1. **Executive Summary (suggested 250 words)**

Briefly recap research background, objectives, methodology, key findings, and recommendations

Example

- Research background: Paula's Choice is a well-known skincare brand with a reputation for science-backed products.

- Objectives: to assess current customer perceptions and preferences regarding Paula's Choice products

- Methodology: Conducted a mixed-method research approach, including online surveys and in-depth interviews.

- Key findings: Over 80% of surveyed customers expressed satisfaction with Paula's Choice products, particularly citing the brand's focus on science and ingredient transparency

- Recommendations Eco-Friendly Initiatives: Paula's Choice should consider incorporating sustainable packaging and eco-friendly ingredients to meet the growing demand for environmentally conscious products.
    + Personalization: Develop a personalized skin care recommendation tool on the website or app to cater to individual customer needs and preferences.

2. **Recap of Assignment 1 content**

● Business situation brief

● Backgrounds of the client company and of the research

- The company's website - Check the "About Us", "Company History", and "Leadership" sections for overview, values, major products/services, operations footprint, financial highlights, etc.
- Annual reports - These provide very detailed business overviews, organisational profiles, financial data, risk factors, and operational details.
- Market research reports

● Research problem statement
● Research objectives and questions
● Proposed research approach.

Example

Research objectives	Detailed questions
1. To evaluate consumer demand for natural skincare products (Step 1 - Environmental Scanning & Analysis)	- How important is using natural skincare products to you? - Have you increased your use of natural skincare products over the past 2 years? If so, what drove this change?
2. To assess consumer perceptions of natural skincare products (Step 2 - Positioning)	- When purchasing skincare, do you actively seek out natural products? Why or why not? - How much more would you be willing to pay for a natural skincare product versus a conventional product? - How do you define a skincare product

	as "natural"? What specific ingredients do you look for?
3. To identify effective promotional strategies (Step 3 - Marketing Mix)	- On what channel do you often purchase? - Have you ever felt excited when you saw a promotion/campaign of a cosmetic brand? If so, name the brand and its campaign? - What role do influencers play in driving your trial and sales?

3. Research Design

a. Data collection methods (eg. online surveys, telephone interviews, or focus group discussions,...)

- Nature of research problem: exploratory, descriptive, causal research

Nature of research problem	Exploratory design	Conclusive design	
		Descriptive research	Causal research
Objective	To discover ideas and insights	To describe market characteristics or functions	To determine cause and effect relationships
Example	What are the key customer pain points when using our product?	What percentage of customers rank price as the most important	How does an increase in advertising spending influence sales

	In what ways can we improve the customer experience?	factor in purchasing our product?	revenue? What is the impact of our loyalty program on customer retention rates?

- Types of data: qualitative or quantitative approach

Types of data	Qualitative	Quantitative
Purpose	To discover new ideas & perceptions	To test hypotheses
Example	To understand the customers' perception of "premium"	To measure customer satisfaction with online banking services

- Sources of data: secondary data or primary data

Source of data	Secondary	Primary
Definition	Somebody already collected the data to be used	The researchers will need to collect empirical data
Example	The population of Vietnam is published on the government's website. Businesses can use this available information.	The brand creates surveys to research on their target customer segments.

Common sources of data	External: Government and non-government institutions or offices, market research agencies, newspapers and magazines, etc. Internal: Company records and documents such as sales records, customer service record	The researchers will need to collect data by themselves using data collection methods appropriate for the research objective

b. Sampling methods

- Target population - The entire group of subjects that the research aims to study.
- Sample size - The number of subjects chosen from the target population.
- Sampling errors and any remedies

Example

A beverage company is launching a new energy drink aimed at teenagers. The marketing team wants to better understand this target audience's attitudes, interests, emotions and values to position the brand effectively.

Data Collection Methods:
- Focus groups - Interactive discussions can provide nuanced qualitative insights into teen attitudes, feelings, interests etc.
- Online surveys - High reach, scalable way to gather quantitative data on consumer preferences.

Sampling Approach:
- Target population: Teenagers aged 13-19 in 2 major cities of Vietnam (HN and HCM cities)

- Sample size: Four focus groups with 6-8 participants each for qualitative data. Online survey of 500 teens for quantitative data. <u>Note</u>: A sample size of 500 is generally considered large enough to yield statistically significant results for many research questions. It allows you to draw meaningful conclusions about the target population (in this case, teens)
- Sampling frame: Recruit teens from malls, schools, community centres in the test markets for focus groups.
- Sampling method: Judgement sampling for quality focus group recruiting. Representative random sampling for the survey.

Potential errors may include sampling bias, nonresponse bias, or measurement error. For each potential error, explain the remedies or strategies you've put in place to minimise its impact.
- Sampling bias: Discuss the potential for bias in your sampling and how you plan to mitigate it (e.g., through random sampling).
- Nonresponse bias: Explain how you intend to handle nonresponse and encourage participation (e.g., follow-up surveys).
- Measurement error: Describe steps to ensure the accuracy and reliability of measurements (e.g., pilot testing of surveys).

4. **Analysis and Findings**

a. Quantitative Analysis
- Descriptive statistics of survey respondents (eg. age, gender breakdown, etc)
- Statistical tests/models used
- Results of hypothesis testing
- Key relationships between variables

b. Qualitative Analysis
- Identify main themes
- Illustrative participant quotes

Quantitative findings

- **Explain statistical tests** - Briefly explain which tests were conducted and why before presenting the results.
- **Use tables and graphs** - Present important numbers, percentages, correlations etc. in easy-to-digest tables, charts, and graphs.
- **Interpret results** - Do not just report numbers. Explain what the results mean in context of the research questions.

Qualitative findings

- **Organise findings by key themes** - Categorise major topics and patterns that emerged from the data into thematic groups. Provide a descriptive name for each theme.
- **Provide representative quotes** - Choose vivid, compelling quotes from research participants that illustrate the essence of each theme. Contextualise the quotes and explain their significance.
- **Link to research questions** - Explain how themes relate to the original research questions and objectives.

c. Findings = Key takeaways
- Summary of major findings and insights
- Link key findings to research questions

- Look for findings that directly address and support your main research questions or hypotheses, have practical implications
- Determine which findings are most frequently referenced and emphasised in the analysis sections. This indicates their prominence in supporting the arguments.
- Pull out surprising or unexpected findings that add novelty or value for the audience. These tend to be interesting takeaways.

Example

1. Quantitative Analysis and Findings

- Descriptive statistics of the survey respondents (n=300) showed a broad distribution of age ranges and roughly equal gender split.

- Factor analysis on the brand attitude questions identified three underlying factors - quality, value, and brand personality - which explained 65% of the variance.

- Multiple regression results showed the quality and value factors had significant positive effects on purchase intent ($p<0.05$), while brand personality did not. The model explained 42% of variance in purchase intent ($R2=.42$, $F(3, 296)=74.21$, $p<0.001$).

- An independent sample t-test found customers who were loyalty program members (n=130) rated value perceptions 0.62 points higher on average than non-members (n=170) ($t(298)=-4.11$, $p<0.001$).

2. Qualitative Analysis and Findings:

- 12 interviews with customers were coded in NVivo. Major themes were product quality, brand trust, and emotional attachment.

- Product quality was frequently mentioned as a key driver, exemplified by this quote: "Their products are really well-made and durable, which I appreciate."

- Brand trust emerged as an important factor, typified by: "I'm loyal to their brand because they've been consistent over the years."

- Emotional attachment was mainly evident among long-time customers, like: "I have a personal nostalgia for this brand since I grew up with it."

5. Recommendations

- Link recommendations directly to the key findings and insights from your data analysis.

- Tailor and prioritise recommendations based on which findings have the biggest potential impact or are most relevant to the client's key objectives.

- Focus on actionable strategies and specific tactics the client can implement.

- Address potential implementation considerations like costs, resources, timeframes, roles/responsibilities, risks etc.