

Marketing research: process, reliability and validity



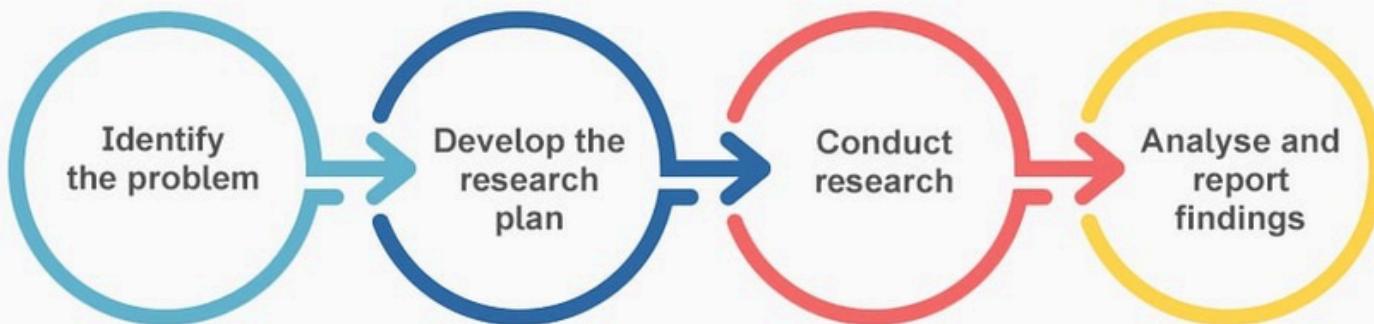
Question

1. Explain why it's important to carefully define the problem or opportunity a marketing research study is designed to investigate.

answer

Precise formulation of the research task helps to focus the research: what data to collect, whom to interview, and what methods to use.

Market Research Process



Question

2. Describe the different types of problems that can occur when marketing research professionals develop questions for surveys.

answer

- Double-barreled questions
- leading questions
- Unclear / ambiguous questions questions for surveys.
- Questions that suggest something
- Negative questions / double negation
- The questions are too general



Question

3. How does a probability sample differ from a nonprobability sample?

Answer

Probabilistic sampling

This is when each person (or object) from the entire group has an equal and known chance to get into the study.

Example: we pull random names from a list of clients using a random number generator.
Plus: the results can be generalized to the whole group, they are more accurate and more "honest".



Answer

An unpabilistic sample

This is when people are chosen not by chance, but by convenience or accessibility.

Example: we interviewed only those who were in the store today, because they are easy to find.

Plus: fast and cheap, minus: the results may not reflect the opinion of the entire group.



Question

4. What makes a marketing research study valid? What makes a marketing research study reliable?

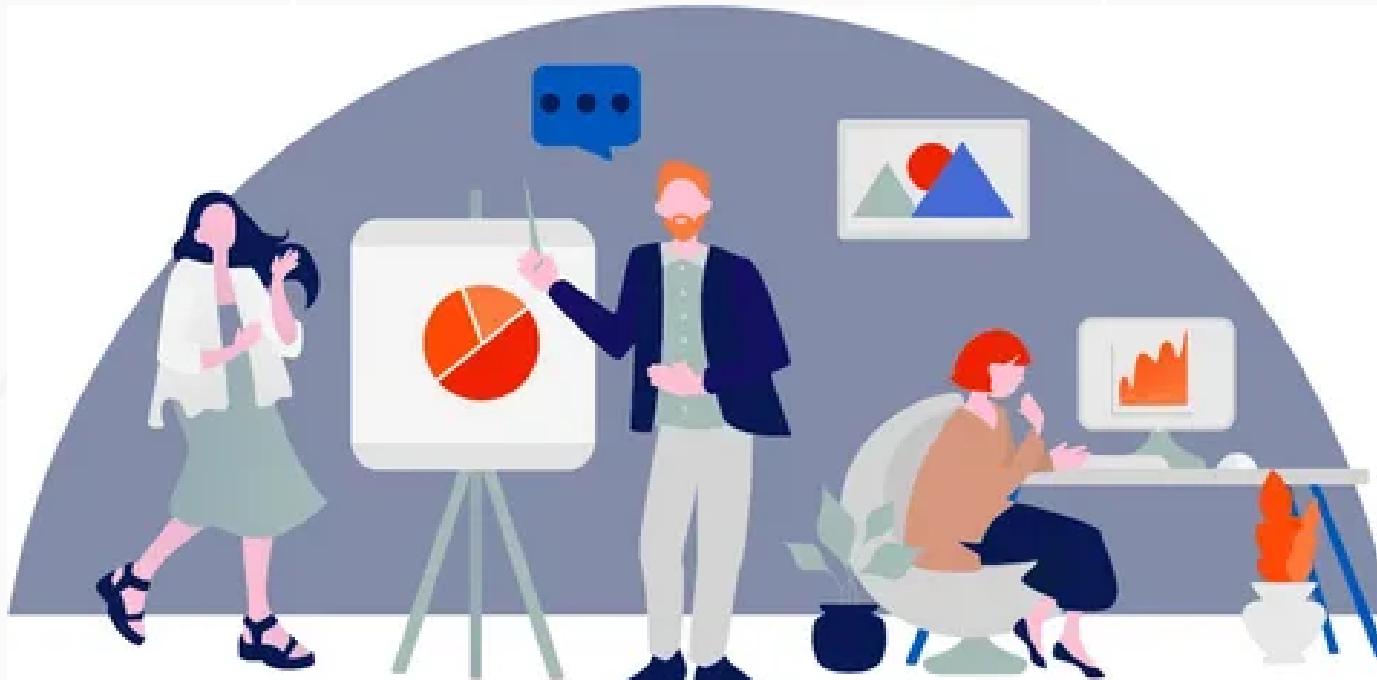
Answer

Reliability

It's about the stability of the results.

If you conduct the same study twice with the same people and in similar conditions, the results should be almost the same.

Example: if a person answers the same question twice, they should choose approximately the same option.



Answer

Validity

It's about measuring correctly.

Research should really measure what you want to know.

Example: if you want to find out if people like your product, the question should be about that, and not about something indirect (for example, how much money they spend in the store).



Thank you for your
attention



