

Marketing research process

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- 2.6 Research plan

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Marketing research process

Two main stages:

1. Preparation stage of marketing research

- everything needs to be planned in advance
- Does the MR bring the benefit?
- costs estimations (agencies prepare price proposals)
- BENEFITS > COSTS


2. Realization stage of marketing research

- MR realization according to the plan
- quality, time and finance as planned

Preparation stage of the MR

Research proposal

Process of marketing research



Problem definition
Research objectives

Problem definition

Why is information gathered?

- need of the research
- research problem definition and specification
- research definition – topic, content => research purpose and objectives
- basic variables for the MR

Research objectives

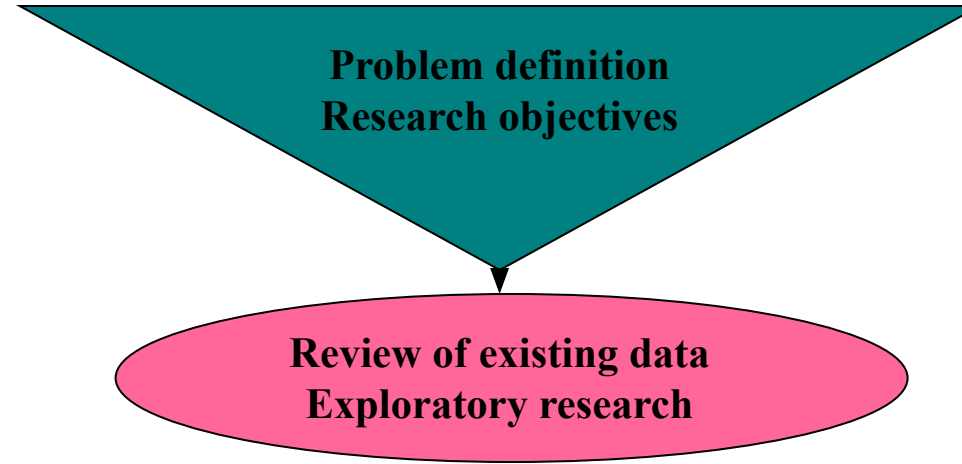
What information is needed?

Ways of stating research objectives:

- **Objectives** can be stated as tasks that we want to achieve by the research:
... To define To monitor To observe To identify
- **Research questions:**
What is the profile of the customers? How do customers evaluate services? What are customers' preferences?
- **Hypothesis:**
*The retail structure in the Czech Republic changed between 1990-2000.
Older people prefer a holiday in the Czech Republic due to Covid.
20 % of our customers are totally satisfied with the new product.*



Process of marketing research



Review of existing data/secondary research

What is already known?

Objectives:

- To obtain existing information, incl. theory
- To study the topic
- Pre-research, exploratory study – information needed for the primary research
- If the information is sufficient, we do not continue in the MR.



Review of existing data/secondary research

Advantages:

- cheap
- fast
- easy accessible thanks IT, the Internet
- might answer research questions
- help to prepare primary research

Disadvantages:

- general character
- may not meet the requirements of the company
- mostly obsolete
- everybody can have it – not a competitive advantage

Review of existing data/secondary research

Resources for external secondary data

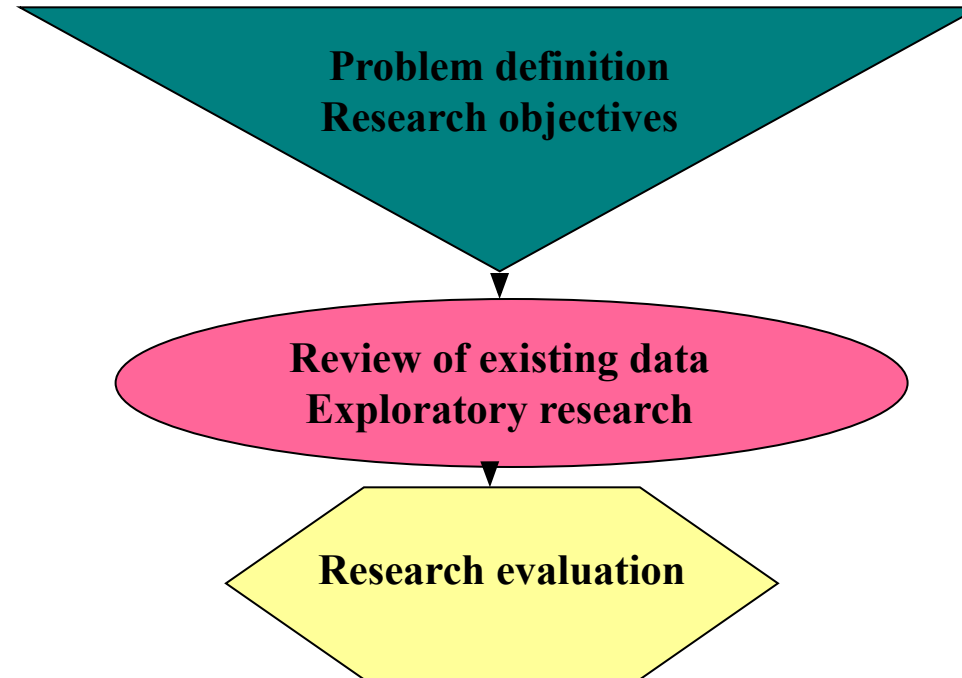
- statistical office
- newspapers
- magazines
- TV
- radio
- law, regulations
- EU regulations
- research reports
- web
- non-profit organizations
- national banks
- commercial banks
- associations
- annual reports
- business register

Review of existing data/secondary research

Resources for internal secondary data

- usually available in a company – less costly and demanding
- 1) **operative data:** accounting, company's evidence (sales), others (costs)
 - 2) **market intelligence:** personal contacts
 - 3) **further data:** previous research records

Process of marketing research

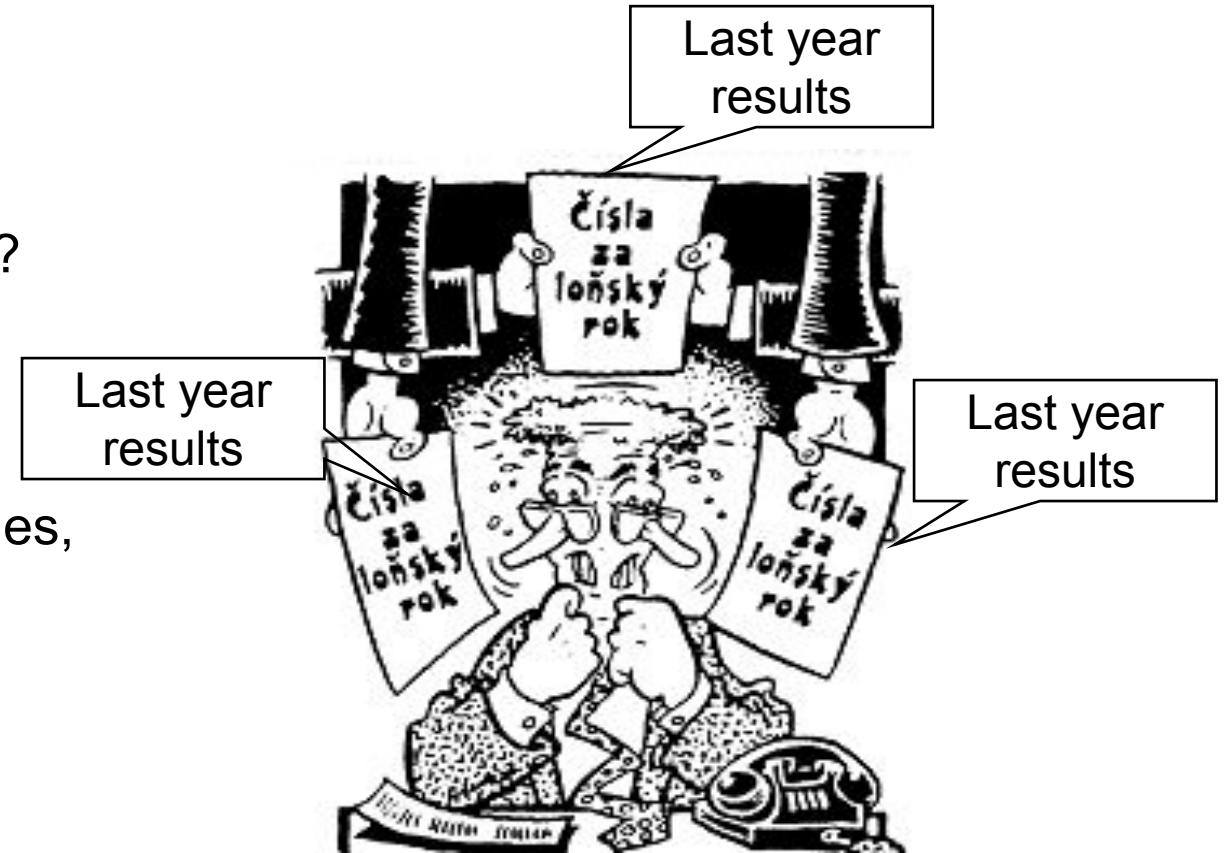


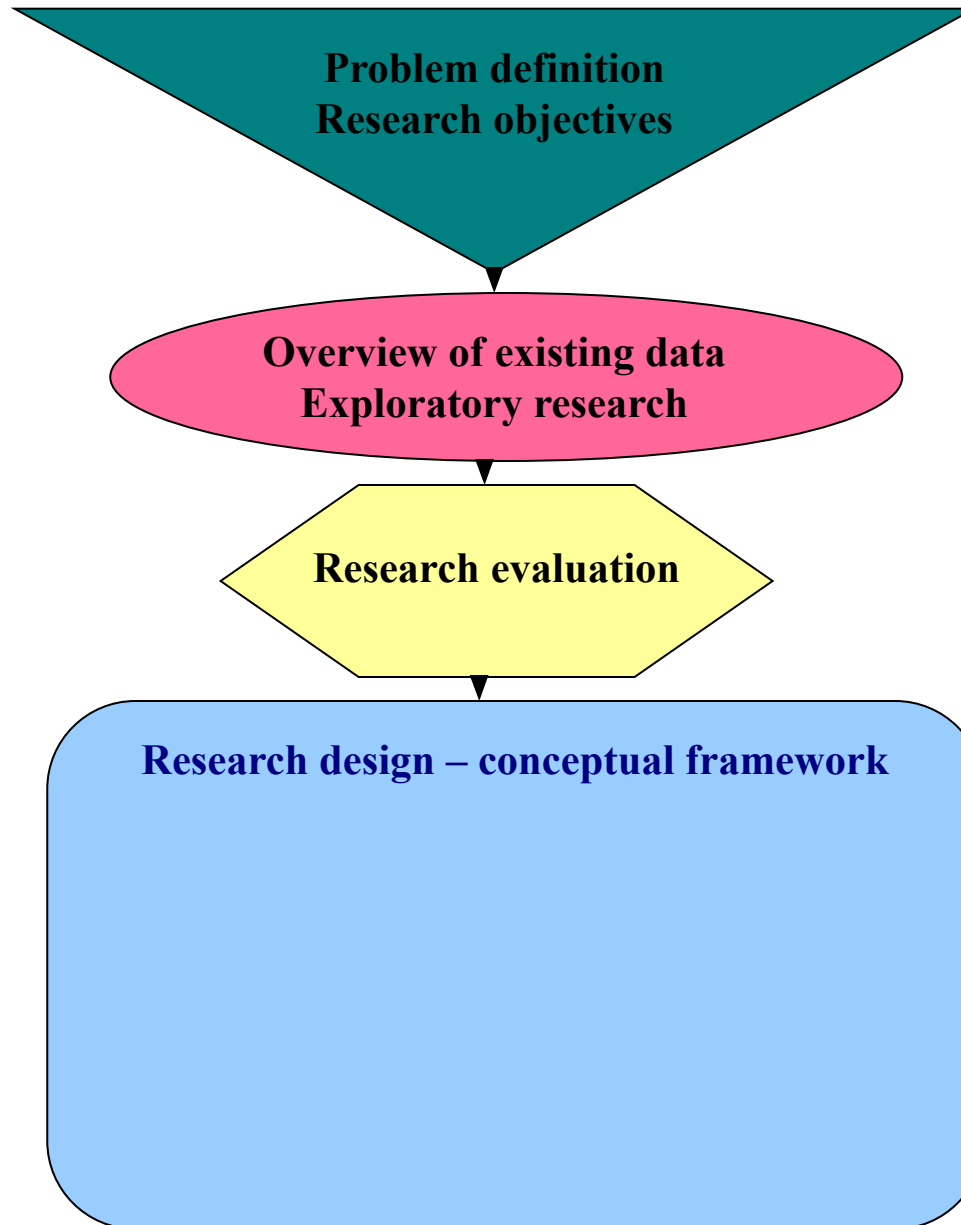
Research evaluation

Is it worth conducting the research?

Value analysis

- What a MR brings?
- Do the results help with strategic decisions?
- How much does it cost?
- On our own or external research agency?
- Request for a proposal from several agencies, comparison





Conceptual framework of research

How do we undertake the research?

The conceptual framework depends on:

- precise defined research problem and objectives
- previous knowledge of the topic and existing information
- term specification:

„Who is a customer?“

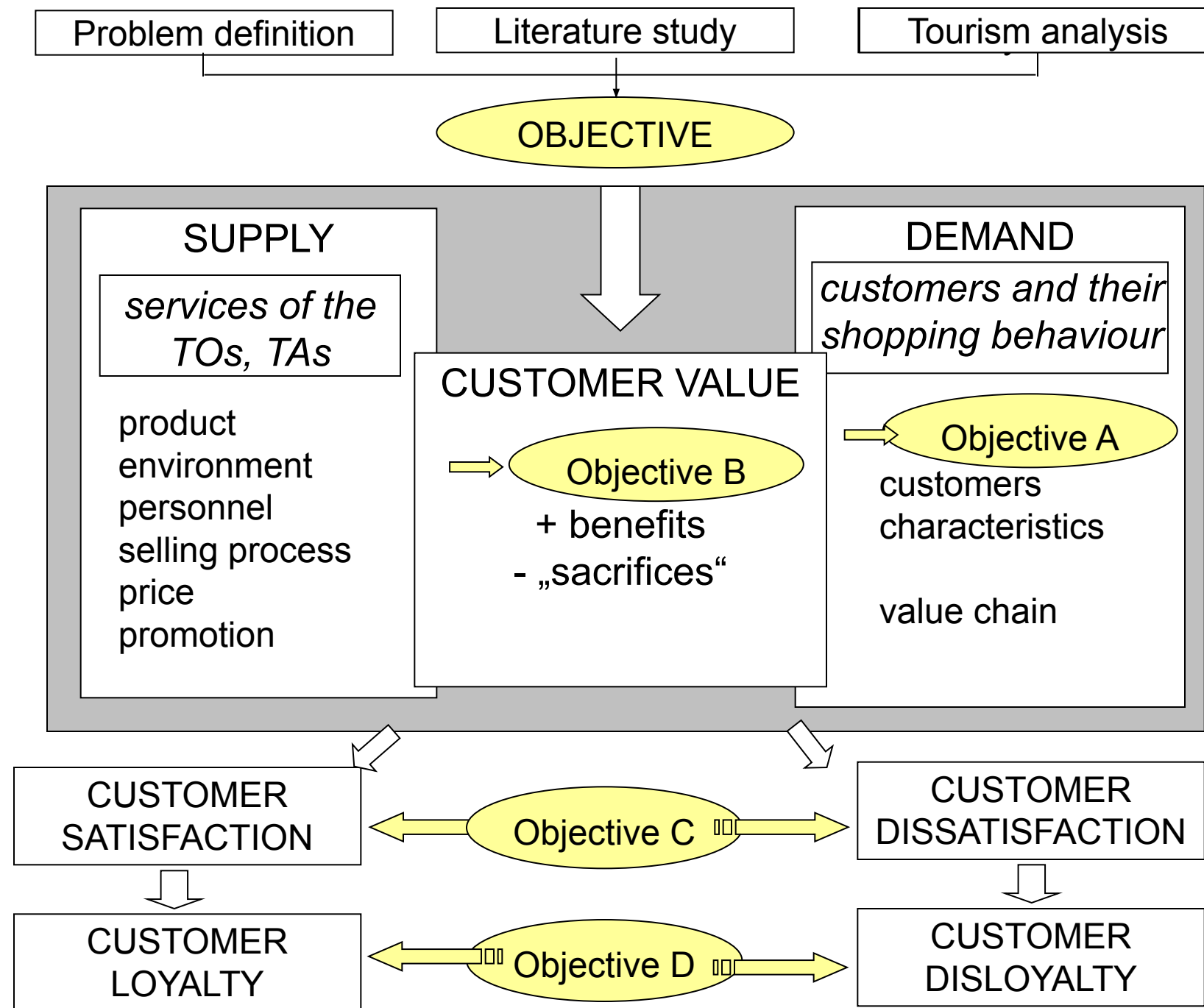
„What is meant by sports clothing (special clothing for a sport or casual wear)?“

Conceptual framework of research

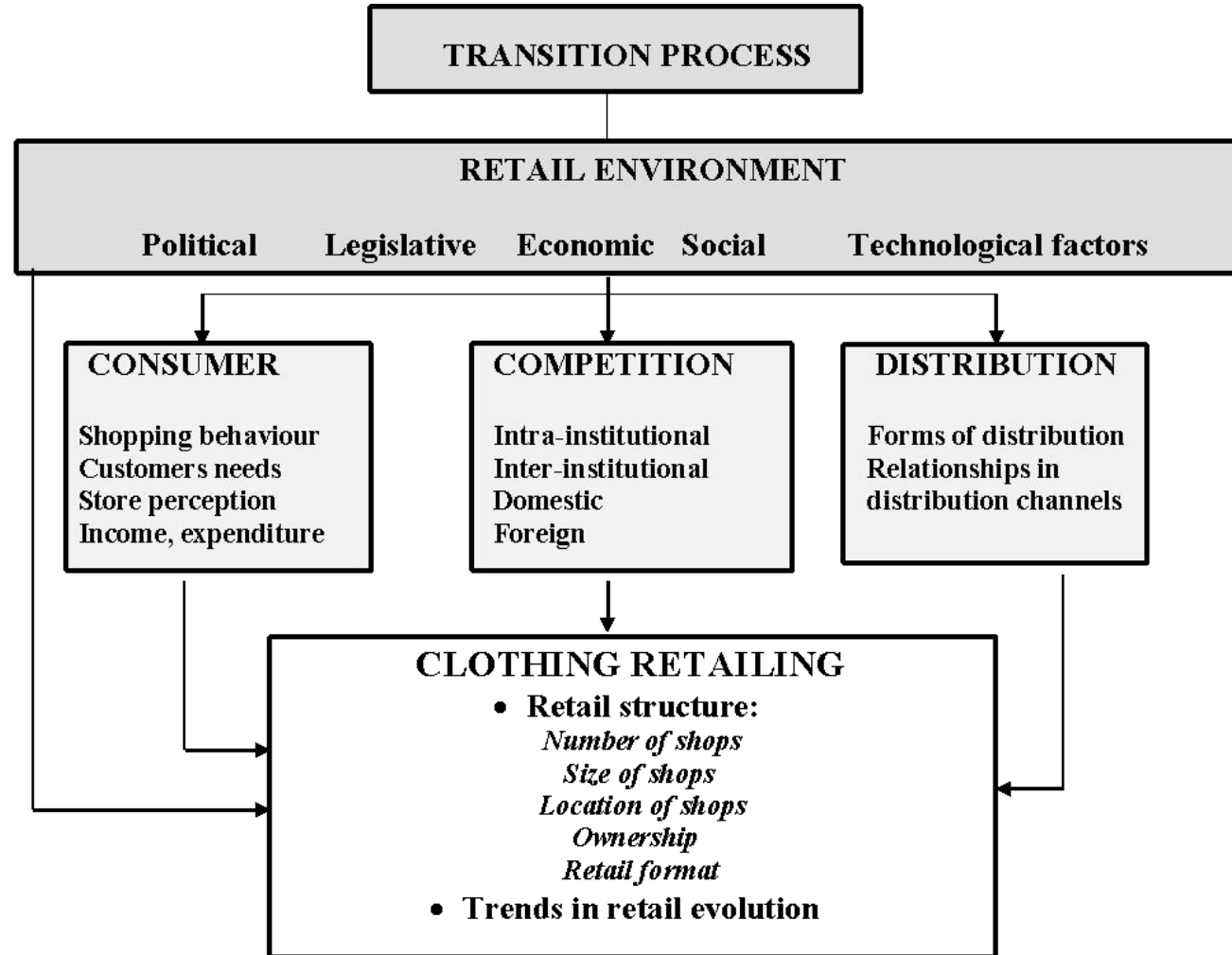
Purpose of the conceptual framework:

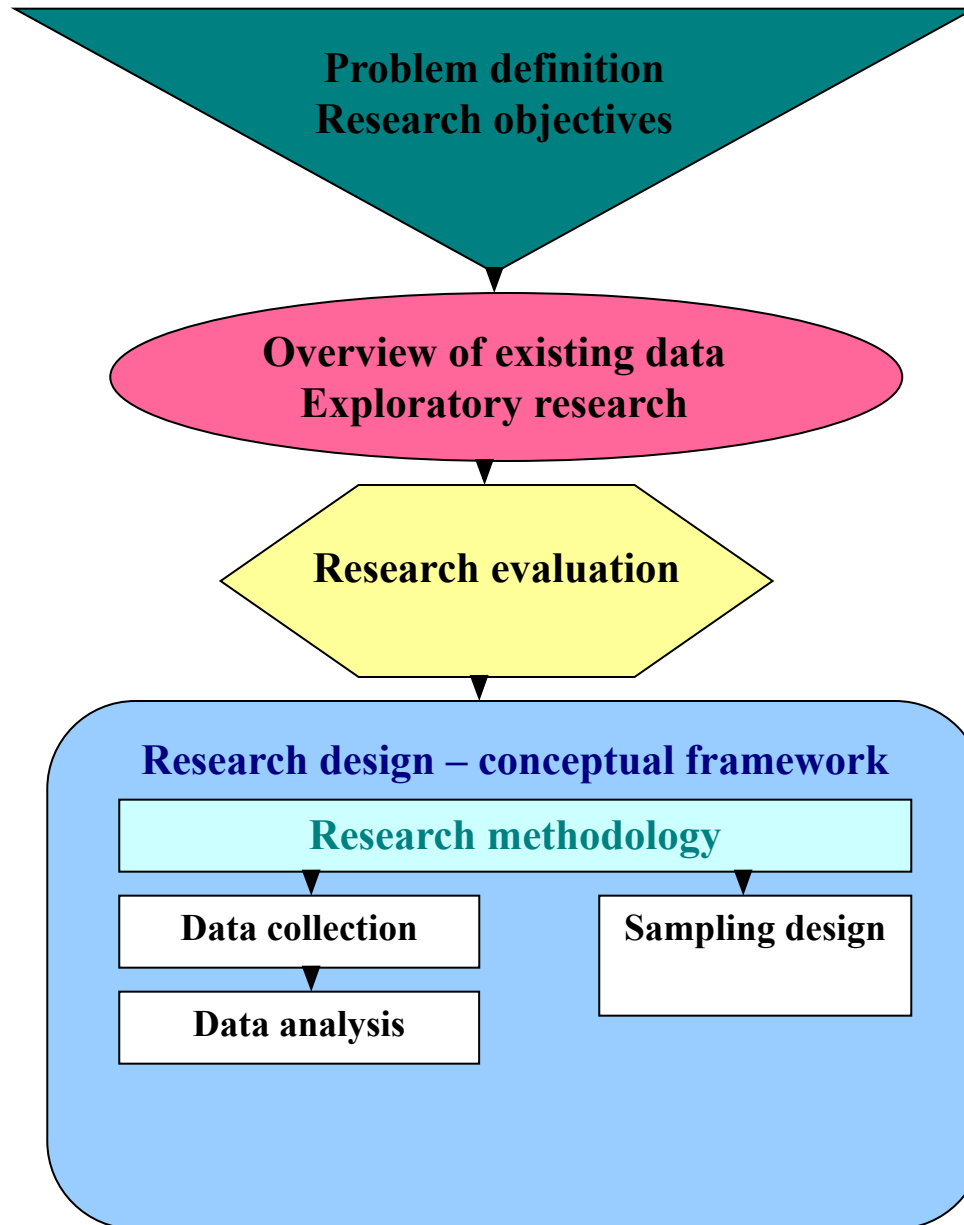
- to analyze and understand the topic (problem)
- to specify all related factors
- to state the main variables
- to state the measurement
- to design research methodology

Conceptual framework of the research on the customer value of the tourism enterprises



Conceptual framework of the research on the clothing retail development

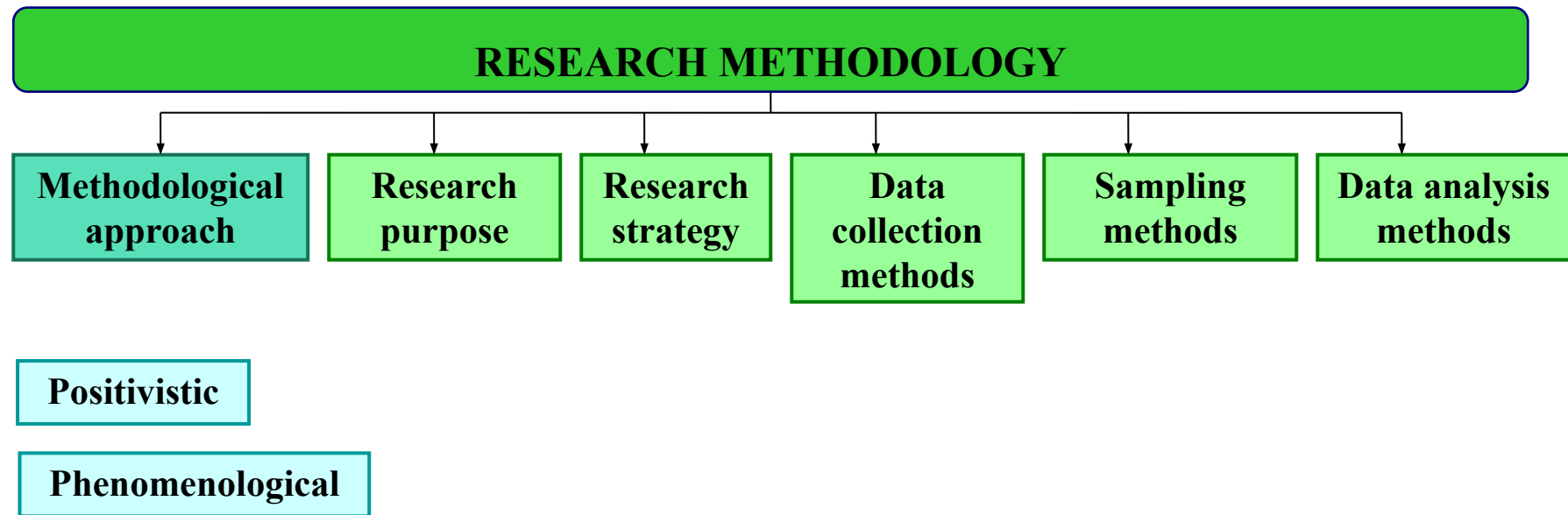




Research methodology

- Methods of data collection
 - Type of measurement, questions
 - Methods of sampling design
 - Methods of data analysis
- ⇒ to be set before research realization
- ⇒ part of the final report (diploma thesis)
- ⇒ We must be aware of the pros and cons of selected methods!

Methodological approach



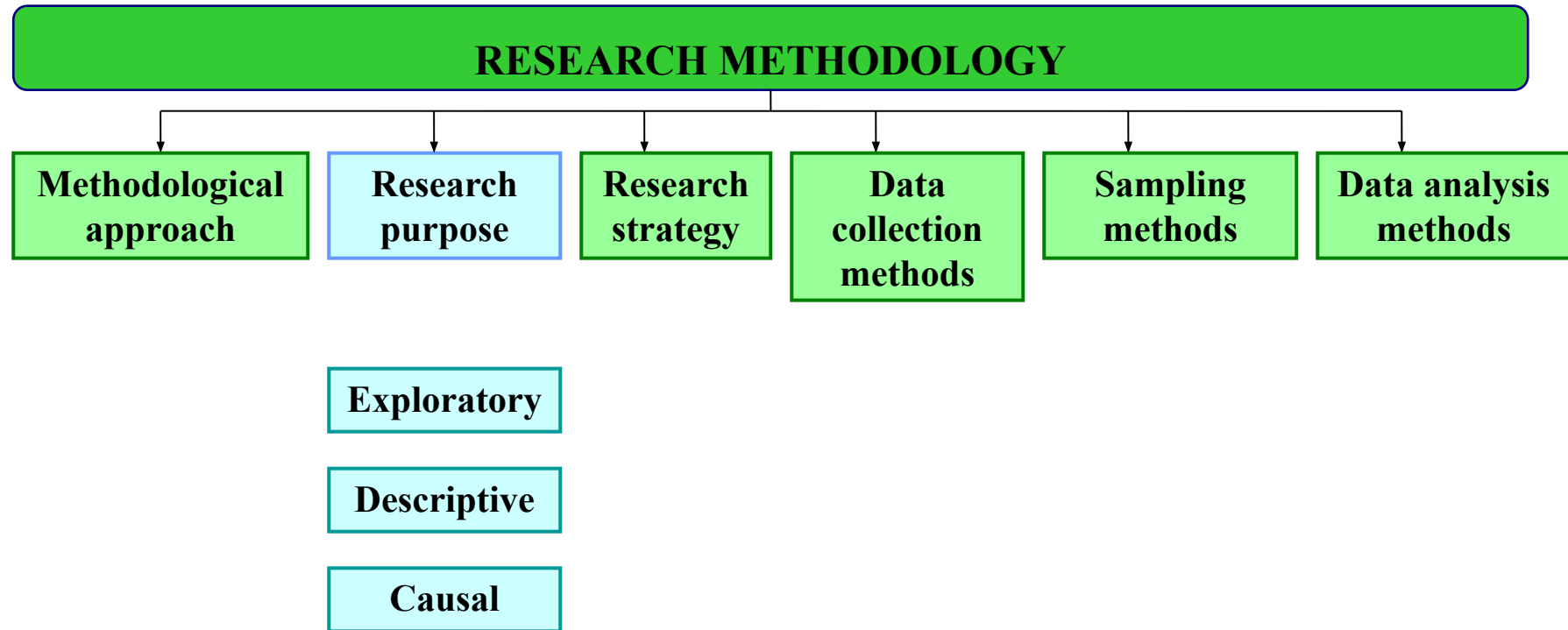
Methodological approach - positivistic

- based on given verifiable facts (descriptiveness, factual account and objectivism)
- only facts that are possible to verify through senses should be researched
- unconfirmed speculations are denied
- science describes the reality

Methodological approach – phenomenological

- phenomenon studies (events, experiences)
- search for the individual, unique experience of a human
- researcher builds on their experience and thoughts

Research purpose



Research purpose

Exploratory research

- = preliminary research
- if not sufficient information
- to find out crucial information, to verify methods planned for the research
- to familiarize ourselves with and explore the topic
- secondary research, qualitative research (literature review, observations, secondary data analysis, interviews with customers and experts)
- research questions and hypotheses might be set on the basis of the knowledge obtained from exploratory research

Research purpose

Descriptive research

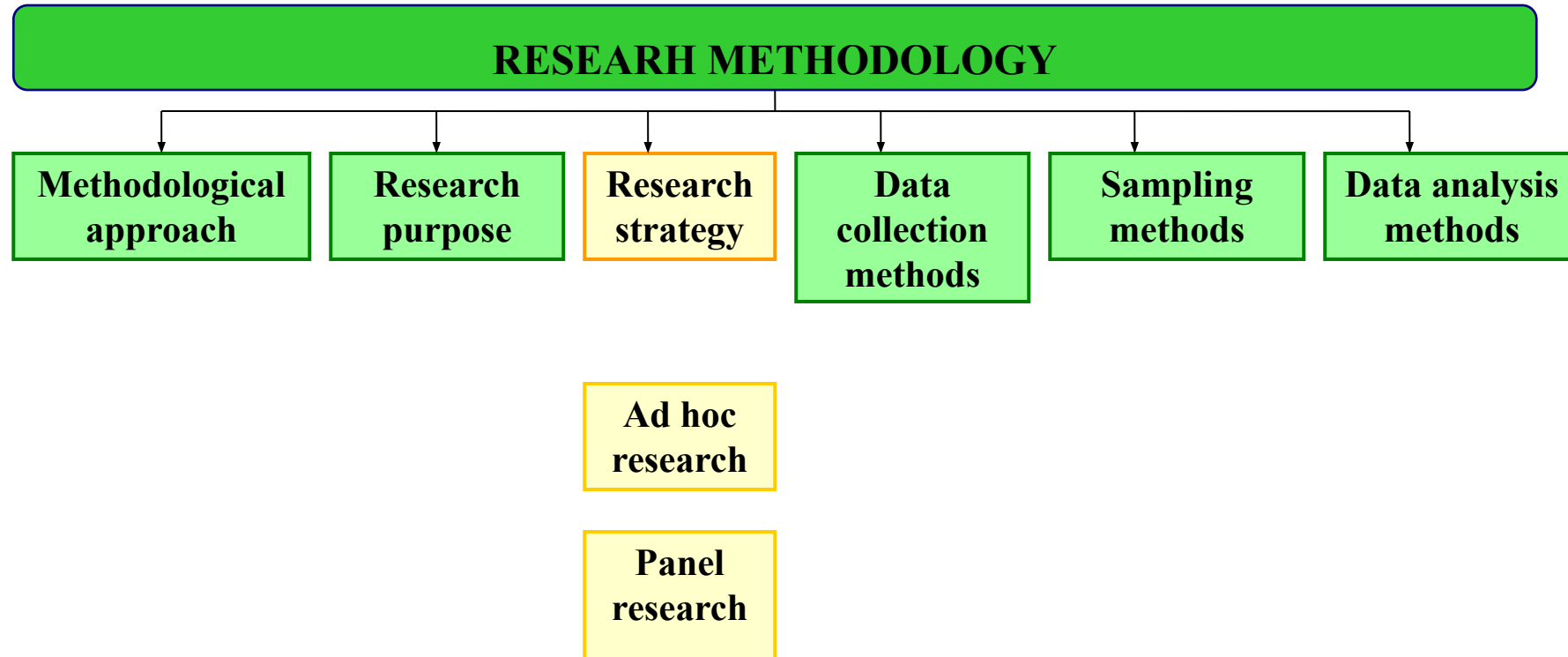
- research that describes the facts
- not the causes but just the consequences are to be found out
- mainly quantitative research (questionnaire)
- statistical analysis: frequency, average, ANOVA, statistical hypothesis testing
- *The situation is following, xy % people say that the most frequent colour is ...*

Research purpose

Causal research

- research explores connections
- „Why“ question?
- mostly qualitative
- correlation or regression analysis is applied in case of quantitative research
- What is a cause? What is the consequence?
- Why something happened?
- causal relationship between two or more variables
- to find out the reason for the causal relationship
- *examples: The age has an impact on..., the cause is....it happened therefore... To find out the customer reaction to a new product in the market environment*

Research strategy



Research strategy

Ad hoc

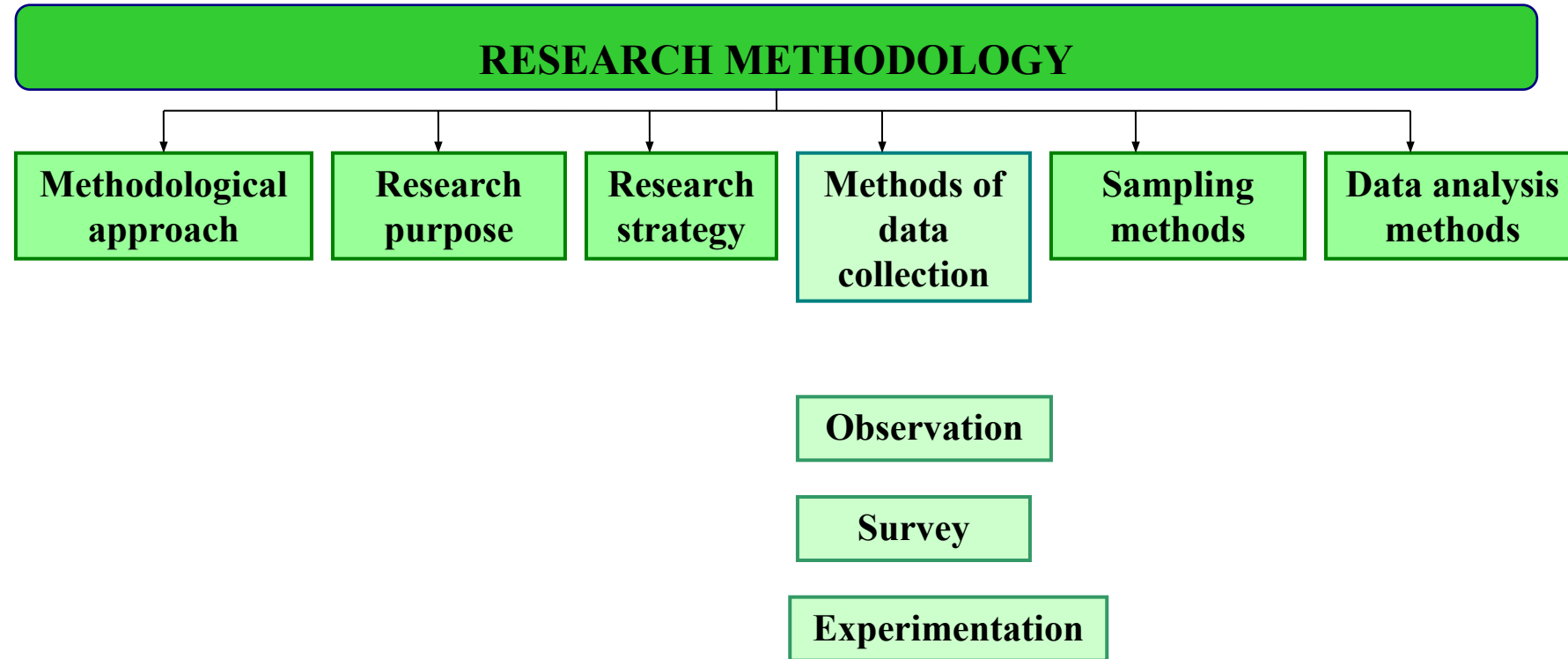
- research conducted when needed whenever a specific problem or a need arise
- for a specific purpose, one-time
- usually „made-to-measure“ research

Research strategy

Panel research

- data collected continuously
 - latest data
 - observes longterm trends
-
- according to the selections of respondents :
 - 1) panel study
 - 2) repeated cross-sectional study

Methods of data collection



Methods of data collection

Observation

- without any interaction with the researcher
- without asking any questions
- categories of observations are specified in advance
- observed:
 - customers and their shopping behaviour
 - competitors (prices, assortment, number of customers)
 - traffic in the streets
 - data on social networks

Methods of data collection

Experimentation

- researcher creates on his own and interacts within the process
- explanation of the causal relationship
- types:
 - 1) **laboratory:** artificial conditions that do not change – only the tested factor influences results
 - 2) **field:** natural conditions – various factors play a role

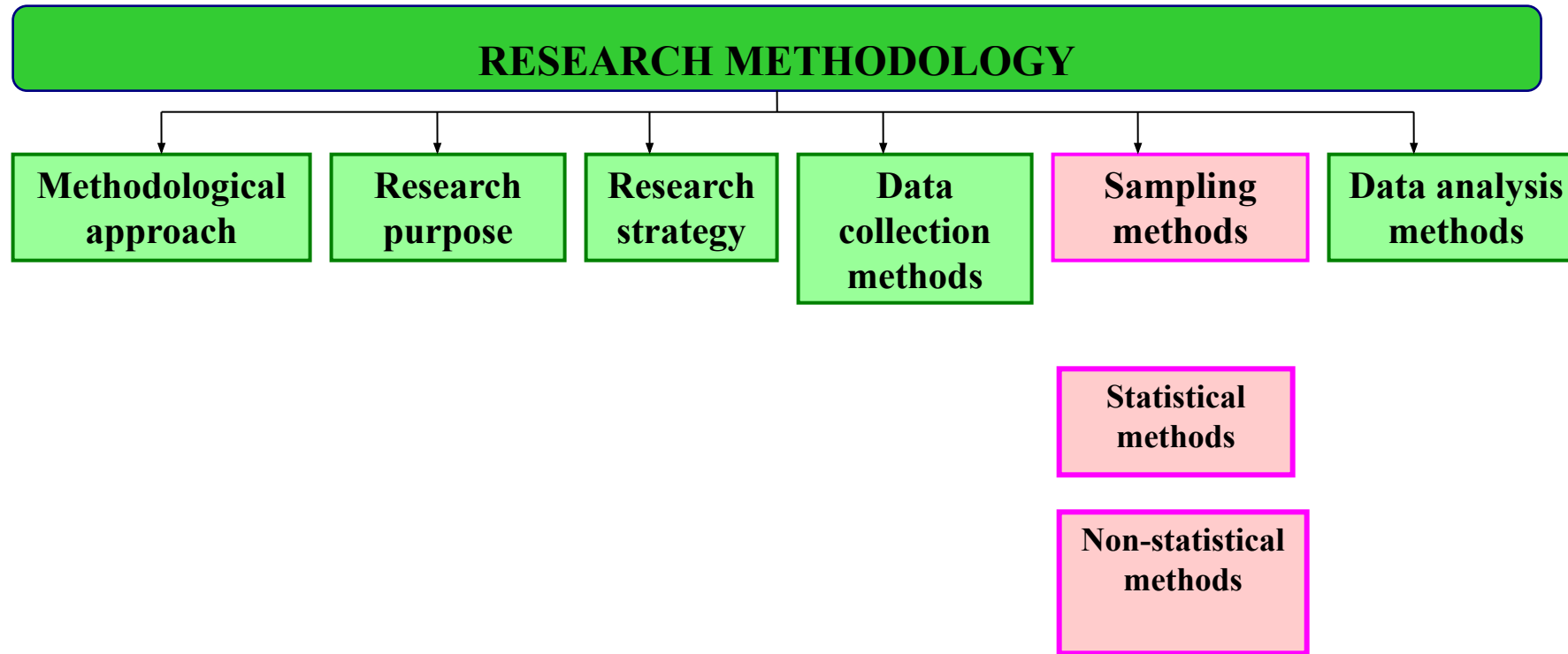
Methods of data collection

Survey

- interviewer asks questions, or questions are asked through media
- a wide range of methods
- qualitative and quantitative research
- questionnaire (not always)



Sampling methods



Sampling methods

Statistical methods

- probability methods – based on a chance
- the sample is randomly drawn from the list of the population
- the results are statistically sounder
- accurate method but often not feasible in reality
- sampling frame necessary!

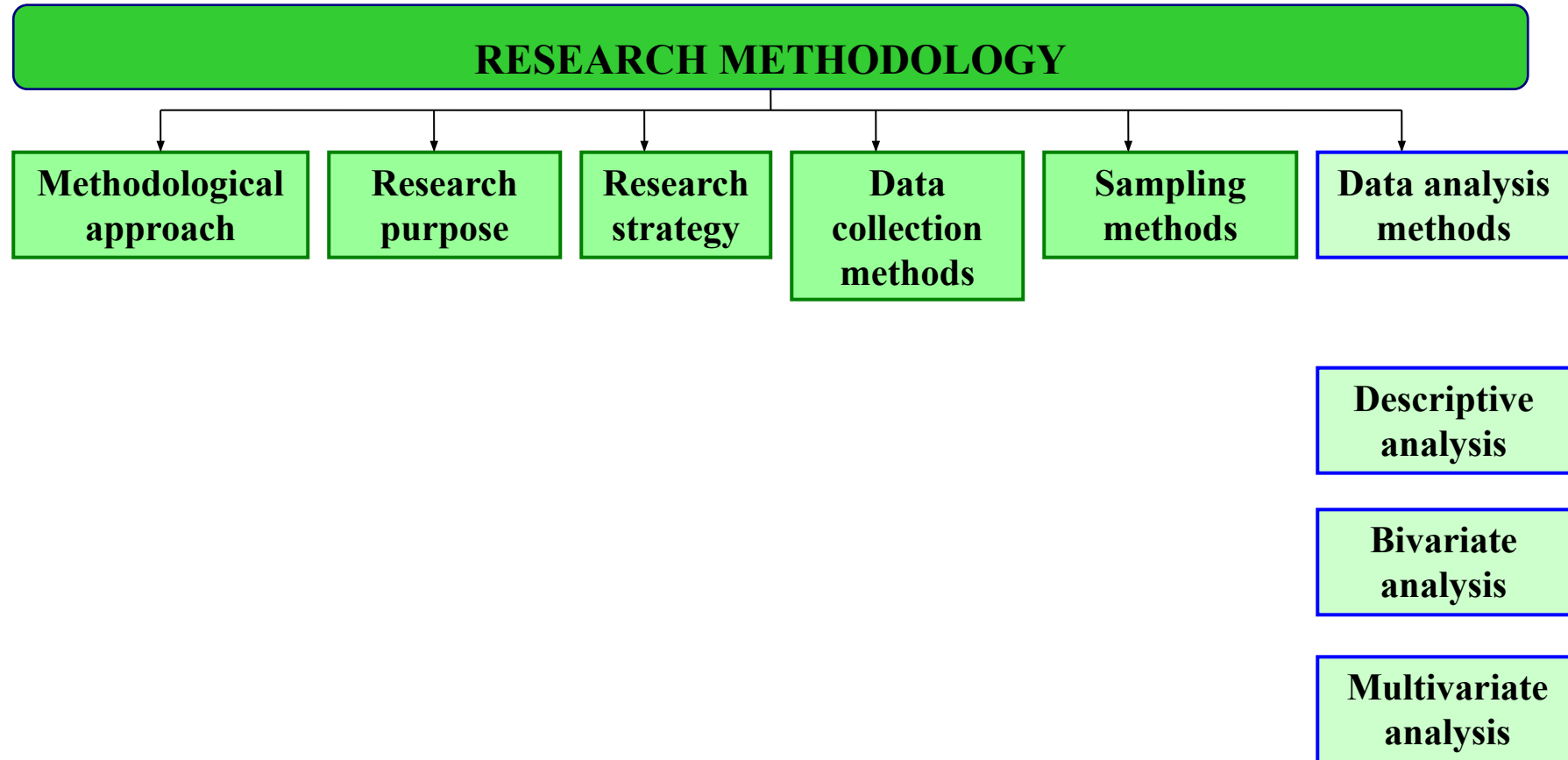


Non-sampling methods

Non-statistical methods

- non-probability sampling
- based on the researcher's consideration and experience
- without a sampling frame
- higher response rate (sometimes)
- generally, the representativity is limited

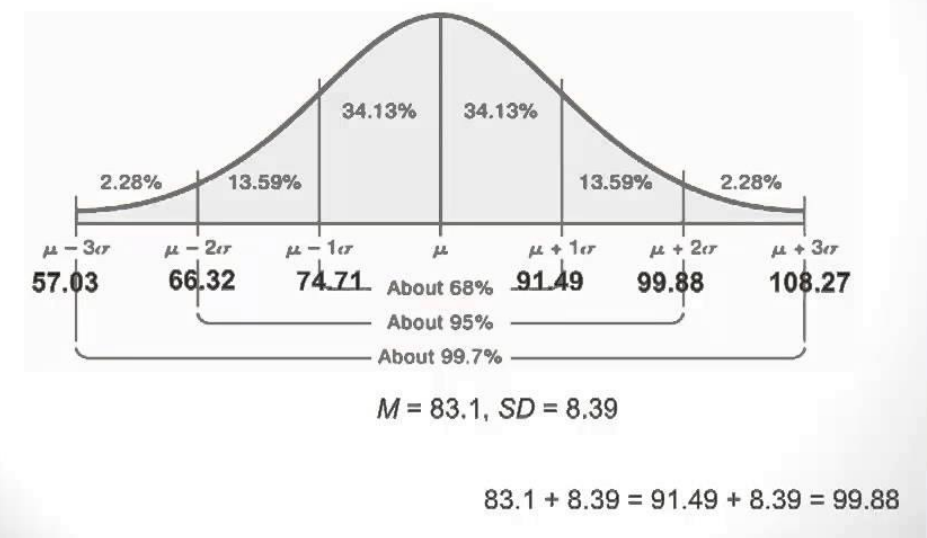
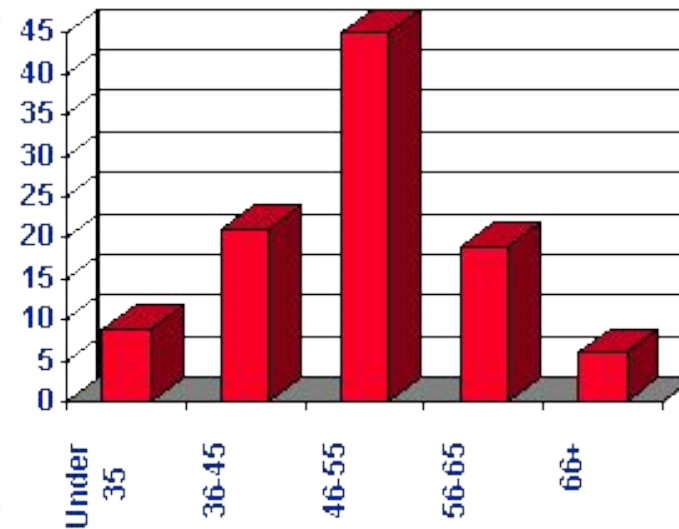
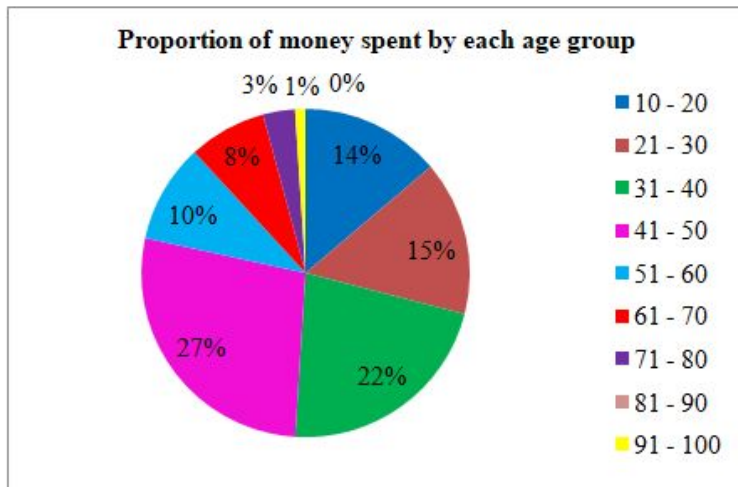
Methods of data analysis



Methods of data analysis

Descriptive analysis

- describes the explored set, research results
- **measures of central tendency:** mean, median, mode
- **measures of variability:** standard deviation, variance, range, kurtosis

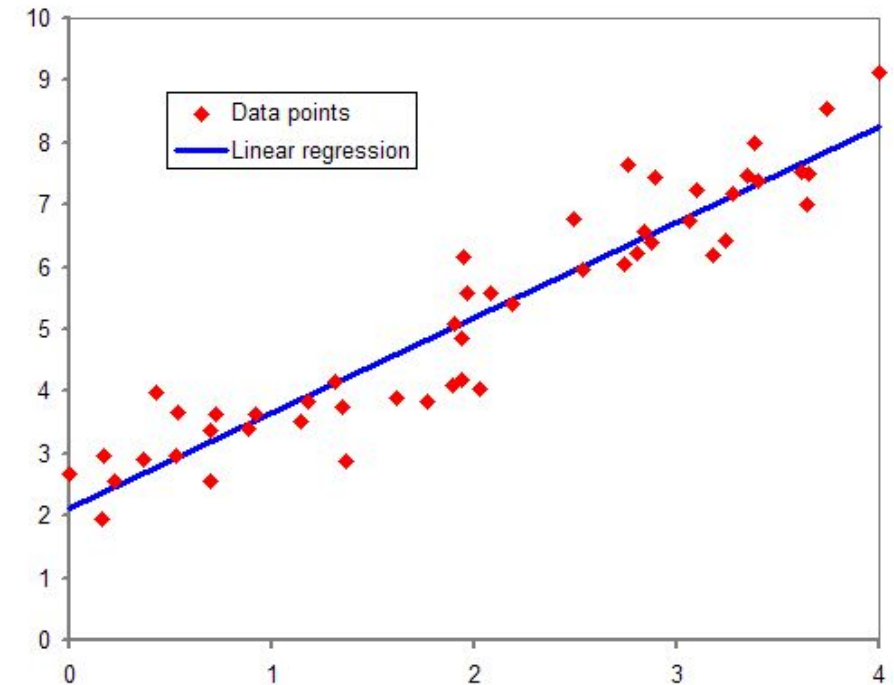
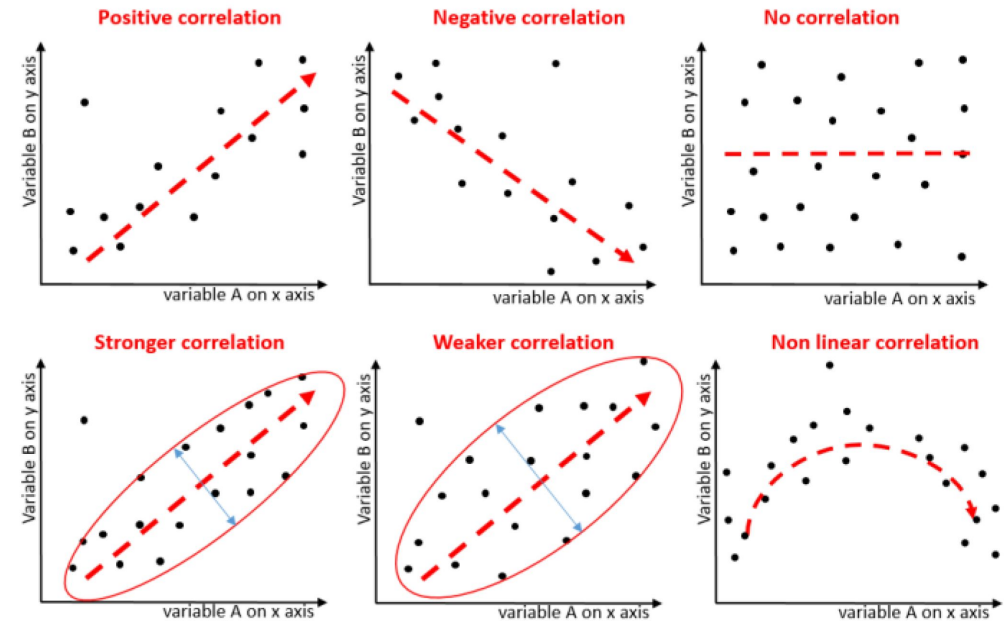


Methods of data analysis

Bivariate analysis

- relations between two variables
- to which extent does one variable influence the second variable
- contingency table, ANOVA, regression analysis, correlation analysis

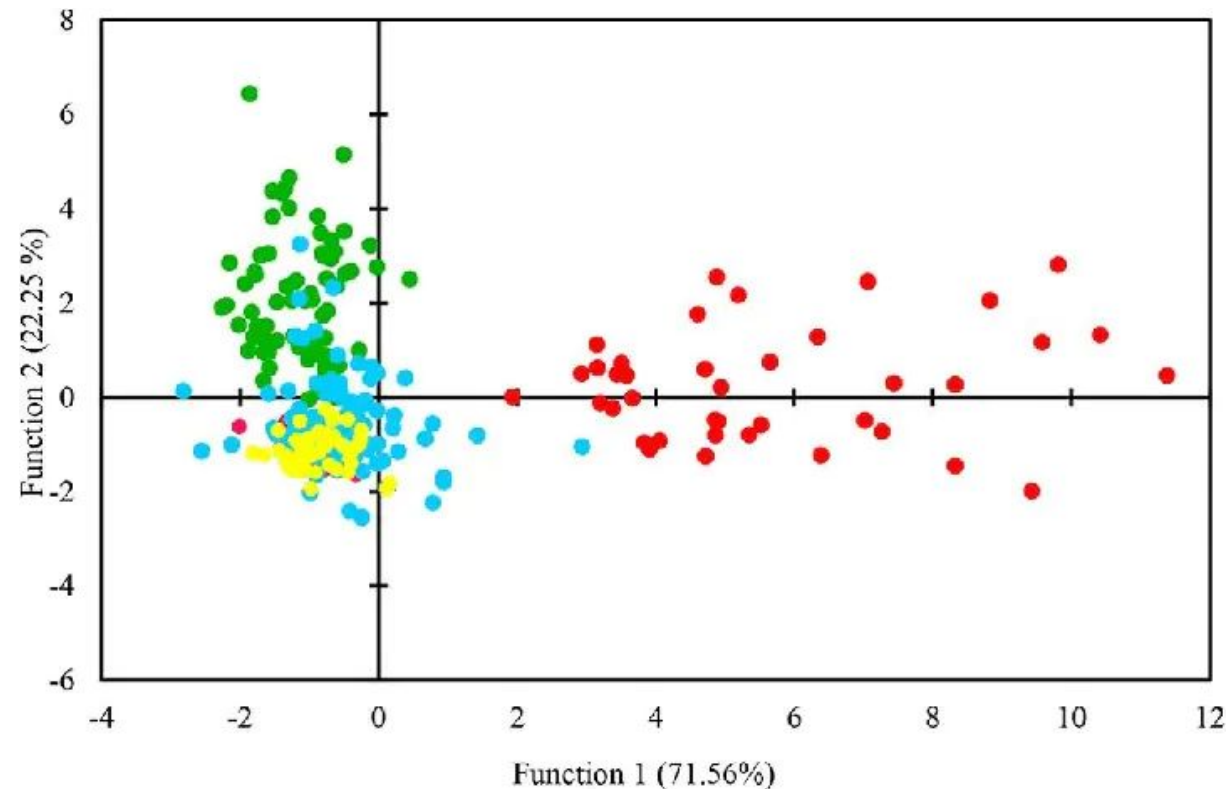
	Male	Female	Total
Blonde	4	8	12
Brunette	7	9	16
Total	11	17	28

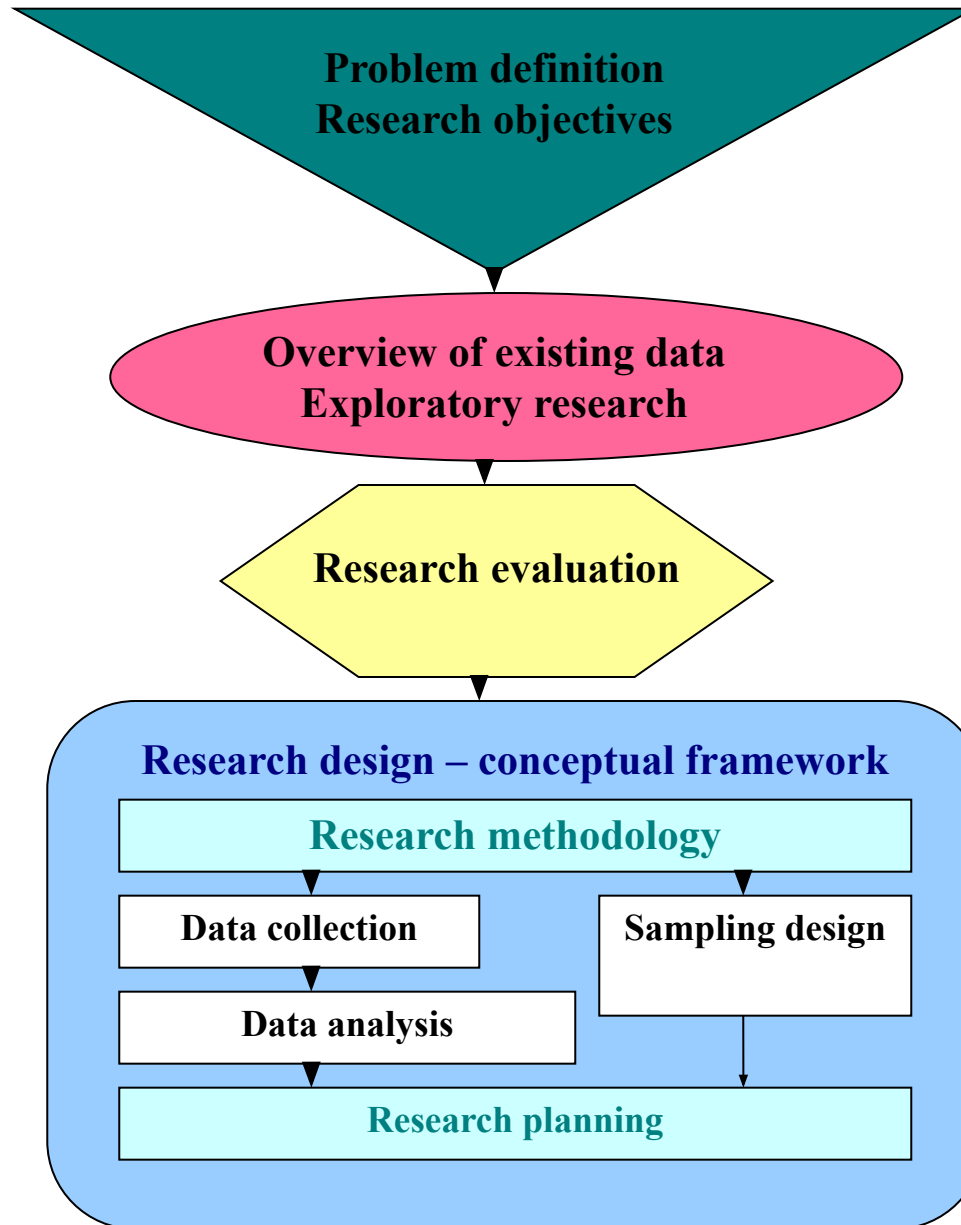


Methods of data analysis

Multivariate analysis

- more than two variables in a set of observations
- age and gender influence the frequency of purchase influences
- factor analysis, principal components analysis, discrimination analysis, MANOVA





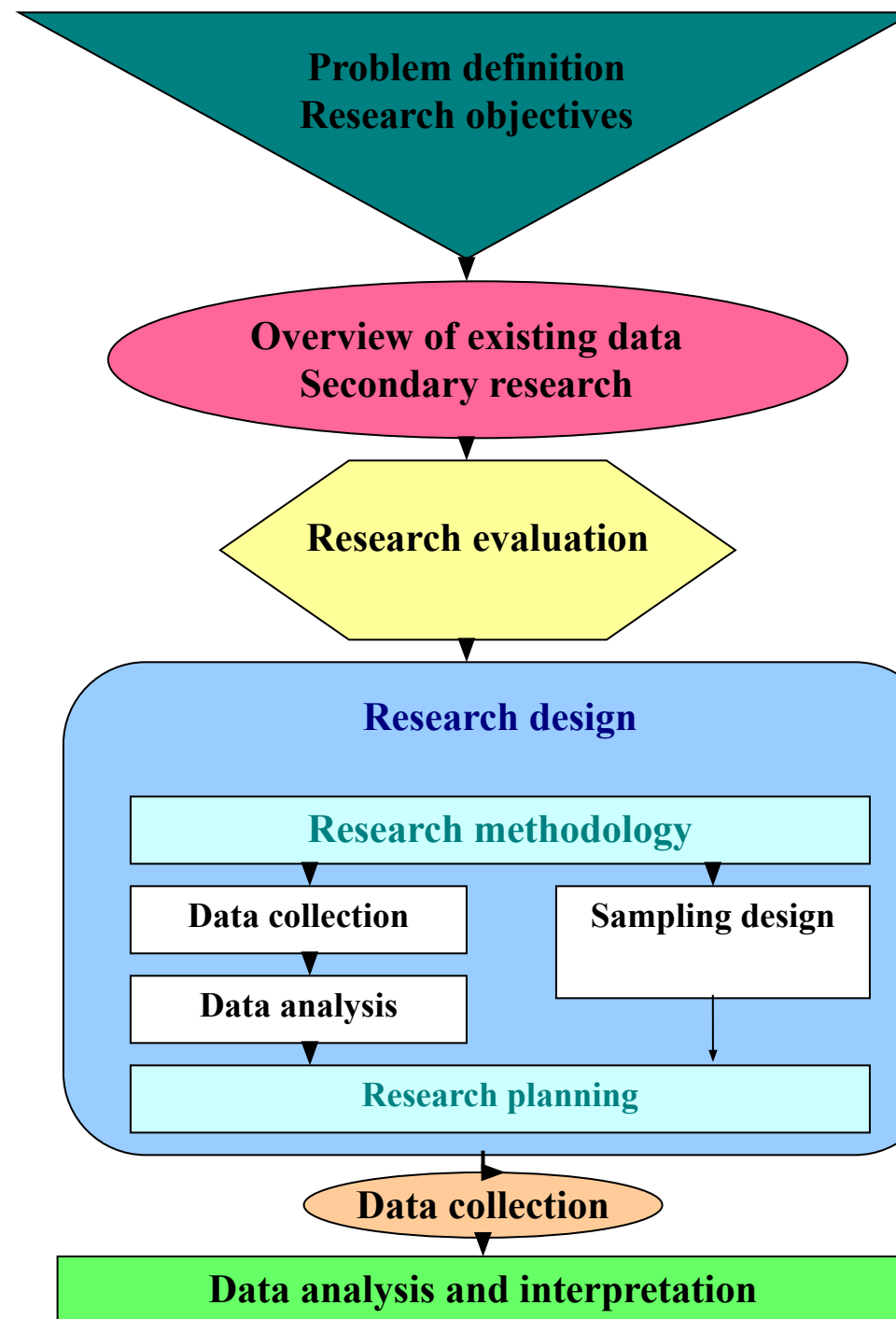
Research planning

- technical devices needed to collect the data
- costs and research budget
- time-schedule of the research and personal responsibility for the research activities



Research realization – field operations

- Data collection
- Processing and analyzing data
- Writing a research report



Data collection

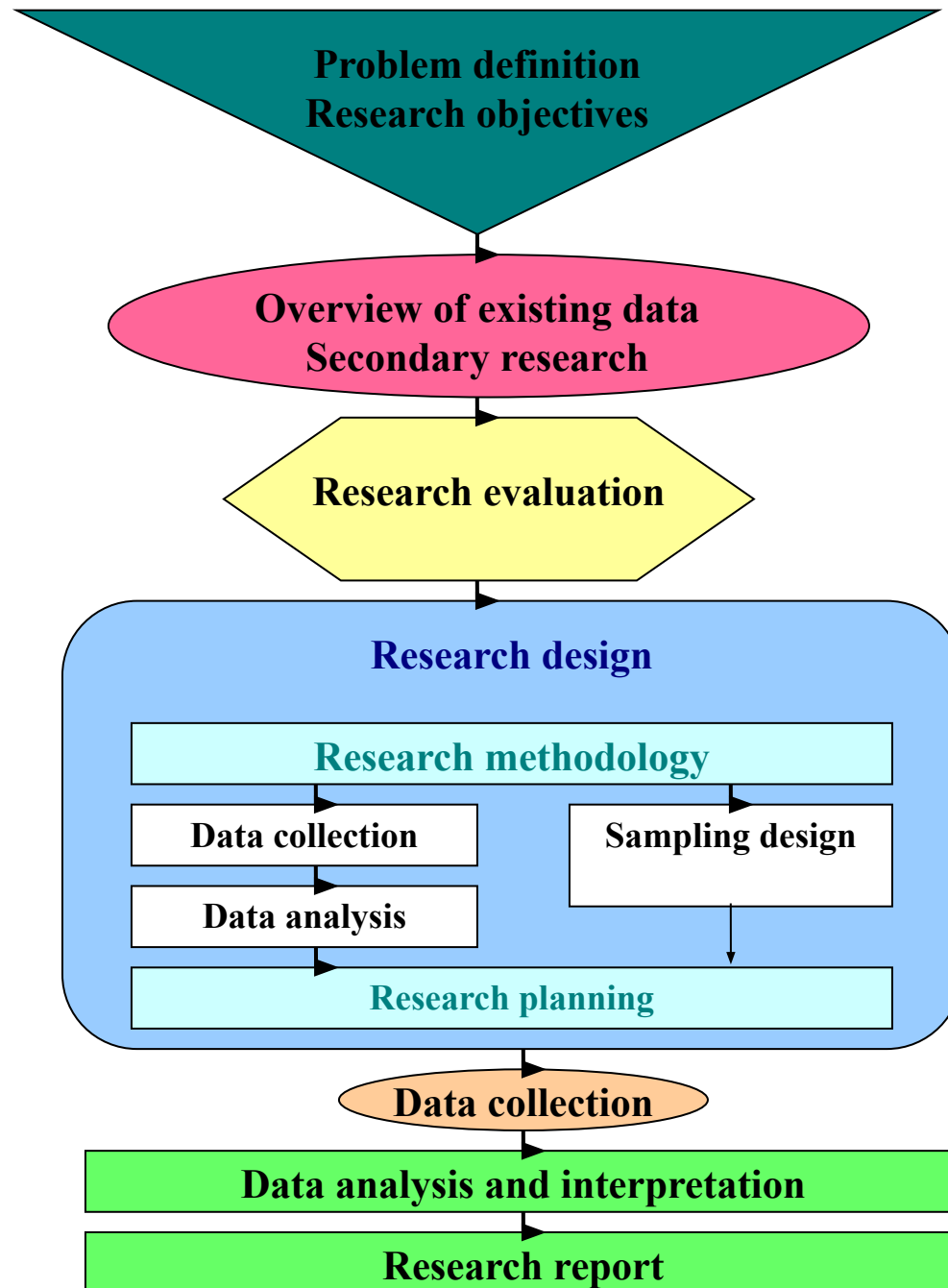
- interviewers – financial reward
- respondents - motivation
- agreement of respondents with data collection
- fulfilment of the respondents' structure and sample size
- time and costs as planned
- risks elimination
- DATA BACKUP!!!
- GDPR caution: data as anonymous as possible



Data analysis and interpretation

- Qualitative research – content analysis
- Quantitative research – statistics (various methods)
- Appropriate graphics, tables
- Data interpretation





Final report

- created by an agency for the company's management
- well-arranged file containing an evaluation of research objectives, research questions and hypotheses
- graphics, tables
- comments on the results
- recommendation – marketing strategy proposal
- some agencies provide the report to everybody

