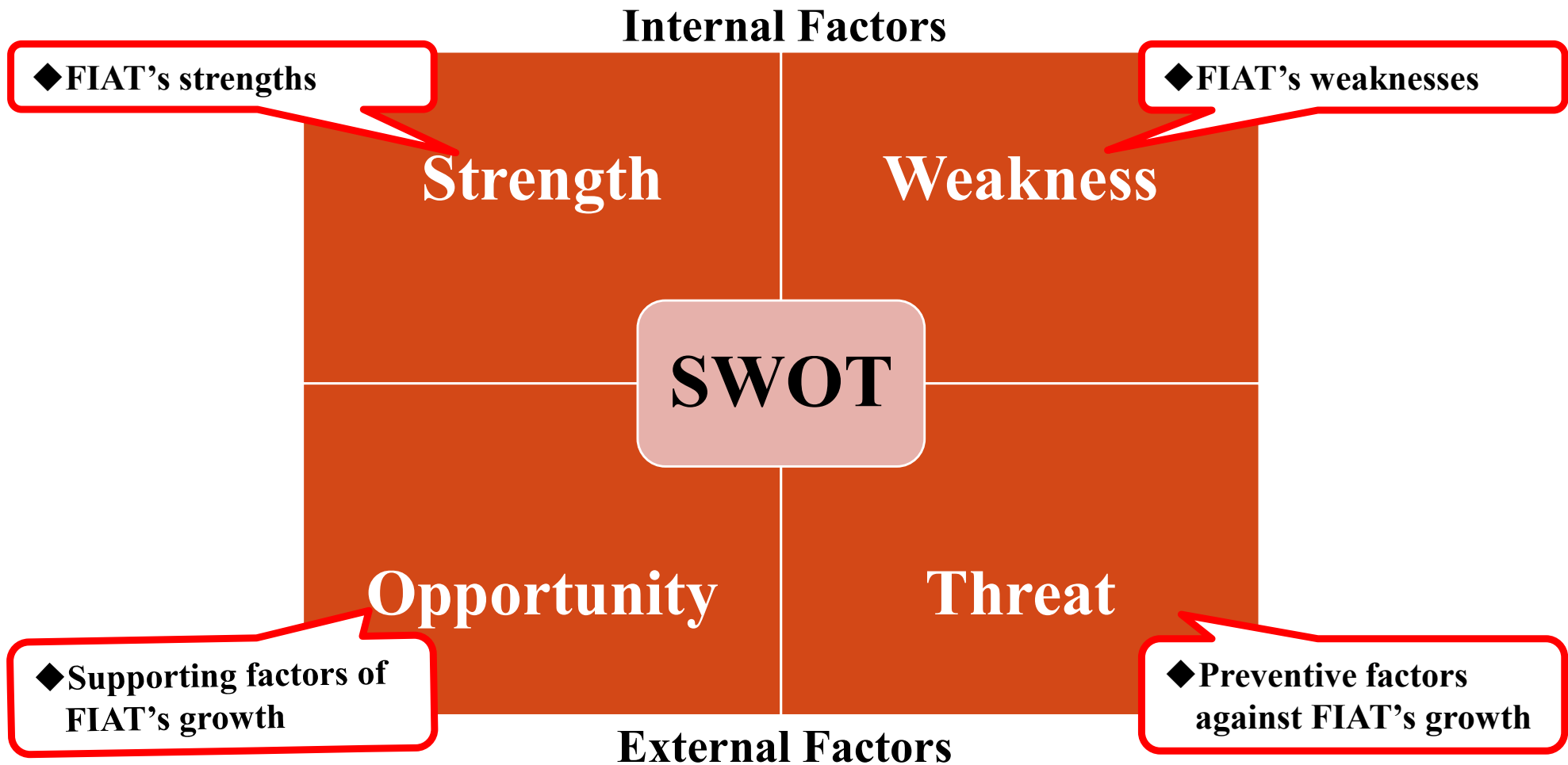
■ SWOT Analysis: FIAT

Analyze FIAT & its foreign operations, using SWOT Analysis.

Exercise 2



■ SWOT Analysis: FIAT



Source: Nakamura (2019: 279-281).

Exercise 3



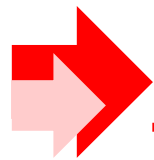
■ '4'P

PRODUCT

PRICE

PLACE

PROMOTION



Compare ZARA with UNIQLO !

The End of Today's Lecture



ご清聴有難う御座いました。

Thank you so much!

Vielen Dank für Ihre Aufmerksamkeit!

Grazie mille !

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