

The Marketing Research Process



CHAPTER TWO

Chapter Objectives



1. State the steps in the marketing research process and the importance of determining the research question
2. Explain the different sources of primary and secondary information and research approaches
3. Explore different marketing research methods available to use
4. Explain how research is conducted and data analyzed and reported

Marketing Research Step 1



- **Determine the research question**
 - Most important step in process
 - What do we need to know that we don't know now?

Marketing Research Step 2



- **Decide on source of information**
 - Internal or external
 - Where will we find the answer

Marketing Research Step 3



- **Choose the research approach**
 - Will decide on the question
 - Are we looking for facts or ideas?

Marketing Research Step 4



- **Design the research method**
 - More than one may be needed
 - What kind of tools should we use?

Marketing Research Step 5



- **Conduct the research**
 - When the data is gathered
 - When, where and who will conduct the

Marketing Research Step 6



- **Analyze the findings**
 - Using computer software for quantitative data
 - Do we know what the answers tell us?

Marketing Research Step 7



- **Present findings**
 - Both oral and written
 - What actions should we take now?

Quantitative vs. Qualitative



- **Quantitative Descriptive Research**
 - Use when details and numbers are needed
 - Example: Research on customer demographics or purchase frequency
- **Qualitative Exploratory Research**
 - Use when seeking insights, opinions and ideas
 - Example: Research on satisfaction or new service ideas

Research Methodologies



- **Surveys:** Same set of predetermined questions
- **Focus Groups:** Group dynamics used
- **Interviews:** One to one in-depth discussion
- **Intercept Interviews:** Quick person on the street
- **Projective Techniques:** Creative means
- **Observation:** Watching behavior and action

Decisions for Conducting Research



- **Where**
 - Location, furnishings, supplies, refreshments, facilities
- **When**
 - Time of year, day of week, time of day, length of study
- **Who**
 - Employee, professional, board member, volunteer, student

Analyzing Quantitative Data



- **Validate the information collected**
- **Code any open-ended questions**
- **Enter the information into software**
- **Tabulate the responses**
- **Analyze the findings**

Analyzing Qualitative Data



- **Collect all relevant material**
- **Transcribe into written form**
- **Code**
- **Tabulate the responses**
- **Analyze the findings**

Contents of Research Report



- Why the research was conducted
- How the research was conducted
- What the research found
- What actions should be taken