

Marketing Research

Exam #1

Chapter 1

Definition of Marketing Research- the function that links the consumer, customer, and public to the marketer through information

- Marketing research- the systematic and objective identification, collection, analysis, dissemination, and use of information for the purpose of assisting management in decision making related to the identification and solution of problems and opportunities in marketing
- Is systematic
 - Required at all stages of research
 - Attempts to reflect the true state of affairs
 - Objective and conducted impartially
 - Should be free from political and personal biases
 - If it occurs, it incurs a breach in professional standards

Classification of Marketing Research

Organizations engage in marketing research because:

- Problem identification research-research that is undertaken to help identify problems that are not necessarily apparent on the surface and yet exist or are likely to arise in the future
 - **Includes:** market potential, market share, brand or company image, market characteristics, sales analysis, short range forecasting, long range forecasting, and business trends research
- Problem solving research-research undertaken to help solve specific marketing problems

The Marketing Research Process

- **Definition:** a set of six steps that defines the tasks to be accomplished in conducting a marketing research study. These include problem definition, development of an approach to the problem, research design formulation, fieldwork, data preparation and analysis, and report preparation and presentation
- **Step 1: Problem Definition**
 - Define the problem; purpose of the study
- **Step 2: Development of an Approach to the problem**
 - Formulating an objective or theoretical framework, analytical models, research questions, and hypotheses and identifying the information needed
- **Step 3: Research design Formulation**
 - The blueprint for conducting the marketing research project
- **Step 4: Fieldwork or Data Collection**
 - Staff that operates in the field (i.e. personal interviewing)
- **Step 5: Data Preparation and Analysis**
 - Editing, preparing, coding, transcription, and verification of data
- **Step 6: Report Preparation and Presentation**
 - Documented in a written report that addresses the specific research questions identified

The Role of Marketing Research

- **Marketing Research and Competitive Intelligence-**

- Competitive intelligence- the process of enhancing marketplace competitiveness through a greater understanding of a firm's competition and the competitive environment
 - Involves legal collection and analysis of information regarding the capabilities, vulnerabilities and intentions of business competitors, conducted by using information databases and other "open sources" and through ethical marketing research inquiry
 - Allows companies to anticipate market developments rather than merely react to them
- The Decision to Conduct Research
 - Should be guided by a number of considerations
 - Market research should be undertaken when the expected value of information it generates exceeds the costs of conducting the market research project
- The marketing research industry
 - Internal supplier- marketing research departments located within a firm
 - Suppliers- provide marketing research services
 - External supplier-outside marketing research companies hired to supply marketing research data or services
 - Fuller service or limited service
 - Marketing research industry- the marketing research industry consists of external suppliers who provide marketing research services
 - Full service suppliers- companies that offer the full range of marketing research activities
 - Syndicated services-companies that collect and sell common pools of data designed to serve information needs shared by a number of clients
 - Customized services- companies that tailor the research procedure to best meet the needs of each client
 - Internet services- companies that have specialized in conducting marketing research on the internet
 - Limited service providers-companies that specialize in one or a few phases of the marketing research project
 - Field services- companies whose primary service offering is their expertise in collecting data for research projects
 - Focus groups and qualitative services- services related to facilities, recruitment, and other services for focus groups and other forms of qualitative research groups and other forms of qualitative research such as one-on-one depth interviews
 - Technical and analytical services- services related to design issues and computer analysis of qualitative data, such as those obtained in large surveys
- The role of marketing research in MIS AND DSS
 - Marketing information (MIS)- a formalized set of procedures for generating, analyzing, storing, and distributing pertinent information to marketing decision makers on an ongoing basis
 - Decision support systems (DSS)- information systems that enable decision makers to interact directly with both databases and analysis models. The important components of a DSS include hardware and a communications network, database, model base, software base, and the DSS user(Decision maker)
- About 40% of all international marketing research is done in western Europe, 10% in Japan% is done in the U.S.

Chapter 3

Research Design

Research Design:

- Research design-a framework or blueprint for conducting the marketing research projects it specifies the details of the procedures necessary for obtaining the information needed to structure and/or solve marketing research problems
- Exploratory Research- one type of research design, which has as its primary objective the provision of insights into and comprehension of the problem situation confronting the researcher
- Conclusive Research- research designed to assist the decision maker in determining, evaluating, and selecting the best course of action to take in a given situation
 - More formal and structured

Exploratory Research

- Should be used to
 - Formulate a problem or define a problem more precisely
 - Identify alternative courses of action
 - Develop hypotheses
 - Isolate key variables and relationships for further examination
 - Gain insights for developing an approach to the problem
 - Establish priorities for further research
- Exploratory research is good for any researcher who does not know how to proceed with a project

Descriptive Research

- Descriptive research-a type of conclusive research that has as its major objective description of something usually market characterizes of functions
 - Clear statement of the problem

Cross Sectional Designs

- Cross sectional design-a type of research design involving the collection of information from any given sample of population elements only once
- Single cross sectional design- a cross sectional design in which one sample of respondents is drawn from the target population and information is obtained from this sample once
 - Sample survey research designs
- Multiple cross sectional design-a cross sectional design in which there are two or more samples of respondents, and information from each sample is obtained only once
 - Sometimes gathered over long intervals
- Cohort analysis- a multiple cross sectional design consisting of a series of surveys conducted at appropriate time intervals. The cohort refers to the group of respondents experience the same event within the same time interval
- Longitudinal design- a type of research design involving a fixed sample of population elements that is measured repeatedly. The sample remains the same over time, this providing a series of picture that when viewed together portray a vivid illustration of the situation and the changes that are taking place over time
 - Advantage-
 - Able to detect change at the individual level
 - Large amount of data collection
 - Accuracy
 - Disadvantage-