

Marketing Research  
Chapter 1

- The basic functions of marketing research are
  - (1) To gather data
  - (2) Transform the data into useful information that managers can use to make decisions
  - (3) Take action.
- The task of marketing is to create exchanges with customers that satisfy the needs of both the customer and the marketer
- **FOUR P's:**
  1. Product/ service
  2. Price
  3. Placement
  4. Promotion
- **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**
  - The information is used to
    - Identify and define marketing problems
    - Generate, refine, and evaluate marketing actions
    - Monitor marketing performance
    - Improve understanding of marketing as a process
- The different Kinds of organizations that conducts marketing research.
  - 1. Producers of Products and Services**
    - Gather information relevant to the products and services they produce and the industry in which they operate
    - Ex. A theme park started advertising the same ads earlier in their farther away market than there core market cause they figured out that it takes the far away market 3 times longer to plan a trip
  - 2. Advertising Agencies**
    - Conduct research primarily to test advertising and measure its effectiveness
  - 3. Marketing Research Companies**
    - Some focus on very specific topics or aspects of the research process, whereas others are more general in focus
    - Number 1 in the world: Nielsen Holding in the U.S

## The Fundamental Challenge of Marketing

- Marketing investment + Cost – Profit  
+ Revenue + profit

### Three reason for studying Marketing Research

1. Marketing research can be rewarding and fun
    - Some students pursue careers in marketing research
  2. 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
  3. 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
- **The Research Process-**
    1. Define the problem
    2. Determine Research Design
      - a. **Exploratory** (if only a little is known about the problem)-  
QUALITATIVE
      - b. **Descriptive**, (focuses on describing a pop. Often emphasizing the frequency with which something occurs or extent to which 2 variables are related to each other) – QUANTITATIVE
      - c. **Casual** (either of these (descriptive, casual) if the problem is clearly stated and defined) (often used to identify cause and effect relationships between variables)- QUANTITATIVE
    3. Then need to describe between Primary Data and Secondary Data
      - a. **Secondary**- data that have already been collected for some purpose other than the question at hand
        - i. EX: data the company already has in its system such as orders from wholesalers
      - b. **Primary**- data collected specifically for the study  
Ex. Lots of questions to be answered here  
Should the data be collected by observation or questionnaire? Should observations be taken in person or electronically?
      - c. This data is useless unless the info is interpreted and analyzed in light of the problem at hand
    4. Finally its time to prepare the written research report that summarizes the research results and conclusions including graphical representation of data (Only part anyone will ever see)

Why should researchers care about marketing research ethics?

- ▶ **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. EX: coca cola changing results to their liking with BK
  - ▶ **Sugging** is 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