

Conducting Marketing Research and Forecasting Demand

Dr Ban Qasim Jawad

Lecture Questions

- What constitutes good marketing research?
- What are good metrics for measuring marketing productivity?
- How can marketers assess their return on investment of marketing expenditures?

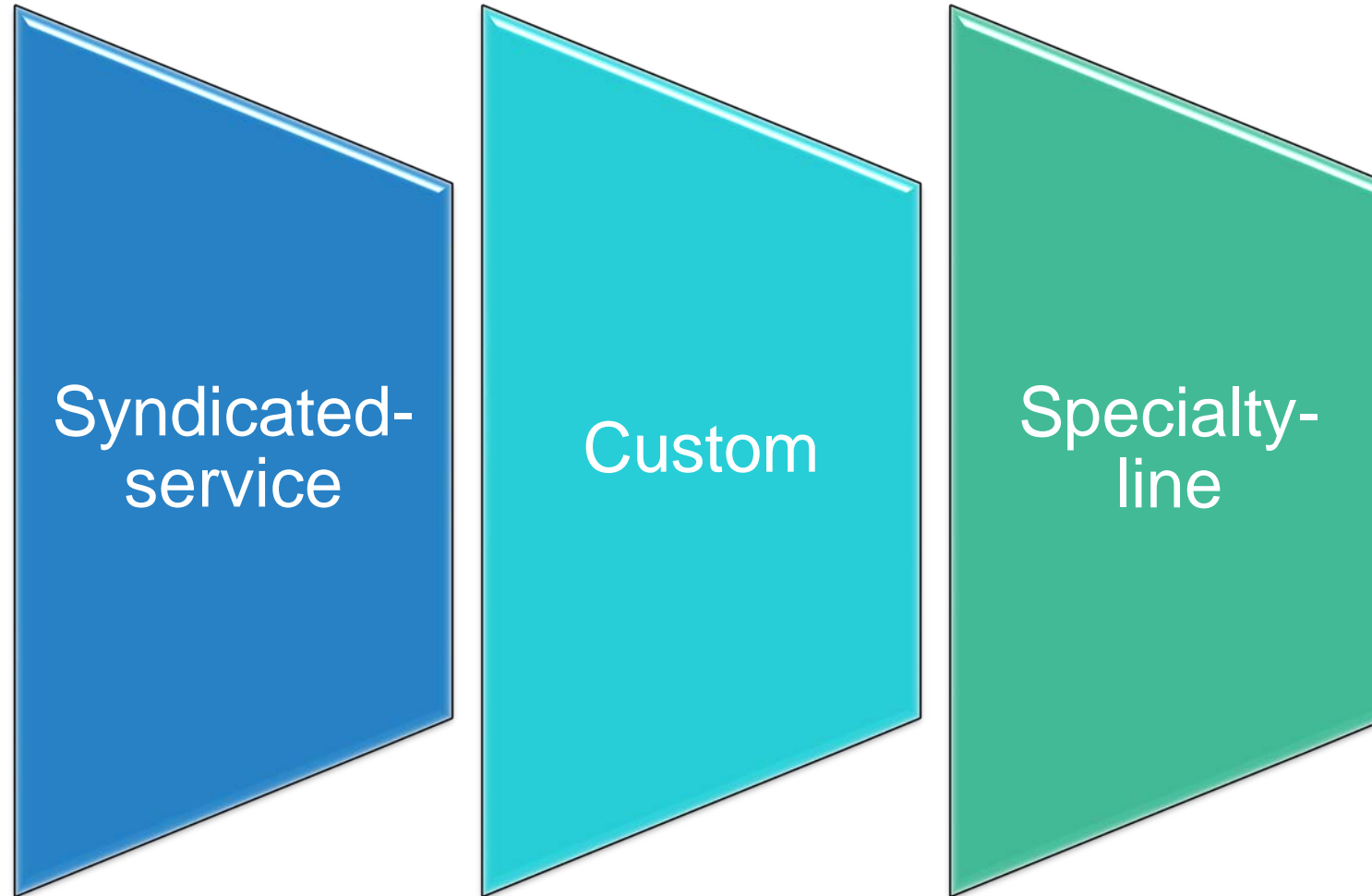
Coca-Cola used extensive market research when it produced a sugar-free (zero) soft drink



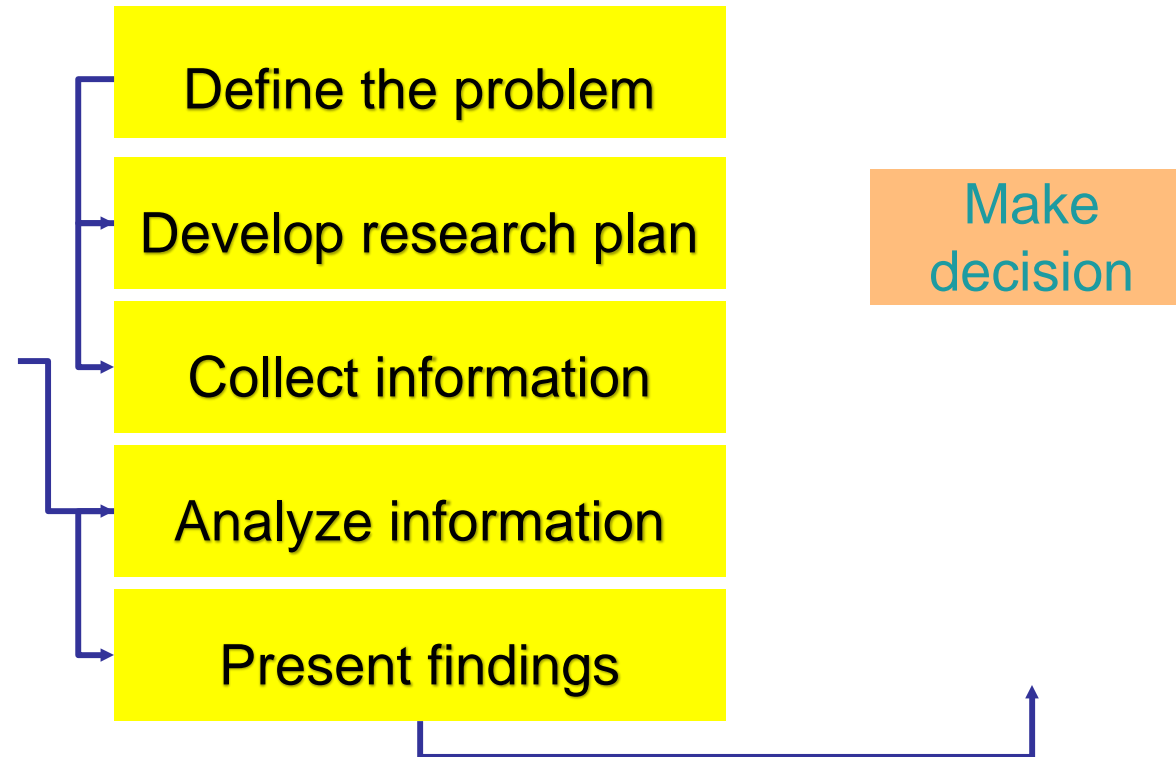
WHAT IS MARKETING RESEARCH?

Marketing research is the systematic design, collection, analysis, and reporting of data and findings relevant to a specific marketing situation facing the company.

Types of Marketing Research Firms



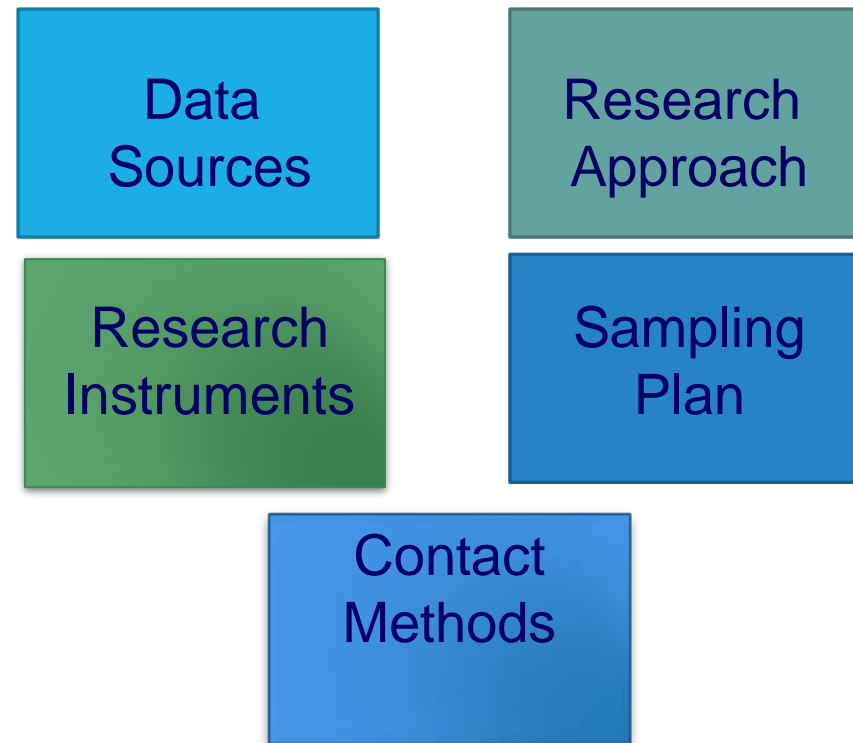
The Marketing Research Process



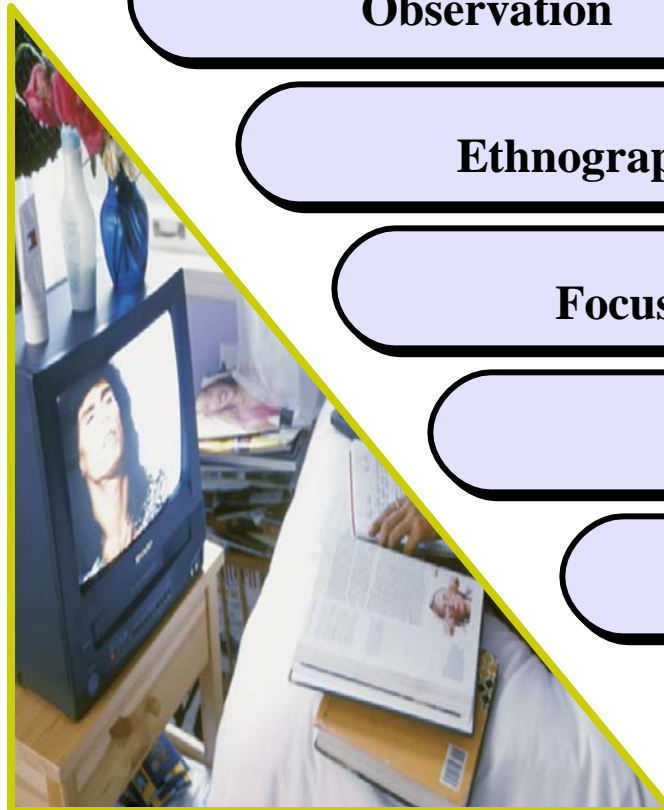
Step 1: Define the Problem

- Define the problem
- Specify decision alternatives
- State research objectives

Step 2: Develop the Research Plan



Research Approaches



Observation

Ethnographic

Focus Group

Survey


Behavioral Data

Experimentation

Focus Group in Session



Research Instruments

- 
- Questionnaires
 - Qualitative Measures
 - Technological Devices

Questionnaire Do's and Don'ts

- Avoid negatives Avoid hypotheticals
- Avoid words that could be misheard
- Use response bands
- Use mutually exclusive categories
- Allow for “other” in fixed response questions

- Ensure questions are free of bias
- Make questions simple Make questions specific Avoid jargon
- Avoid sophisticated words
- Avoid ambiguous words

Question Types—Dichotomous

In arranging this trip, did you contact Iraqi Airways?

Yes \leq No

Question Types—Multiple Choice

With whom are you traveling on this trip?

No one

Spouse

Spouse and children

Children only

Business associates/friends/relatives

An organized tour group

Question Types—Likert Scale

Indicate your level of agreement with the following statement: Small airlines generally give better service than large ones.

Strongly disagree

Disagree

Neither agree nor disagree

Agree

Strongly agree



Question Types—Semantic Differential

Iraqi Airlines	
LargeSmall
ExperiencedInexperienced
ModernOld-fashioned

Question Types—Importance Scale

Airline food service is _____ to me.

Extremely important

Very important

Somewhat important

Not very important

Not at all important

Question Types—Rating Scale

Iraqi Airlines' food service is

Excellent

Very good

Good

Fair

Poor

Question Types— Intention to Buy Scale

How likely are you to purchase tickets on Iraqi Airlines if in-flight Internet access were available?

Definitely buy

Probably buy

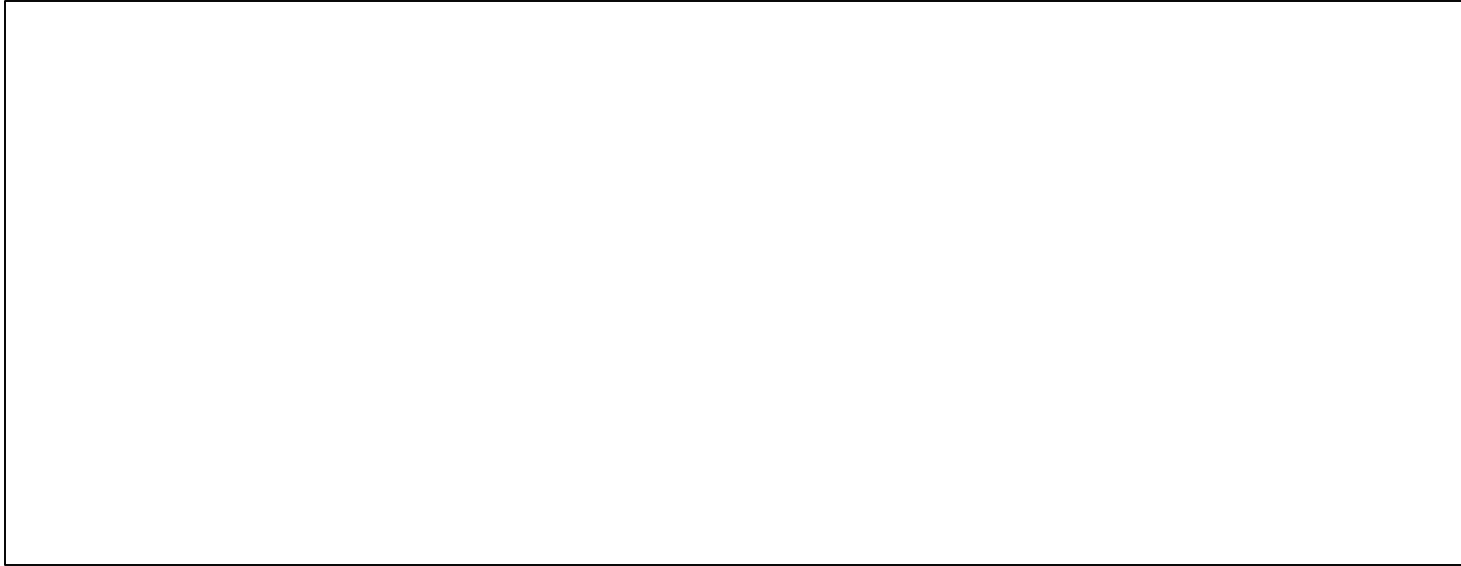
Not sure

Probably not buy

Definitely not buy

Question Types—Completely Unstructured

What is your opinion of Iraqi Airlines?

A large, empty rectangular box with a thin black border, intended for a user to provide an unstructured response to the question above.

Question Types—Word Association

What is the first word that comes to your mind when you hear the following?

Airline _____

Iraqi _____

Travel _____

Question Types— Sentence Completion

When I choose an airline, the most important consideration in my decision is:

Question Types—Story Completion

“I flew Iraqi a few days ago. I noticed that the exterior and interior of the plane had very bright colors. This aroused in me the following thoughts and feelings.” Now complete the story.

Question Types—Picture (Empty Balloons)



Question Types—Thematic Apperception Test



Make up a story that reflects what you think is happening in this picture.

Qualitative Measures



Word Association

Projective Techniques

Visualization Brand

Personification

Laddering

Technological Devices



Galvanometers

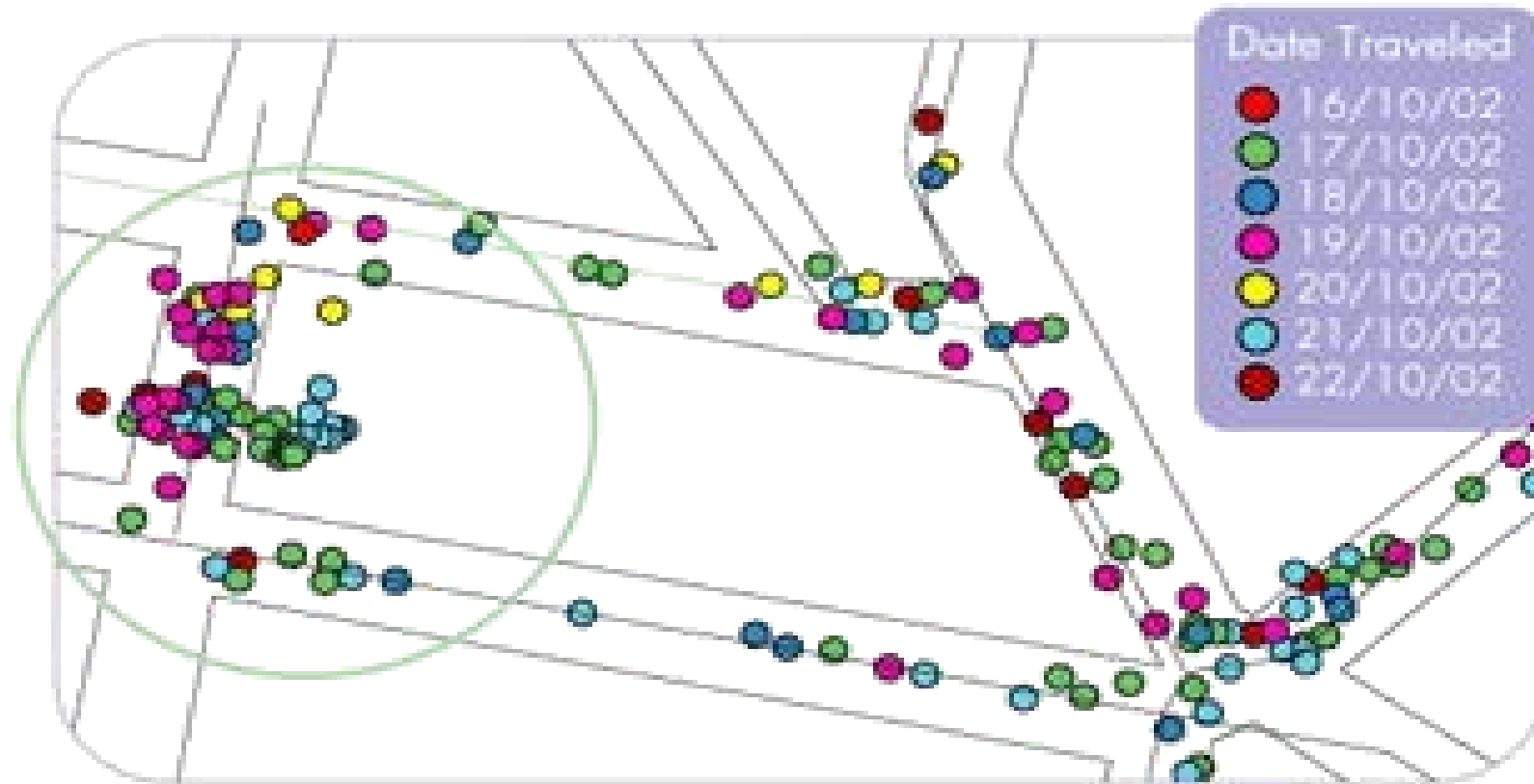
Tachistoscope

Eye cameras

Audiometers

GPS

Nielsen Outdoor Leverages GPS to Track Billboard Reach



Sampling Plan

- Sampling unit: Who is to be surveyed?
- Sample size: How many people should be surveyed?
- Sampling procedure: How should the respondents be chosen?

Types of Samples

Probability Samples

- Simple random
- Stratified random
- Cluster

Nonprobability Samples

- Convenience
- Judgment
- Quota

Assignment

Create a questionnaire include ten-question to measure customer satisfaction at a famous restaurant.



Thank you
Q & A