**Research problem definition**

* thematically and in terms of content, it defines the area that is the subject of research
* precise determination of the reasons why the research should be carried out

*The main problem is the decline in soft drink sales in winter.*

*The main problem is our ignorance of the new market and ignorance of how to get to this market.*

*The main problem is the ignorance of marketing activities that can be used on Facebook to address existing and potential customers.*

**Main objective**

* it must be precisely defined
* it contains a summary of all issues addressed by the research

*To find out how XY should communicate on Facebook to effectively reach both existing and new customers*

*The main goal is to identify the causes of the decline in sales of soft drinks in winter and to propose measures to improve the situation.*

**Partial objectives**

* The explain the main goal of the research.
* They can be divided into sub-areas according to topics, according to the method of data collection…
* They must cover all research areas.
* They are already specific.
* Questions for data collection (questionnaire) are compiled according to partial objectives.
* They usually start with the words: to find out, to map, to identify, to define, to determine.

*To find out how the company XY should communicate on Facebook in order to effectively reach both existing and new customers.*

*To find out which marketing communication Facebook users perceive positively and which negatively. (method of data collection = focus groups)*

*To identify what attributes the post that is successful has. (method of data collection = secondary data research)*

*To find out what the current rules are for Facebook posts with the best organic distribution. (method of data collection = secondary data research)*

*To find out how to properly target paid ads on Facebook (method of data collection = secondary data research)*

*To identify the competition that has a company page on Facebook (method of data collection = observation)*

*To map what types of posts competition adds and how successful they are. (method of data collection = observation)*

**Research questions**

* In a situation where hypotheses or combinations cannot be created.
* Questions should be:
  + appropriate to our work (bachelor's, diploma thesis, etc.)
  + which cannot be answered only "yes" or "no"
  + for which we can obtain a sufficient amount of relevant information

*What factors affect the satisfaction of our customers?*

*What type of posts is best distributed organically on Facebook?*

*What is the main factor influencing the decline in sales in 2021?*

**Hypotheses**

* Hypotheses are statements, they should be formulated as declarative sentences. They should not be confused with a research question (problem).
* Hypotheses express the relationship of at least two variables. This relationship between the two variables must be clearly and explicitly stated. It is appropriate to compare and verify the variables: differences (more, more often, stronger, higher, different), relationships (positive, negative connection, correlations) or consequences (the more… the more, if… then).
* It must be possible to test the hypothesis, confirm or refuse. Variables must be measurable or categorized (age: 16, 17, ..; gender: female, male; popularity - popularity rate on a scale; quality of life - quality of life indicators must be found).

differences:

*Second-year students prefer school rather than fifth-year students.*

*Group study contributes to increasing student performance.*

*Girls perform better in language tests than boys.*

relationships:

*There is a positive relationship between parents' education and a child's intelligence.*

consequences:

*As the teacher increases the number of students' praise, the more students learn.*

*The greater the cohesiveness of the group, the greater its influence on individual members.*

*Customer satisfaction is the consequence of the positive evaluation of the customer value attributes.*

*Customer loyalty measured by the willingness to recommend and to make a repeated purchase results from the customer satisfaction.*

Bad examples:

*The Czech daily press pays little attention to school issues.*

(We have to compare something. "Little" cannot be measured, the press – one? How would attention be defined? By number of articles, by their importance?)

*Good teachers use humour in the classroom.*

(This is a statement that needs to be reformulated into a hypothesis (expresses relationships): Teachers who use humour in the classroom achieve better learning outcomes than teachers who do not use humour.)

*There are more high school graduates than other graduates.*

(It is necessary to clearly and explicitly determine the relationship between the two variables, to find the appropriate wording! This may be the occupation of classrooms or the context of whether they are admitted to a university, it is the number of students admitted to the university that they do not study the same number => the default group is not the same.