

12 Marketing research report

The final step in marketing research process is writing the research report. This step deserves a special attention because it communicates the findings of the research study to the client. The findings of the research has no meaning and value unless they are communicated accurately, clearly, concisely and effectively to the person responsible for making decisions. According to the requirements of the client, a report can have any form from a purely statistical report on one extreme to a fully elaborated recommendations on the other. The research report is an instrument of communication – an instrument of delivery research findings to the client. For this reasons, preparation of the report should be done with a consideration. The researcher should keep in mind those who will read the report. The quality of the report depends on:

- Written communication skills of the researcher
- Clarity of his/her thoughts and the ability to express thoughts clearly in a logical and sequential manner
- Knowledge and experience of the researcher.

The use of graphs and tables will make the presented findings more easily understood by readers. The use of statistical procedures will reinforce the validity of conclusions and arguments (Simova, 2010, Kumar, 2011).

12.1 Research report structure

Before writing a report, it is important to develop a structure of the report, i.e. to decide how the report will be divided into chapters and what will be written in each chapter. Research findings should be presented within a logical framework. The research report ion general should consists of the following parts:

- Introduction
- Main body
- Appendices

Introduction is a general introduction to the research study covering most of the research proposal, such as the literature review, the theoretical framework of the research study, objectives of the study, study design, research methodology and the measurement procedures.

The main body presents the findings of the research systematically. The presented findings should be relevant to the objectives of the research; the major relationships should be adequately discussed and compared.

Appendices provide additional and supplementary information.

The research report should contain:

- **Title page** (title, name of client, research organization, date)
- **List of contents** (including a list of graphs and tables)
- **Preface** (outline of research brief, statement of objectives, scope and methods undertaken in the research study)
- **Summary of conclusions /recommendations** (summary of main findings, their interpretation and recommendation)
- **Previous related research** (If there is a need to show how previous knowledge has a bearing in the conducted research)
- **Research methods** (procedures used to collect the data: what, where, how and from whom and techniques used in analysis including characteristics and size of the sample)
- **Research findings** (the main body of the report – focus on ease of understanding and logical presentation for the reader)
- **Conclusions** (related to the terms of reference stated in the preface)
- **Appendices** (anything essential to a full understanding of the research report, i.e. a questionnaire) (Simova, 2010).

Summary

The final step in marketing research process is writing the research report. The research report is an instrument of communication – an instrument of delivery research findings to the client. For this reasons, preparation of the report should be done with a consideration. The researcher should keep in mind those who will read the report. Research findings should be presented within a logical framework. The use of graphs and tables will make the presented findings more easily understood by readers. The use of statistical procedures will reinforce the validity of conclusions and arguments.

References:

1. KUMAR, R. *Research Methodology. A step-by-step guide for beginners*. 3rd ed. SAGE Publication. 2011.ISBN 978-1-84920-300-5.
2. SIMOVÁ, J.: *Marketingový výzkum*, 2nd ed. Technická univerzita v Liberci, 2010. ISBN 978-80-7372-662-1.