

# Marketing Research

- The systematic design, collection, analysis and reporting of data relevant to a specific marketing situation facing an organization
- Carried out via:
  - R & D Depts
  - Promoting projects associated with firms
  - Internet
  - Rivals
  - Tap into market partner expertise
- Research Problem = Research Question
- Basic Research:
  - To improve knowledge grade - Factual
- Applied Research:
  - Research Question becomes problem statement
  - To resolve a problem - Critical Thinking involved
- Process of conducting the research remains same

## Step 1: Defining The Problem

- ① Do not define the problem too broadly or too narrowly for the researcher
- Some research is exploratory - purpose is to shed light on the real nature of the problem and suggest possible solutions or new ideas to the problem
  - // descriptive - seeks to quantify demand e.g: how many people would purchase a drink for \$25
  - // causal - To test cause-and-effect relationship
  - specify decision alternatives
  - State research objectives

## Step 2: Develop Research Plan

- Data Sources:
  - Primary Data - Freshly / raw gathered data specific purpose
  - Secondary Data - Data collected for another purpose and exists somewhere
- Any combination of the sources can be used
- Initially secondary data is used to see if it partly/wholly resolves the problem before going to primary data
- When the needed data don't exist or are dated, inaccurate, incomplete, unreliable, primary data needs to be collected
- Research Approaches:
  - Primary data is collected through observation, focus groups, surveys, behavioral data, and experiments

→ Observational Research: - Exploratory research

- Data collected by observing relevant actors and settings unobtrusively as the products are shopped or consumed
- Ethnographic research involves sending trained observers to watch and interact with consumers in their 'natural environment. Anthropologists, psychologists + other social-science disciplines

→ Focus Group Research:

- Gathering of 6-10 people carefully selected by researchers based on demographic, psychographic and other considerations
- Brought together to discuss various topics of interest at length
- Focus groups usually smaller in size to allow in-depth discussions

→ Survey Research: - Descriptive Research

- Surveys taken to assess people's knowledge, beliefs, preferences, and satisfaction, and to measure these magnitudes in general population
- keeping a survey short & simple and contacting customers no more than once a month allow pulling people into data collection
- Offering incentives also allow consumers to respond

→ Behavioral Research:

- Actual Purchases reflect consumers' preferences and often are more reliable than statements they offer

→ Experimental Research: - causal info

- Designed to capture cause-and-effect relationships by eliminating competing explanations of observed findings
- Experiments call for selecting matched groups of subjects, subjecting them to different treatments, controlling extraneous variables, and checking whether observed response differences are statistically significant