

Repetition

1. Why do we need market research?

2. What is the difference between market and marketing research?

3. True or False ?

Conducting marketing research guarantees success.

Marketing research can assist in the decision making process

4. Which of the following is TRUE?

a. Secondary data are more accurate than primary data.

b. The researcher should attempt to gather secondary data before initiating a search for primary data.

c. Primary data are gathered by the researcher and secondary data by other researchers.

d. They are all false.

5. Decide about the type of research: qualitative or quantitative?

1. Goals, objectives: - Discovery, identification of new ideas, preliminary understanding

- Validation of facts, estimates, relationships.

2. Type of questions - Mostly structured

- Open-ended, unstructured

3. Time of execution - relatively short time frame

- significantly longer time frame

4. Representativeness - Large samples, proper sampling

- Small samples

5. Type of analysis - Statistical, descriptive and causal predictions

- Subjective, content analysis

6. Researcher skills - statistical analysis and interpretation of numbers

- interpersonal communication, observation

7. Generalizability - Limited

- generally very good

Research design

Define the research objective and possible research questions.

Situation A: A consumer package goods firm

A major package goods firm is deciding on whether to continue development of a new “hard candy” product.

The new product is a line extension offering a distinctive new ingredient that should be attractive to at least some category users. Brand managers want to collect information on the likely success of the new product.

Situation B: A fast food chain

The corporate management of a national fast food chain wanted to determine whether customer perceptions of service are uniform across their franchises. The parent corporation has followed a policy of minimizing variation in services provided. The intent of management is to assess whether customer perceptions of services is consistent with corporate standards.

6. Match each research with its definition

1. Repeated cross-sectional research	A/The research is conducted by a research agency according to its own specification on its own expenses and risks undependably from requirements of any company. The findings are presented and sold as a research study to anybody who is interested in it and has a use for it.
2. Primary research	B/ research conducted outside of the company focused on certain aspects or problems in the market
3. External marketing research	C/ It concerns the generation and collection of original data either from the company operation or from the market associated with a company's problem. The data can be acquired either by a company itself or by a research agency. The data is specific reflecting the purpose of its collection.
4. Syndicated research	D/ The research is conducted by a research agency by the requirements of a client (an individual company) who decides what it wants to know. The company is the only research project owner who pays all costs of the research. The research agency designs a questionnaire, collects answers to the questions, processes the data and produces a report for the client.
5. Quantitative research	E/ the research is conducted by a research agency considering requirements of a few companies. Addressed companies may each add a few questions to the questionnaire. It is confidential to the companies who participates in the research. Companies contribute to the questions and share the cost.
6. Omnibus research	F/the research conducted when needed whenever a specific problem or a need arise. The objective of the research is to obtain data related to new opportunities or problems.
7. Panel study	G/refers to the research that acquires analyses and interprets data that already exists, has been produced by somebody else in the past for some other purpose. It is called a desk research simply because data can be obtained and processed by sitting at a desk.
8. Continuous research	H/It produces data, which is rich in insight, explanation, understanding and depth of information. The objective is to find reasons, opinions, perception, meaning and motives that are behind and cause certain situation or process. The data is provided by a few respondents and thus cannot be generalized to the whole population.
9. ad hoc research	I/ The data is gathered at different points in time from different samples drawn from the same population under study.
10. Qualitative research	J/ It is a research organized to produce a continuous stream of data. The research measures performance over time and indicates trends. The purpose of the research is to spot changes.
11. Internal marketing research	K/ It involves research techniques of representative samples, questionnaires, interviewers and data processing. The findings are expressed quantitatively. Information obtained from the data will then be generalized with a known level of statistical accuracy on the whole population.
12. Secondary research	L/ The research is conducted inside a company either by the company itself or by a research agency.
13. Made-to-measure research	N/ In a study using a <i>panel design</i> , data on the same topics are collected from the same respondents at different points in time.