

AD504 RESEARCH METHODOLOGY

Ch3: The Research Process and Problem Formulation

Instructor: Z. Bilgen Susanki, PhD

Department of Management

Boğaziçi University

Fall 2023




1

Chapter Questions

Q1: What is the difference between a program strategy and a project strategy to research?

Q2: How does the research process unfold? What are the steps and how are they interrelated?

Q3: What is the first stage in the research process: problem formulation?

Q4: What does a research proposal look like and how do I choose among research suppliers?

2



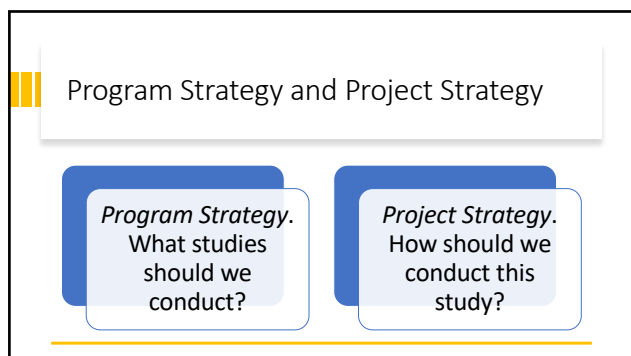
Program Strategy and Project Strategy

- Market research is used for a variety of reasons by different companies.
- A **program strategy** determines what types of studies the firm should conduct and for what purposes
- A **project strategy** set forth how a study should be conducted

Despite the uniqueness of every marketing research problem, there is a sequence of steps to be followed, called the **research process**.

3

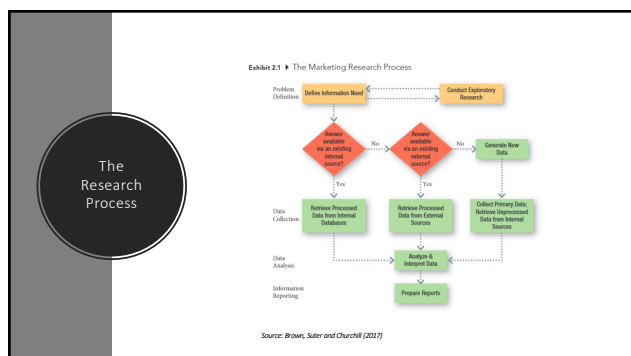
1



4



5



6

Marketing Research – Sequence of Steps

1. Formulate the Problem

Specifying the goals of the research projects

Each Project should have at least one clear objective

The next step in the process should not be taken until this step is completed

7

Questions to ask in problem formulation

- What is the purpose of the study?
- Is additional background information necessary?
- What is the source of the problem?
- Is the research discovery- or strategy-oriented?
- What information is needed to make the decision?
- How much is already known?
- Can a hypothesis be formulated?


8

Marketing Research – Sequence of Steps

2. Determine the Research Design



A study's information sources and research design are interconnected.



If there is little information about the phenomenon under investigation → **exploratory research**



If the problem is precisely defined → **descriptive or causal research**

Based on secondary data, interviewing knowledgeable people, focus groups

Flexible

Not flexible

Data collection and sample design should be specified for precise results



9

Marketing Research – Sequence of Steps 3.Design the Data Collection and Forms

When the information needed is not readily available → primary data

- How? By observation or questionnaire?
- Should the responses in the questionnaire be structured or open ended?
- Should the study's objectives be shared with the respondents or not?

10

Questions for data collection (1/3)

Can existing data be retrieved from internal sources?

Can existing data be retrieved from external sources?

What is to be measured? How?

What is the source of the data to be collected?

Can observation techniques be used to gather data?

How should observations be taken?

Can objective answers be obtained by asking people?

How should people be questioned?

11

Questions for data collection (2/3)




- How should questionnaires be administered?
- Should structured or unstructured items be used?
- Should the purpose of the study be made known?
- What specific behaviors should be recorded?
- What criteria define the population?
- Is a list of population elements available?
- Is a probability sample desirable?
- How large should the sample be?

12

Questions for data collection (3/3)



WHO WILL GATHER THE DATA?



HOW LONG WILL THE DATA GATHERING TAKE?

13

Marketing Research – Sequence of Steps
4.Design the Data-Collection Method & Forms

In designing the sample, the researcher must specify:

1. The sampling frame: the list of population elements from which the sample will be drawn.
2. The sample selection process: specification of whether it will be a probability or nonprobability sample etc.
3. The size of the sample: the number of observations to be included in the sample

14

Marketing Research – Sequence of Steps
5. Analyze and Interpret the Data

Editing of data collection forms: Scanning and checking for completeness

Coding: assigning numbers to responses

Tabulation: arranging the data into tables

15

Questions to ask



16

Marketing Research – Sequence of Steps 6. Prepare the Research Report



Report to be submitted to management to summarize the findings



Clarity



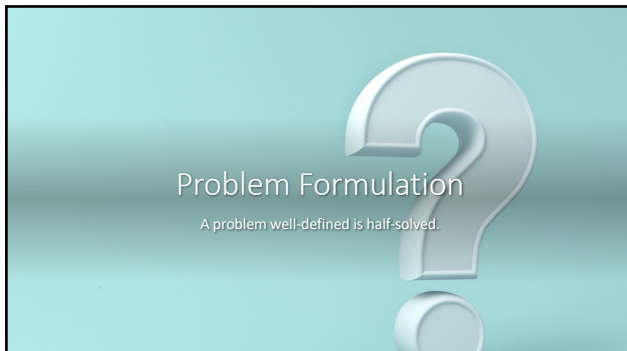
Accuracy

17

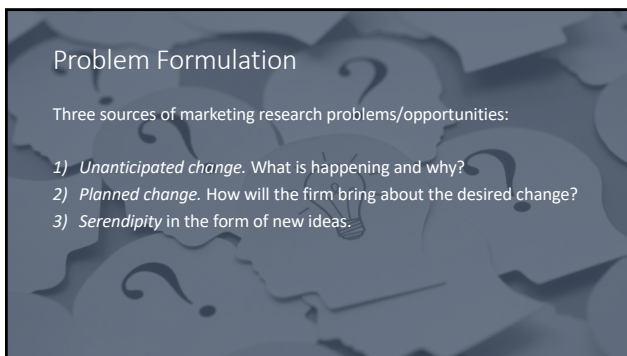
Final questions to ask...



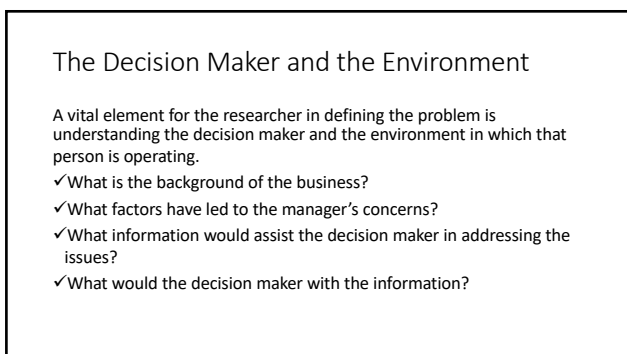
18



19



20



21

The Decision Maker and the Environment Alternative Courses of Action

A successful research design can only be achieved when alternative courses of action are known.

The options given to the researcher by the decision maker, and the researcher must determine whether that list exhausts the possibilities.

22

The Decision Maker and the Environment Objectives of the Decision Maker

- Clarification of the decision maker's specific goals
- Vague demands by the decision maker must be translated into operational objectives for the research

23

The Decision Maker and the Environment Consequences of Alternative Courses of Action

Much of marketing research tries to answer questions such as:

- How will sales change if there is a change in packaging?
- Which ad is likely to bring in the most favorable customer response?
- What happens to sales representatives' performance if we change their compensation plan?

24

Translating Decision Problem to Research Problem

Decision Problem:
Wear your marketing manager hat

Research Problem:
Wear your marketing researcher hat.

25

Relating Decision Problems and Research Problems

Decision Problems

1. Develop a package for a new product
2. Raise sales by opening new stores
3. Increase repeat purchasing behavior
4. Introduce a new product
5. Expand into new countries

Research Problems

1. Evaluate alternative package designs
2. Evaluate potential locations
3. Assess current level of repeat purchasing
4. Design a test market for assessment
5. Evaluate market potential

26

The Research Proposal

- Following a clear understanding of the purpose and scope of the research, the researchers decide on the method of conducting the study (should be communicated to the manager)
- Research proposals can be long and detailed or short and concise.

27

Figure3.3. Parts of a Research Proposal



28

Is Marketing Research Justified?



Several benefits of conducting marketing research as well as pitfalls



Research costs > Research benefits
?

29

An alternative question

Will you have any budget to spend in the future if you do not understand your customers?

30
