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

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.



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



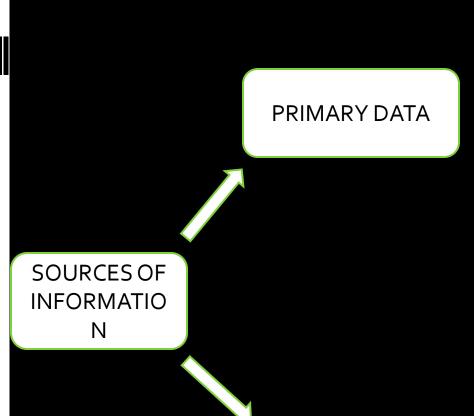
DEVELOPING RESEARCH PLAN



DATA COLLECTION & ANALYSIS



REPORT/FINDING PRESENTATION



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

SECONDARY DATA

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

Example: company records

government publications

web sites

internet

SECONDARYDATA



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

PRIMARY DATA

ADVANTAGE

- Updated information
- Meet your specific needs

DISADVANTAGE

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

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

