

## 1-9-14 Notes

### Chapter 1

- Marketers need information- Data-Information-Action
- Marketing research starts from action- the notion that you want to do something
- Marketing Research- The Organization's formal communication link with the environment
  - Marketing Research is the function that links the consumer to the marketer through information
- Information is used to...
  - Identify and define marketing problems
  - Generate, refine, and evaluate marketing actions
  - Monitor marketing performance
  - Improve understanding of marketing process
- Producers of products and services
  - Gather information relevant to the products and services they produce and the industry in which they operate
- Advertising agencies
  - Conduct research primarily to test advertising and measure its effectiveness
- Marketing Research Companies
  - Some focus on very specific topics or aspects of the research process, whereas others are more general in focus

Marketing Investment+cost -Profit

Marketing Investment+Revenue+Profit

-Need to have marketing research to have something present to bosses on proposals

- Why Study Marketing Research?
  - All of us are consumers of marketing and public opinion research-We need to be able to know how to evaluate the likely validity of the research
  - Managers need to know the research process, including what to expect marketing research to be able to deliver- managers must understand what marketing research can and cannot do, as well as what is involved in the process of conducting research
- Marketing Research Ethics- Principles, values, and standards of conduct followed by marketing researchers
- The goal of any marketing research project should be to uncover the truth
  - Advocacy research- is conducted to support a position rather than to find the truth about an issue
  - Sugging- contacting people under the guise of marketing research when the real goal is to sell products or services
- Researchers must behave ethically because their jobs depend upon the trust and goodwill of research participants

- Research Process Stages

Formulate Problem

Determine Research Design

Determine Data collection method

Design Data Collection Forms

Design Sample

Collect Data

OR Identify Data Sources

Aggregate Data-data we already have

Analyze and Interpret Data

Prepare Research Report

1/14/14 notes

1. Meet with Client
2. Clarify the Problem/Opportunity
3. State the Manager's Decision Problem
4. Develop a Full Range of Possible Research Problems
5. Select Research Problems

Discovery Oriented vs Strategy oriented decision problems

- Discovery oriented decision problems are common with unplanned changes in the market environment (exploratory, open ended)
- Strategy oriented decision problems are common with planned changes in the marketing environment
- Researchers should conduct strategy oriented research if possible

Decision Problems- Managers view of the situation- The manager trying to figure out what to do (Managerial side of things)

Research Problems- Restate Decision problems in research terms- What we need to learn from our market in order to make a decision(Market side of things)- Dealing with missing pieces of information

Research Request agreement- Should be executed between the research and the client and should include

1. Background- Events that led to manager's decision problem- the opportunity or problem
2. Decision Problem- Underlying question confronting the manager- something to do with the 4 P's or segmentation and targeting
3. Research Problem- Issue used to address the decision problem
4. Use- supplying logical reasons for each piece of research
5. Population/subgroups- groups from whom information must be gathered
6. Logistics- estimates of resource requirements

The research proposal should describe the marketing problem, purpose of the study, and a detailed outline of the planned research methodology including the following

1. Problem Definition and Background
2. Research Design and Data Sources(Focus on this for homework)- who we need information from
3. Sampling Plan-
4. Data Collection Forms- used primarily for surveys
5. Analysis
6. Time Schedule- how long the process takes
7. Personnel Requirements and Cost Estimates-how many people needed to pull this process off
8. Appendices