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## The Marketing Research Process

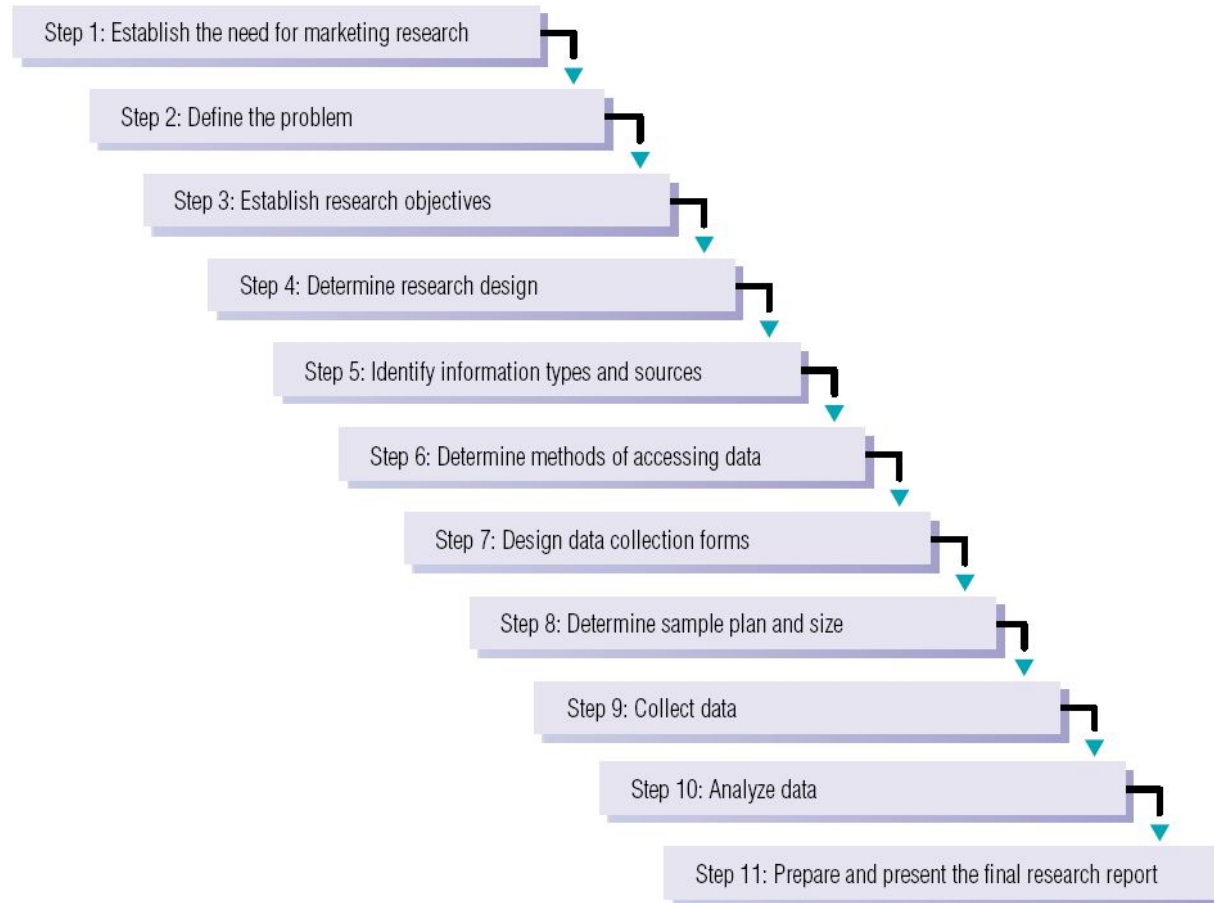
# The Marketing Research Process: 11 Steps

- Step One: Establishing the Need for Marketing Research
- Step Two: Defining the Problem
- Step Three: Establishing Research Objectives
- Step Four: Determining Research Design
- Step Five: Identifying Information Types and Sources
- Step Six: Determining Methods of Accessing Data

# The Marketing Research Process: 11 Steps

- Step Seven: Designing Data Collection Forms
- Step Eight: Determining Sample Plan and Size
- Step Nine: Collecting Data
- Step Ten: Analyzing Data
- Step Eleven: Preparing and Presenting the Final Report

# The Marketing Research Process: 11 Steps



# The Marketing Research Process

- An 11-step process: there is nothing **magic** about 11 steps
- Not all studies use all 11 steps
- Few studies follow the steps in order

# Step Four: Determine Research Design

- **Exploratory Research:** collecting information in an unstructured and informal manner.
- **Descriptive Research** refers to a set of methods and procedures describing marketing variables.
- **Causal Research** (experiments): allows isolation of causes and effects.

# Step 5: Identify Information Types and Sources

- **Primary information:** information collected specifically for the problem at hand
- **Secondary information:** information already collected

## Step 6: Determine Methods of Accessing Data

- Secondary data is relatively easy to access; primary data is more complex.
- Three main choices for primary data:
  - Have a person ask questions
  - Use computer assisted or direct questioning
  - Allow respondents to answer questions themselves without computer assistance



# Step 7: Design Data Collection Forms

- Questionnaire must be worded objectively, clearly, and without bias in order to communicate with respondents.
- Software programs are available to assist marketing researchers in preparing forms.

## Step 8: Determine Sample Plan and Size

- **Sample plan** refers to the process used to select units from the population to be included in the sample.
- **Sample size** refers to determining how many elements of the population should be included in the sample.

# Step 10: Analyze Data

- **Data analysis** involves entering data into computer files, inspecting data for errors, and running tabulations and various statistical tests.
- **Data cleaning** is a process by which raw data are checked to verify that the data have been correctly inputted from the data collection form to the computer software program.

# Step 11: Prepare and Present the Final Research Report

- The last step is one of the most important phases of marketing research.
- Its importance cannot be overstated because it is the report, or its presentation, that properly communicates the results to the client.