## Value Chain Research Methods: An Introduction

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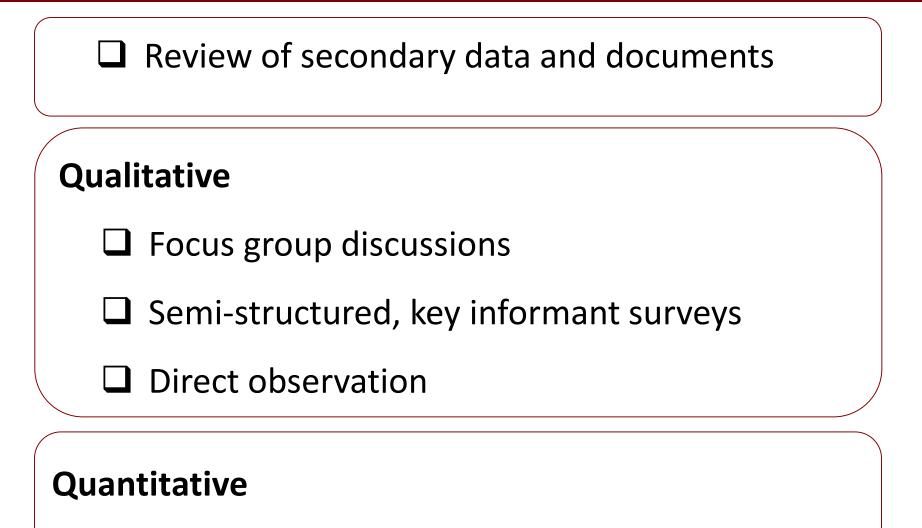
By the end of this session, you should be able to identify:

 Methodological options (quantitative versus qualitative) for value chain research





## **Common Research Methods**



□ Structured questionnaire surveys

## **Review of Secondary Data**

- Draws on existing statistics, surveys, academic papers, studies etc.
- Cost-effective way of accessing *quantitative* and *qualitative* data
- Scope for further analysis!
- Provides an understanding of research and data gaps
- Should inform the design of primary surveys

Used for in-depth examination of underlying meanings and patterns of relationships using unstructured or semi-structured interviewing techniques (e.g. focus group discussions, key informant interviews)

Most commonly employed methods in value chain research

essential for understanding...

Chain conduct

Chain development constraints and opportunities

**Chain intervention opportunities** 

**Chain intervention strategies** 

Used for explaining phenomena through collection of numerical data through structured interviewing techniques, which are analyzed using mathematically-based methods

(e.g. statistics, econometrics)



## Quantitative versus qualitative methods

### Quantitative

- Formal
- Large samples
- Resource-intensive and time consuming
- Interviewer is an enumerator

### Qualitative Informal **Small samples** Flexible, in-depth probing Interviewer is a researcher



# Qualitative and quantitative research methods complement each other!

#### Quantitative

Measurement of key variables, relationships and impacts

How many? How much? What percentage? How are different variables correlated?

### Qualitative

Provide meaning to quantitative data

What? Where? When? Who? How? Why?



## **Rapid Appraisal of Value Chains**

Secondary data

- Govt. statistics
- Studies
- Reports
- News articles
- Academic papers

Qualitative methods

- □ FGD w/ farmers
- SSI w/ knowledgeable observers
- SSI w/ chain participants, support service providers
- Direct observation

Quantitative methods

- SI w/ chain actors (e.g. farm gross margins, marketing margins)
- Unrepresentative samples

## **Duration of Rapid Value Chain Appraisals**

- Rapid appraisals of value chains typically vary between 2 and 5 weeks
- Duration of these appraisals depend on a number of factors...
  - ✓ Research focus (questions and objectives)
  - ✓ Resources available
  - ✓ Geographical scope
  - $\checkmark\,$  Complexity of the chain

## **In-depth Research of Value Chains**

Secondary data

- Govt. statistics
- Studies
- Reports
- News articles
- Academic papers

Qualitative methods

- □ FGD w/ farmers
- SSI w/ knowledgeable observers
- □ SSI w/ chain participants, support service providers
- □ FG w/ consumers
- Direct observation

Quantitative methods

- Large structured surveys of chain actors
- Price surveys
- Quantitative consumer research