



# CHAPTER 4

# MARKETING RESEARCH

Objectives:

After completing this chapter, student should be able to understand:

1. The role of marketing research
  2. The need of marketing research
  3. Management uses of marketing research
  4. Marketing research process
  5. Sources of information
  6. Planning primary data collection
  7. Status of marketing research
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# THE ROLE OF MARKETING RESEARCH

- Consist of all activities that enable an organization to obtain the information its need to make decision about:
  - Its environment
  - Marketing mix
  - Its present and potential customer

# WHAT IS MARKETING RESEARCH

The systematic design, collection, analysis, and reporting of relevant data to a specific marketing situation facing an organization.

```
graph LR; A([THE NEED OF MARKETING RESEARCH]) --> B([COMPETITIVE PRESSURE]); A --> C([EXPANDING MARKETS]); A --> D([COTS OF A MISTAKE]); A --> E([GROWING CUSTOMER EXPECTATIONS]);
```

THE NEED OF  
MARKETING  
RESEARCH

COMPETITIVE  
PRESSURE

EXPANDING  
MARKETS

COTS OF A  
MISTAKE

GROWING  
CUSTOMER  
EXPECTATIONS

# MANAGEMENT USES OF MARKETING RESEARCH

- Marketing research can help managers in term of:
  - Improves quality of decision making.
  - Helps managers trace problems.
  - Helps managers focus on the importance of keeping existing customers.
  - Assists them in better understanding the marketplace.
  - Alerts them to marketplace trends.

# MARKETING RESEARCH PROCESS

PROBLEM  
DEFINITION



DEFINING  
RESEARCH  
OBJECTIVES



DEVELOPING  
RESEARCH PLAN



DATA COLLECTION  
& ANALYSIS



REPORT/FINDING  
PRESENTATION

```
graph TD; A[SOURCES OF INFORMATION] --> B[PRIMARY DATA]; A --> C[SECONDARY DATA];
```

PRIMARY DATA

Refer to information obtained firsthand by the researcher on the variables of interest for the specific purpose of study.

Example: interviews

questionnaires

observation

focus group

panel

SOURCES OF  
INFORMATION

SECONDARY DATA

Consists of information that already exists somewhere, having been collected for another purpose.

Example: company records

government publications

web sites

internet

# SECONDARY DATA

## ADVANTAGE

- Saves times and money if data has already been collected
- Easy to locate, especially with online searches

## DISADVANTAGE

- May not meet your specific needs
- Information may be dated
- Unfamiliarity with collection and analysis method

# PRIMARY DATA

## ADVANTAGE

- Updated information
- Meet your specific needs

## DISADVANTAGE

- Time consuming
- Costly



# STATUS OF MARKETING RESEARCH

- The following reason makes the less than universal acceptance of marketing research:
  - *Predicting behavior is inexact*
  - *Poor communication between research and manager*
  - *A project orientation to research*

# END OF CHAPTER 4

