

The Marketing Research process

M.COM PART-1

PAPER-VII

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The steps

- Formulating the problem
- Determining the research design
- Preparation for the field work
- Implementing the field work
- Process the data
- Tabulation and analysis
- Prepare the report

Types of MR

- Quantitative
- Qualitative

Uses of MR

- Filling in the gaps in knowledge
- Concept identification and exploration
- Identify relevant behaviour patterns
- Identify attitudes, beliefs, opinions
- To shortlist options where a large no. of options exist
- Assessing comprehension, likeability, memory of business communication

Limitations of MR

- It is not an exact science
- Appreciation of the fact that there would be a difference from test conditions to actual practice
- MR depends on responses. This can change depending on test conditions.
- Validation is a problem. Element of subjectivity.
- Biases can creep in owing to lesser skill of the MR team
- Inadequate preparation and analysis can lead to erroneous conclusions
- Lack of motivation due to MR not being appreciated by many companies

Formulating the problem

- What is the marketing problem?
- Translate it to the research problem

The research design

It is a blueprint for the rest of the research process

- What information?
- Which instrument?
- What sampling plan?

Types of Research Designs

- Exploratory
- Descriptive
- Experimental
- Historical
- Simulation

Exploratory Research

- Literature surveys
- Experience surveys
- Analysis of selected cases

Descriptive Research

- Case research
- Statistical

Experimental Research

- Manipulating one variable in a controlled environment, while holding all other variables constant

Historical Research design

- Regression
- Trend analysis
- Time – series analysis

Simulation

- Imitation of a real world situation

Types of data

- Primary – observation, experimentation, survey
- Secondary – published information, guides, syndicated studies, technical manuals

Research Instruments

- Cameras
- VCRS
- Tally sheets
- Questionnaires
- Tape recorders

Sampling

- What sampling unit to be studied?
- What should be the sample size?
- What sampling procedure to be used?
- What sampling method to be used?

Types of errors

- Type I – when a true hypothesis is rejected
- Type II – when a false hypothesis is accepted

Sampling techniques

- Probability sampling
- Non-probability sampling

Probability sampling

- Simple random sampling
- Systematic sampling
- Stratified sampling
- Cluster sampling

Non – Probability sampling

- Judgement sampling
- Convenience sampling
- Quota sampling

Quantitative data collection

- Structured questionnaires
- Structured interviews

Qualitative Research

- Open –ended questionnaires
- In –depth interviews
- Focus group discussions
- Word association
- Projective techniques
- TAT tests
- Ink – blot tests

Selecting a survey technique

- Cost
- Speed
- Accuracy
- Amount of data
- Response rate
- Flexibility
- control

Scaling Techniques

- Nominal
- Ordinal
- Interval
- Ratio

Data analysis

- Averages
- Variances
- Proportions
- Std. Deviation
- Hypothesis testing
- Regression
- Correlation
- Factor analysis
- Cluster analysis
- Multivariate analysis
- Discriminant analysis

Report Writing

- Title
- Contents
- Preface
- Acknowledgements
- Introduction
- Objectives
- Methodology
- Results and discussion
- Conclusions/findings
- Recommendations
- Appendices
- Bibliography