

Lebanese University

Faculty of Information (BRANCH II)

MARKETING RESEARCH

DATA SCIENCE PROGRAM

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Chapter One

- **Introduction to Marketing Research**



Chapter Outline

- 1) Overview**
- 2) Definition of Marketing Research**
- 3) A Classification of Marketing Research**
- 4) Marketing Research Process**
- 5) The Nature of Marketing Research**
- 6) Marketing Research Suppliers and Services**
- 7) Selecting a Research Supplier**
- 8) Careers in Marketing Research**

Chapter Outline

9) The Role of Marketing Research in MIS and DSS

10) The Department Store Project

11) Marketing Research Associations Online

12) Ethics in Marketing Research



Redefining Marketing Research

The American Marketing Association
(AMA) redefined **Marketing Research** as:



The function which links the
consumer, the customer, and public to
the marketer
through **INFORMATION**

Redefining Marketing Research

Information

Used to identify and define market opportunities and problems

Generate, refine, and evaluate marketing performance

Monitor marketing performance

Improve understanding of marketing as a process

Definition of Marketing Research

Marketing research is the systematic and objective

- **identification**
- **collection**
- **analysis**
- **dissemination**
- **and use of information**

for the purpose of improving decision making related to

- **identification and**
- **solution of problems and opportunities in marketing.**

Market Research

- **Specifies the information necessary to address these issues.**
- **Manages and implements the data collection process.**
- **Analyzes the results.**
- **Communicates the findings and their implications.**

Classification of Marketing Research

Problem Identification Research

- Research undertaken to help identify problems which are not necessarily apparent on the surface and yet exist or are likely to arise in the future. Examples: market potential, market share, image, market characteristics, sales analysis, forecasting, and trends research.

Problem Solving Research

- Research undertaken to help solve specific marketing problems. Examples: segmentation, product, pricing, promotion, and distribution research.

A Classification of Marketing Research



Marketing Research

Problem Identification Research

Market Potential Research
Market Share Research
Market Characteristics Research
Sales Analysis Research
Forecasting Research
Business Trends Research

Problem Solving Research

Segmentation Research
Product Research
Promotion Research
Distribution Research

Problem Solving Research

SEGMENTATION RESEARCH

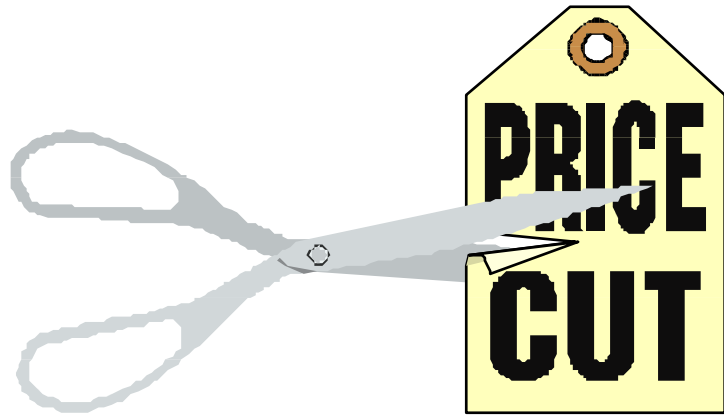
- Determine the basis of segmentation
- Establish market potential and responsiveness for various segments
- Select target markets
- Create lifestyle profiles: demography, media, and product image characteristics



PRODUCT RESEARCH

- Test concept
- Determine optimal product design
- Package tests
- Product modification
- Brand positioning and repositioning
- Test marketing
- Control score tests

Problem Solving Research



PRICING RESEARCH

- Pricing policies
- Importance of price in brand selection
- Product line pricing
- Price elasticity of demand
- Initiating and responding to price changes

PROMOTIONAL RESEARCH

- Optimal promotional budget
- Sales promotion relationship
- Optimal promotional mix
- Copy decisions
- Media decisions
- Creative advertising testing
- Evaluation of advertising effectiveness
- Claim substantiation

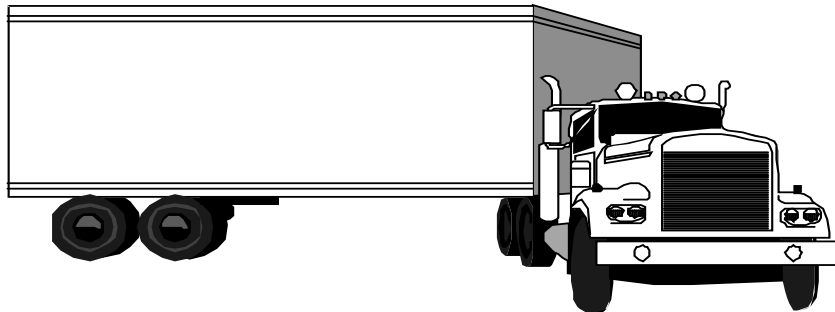


Problem Solving Research

DISTRIBUTION RESEARCH

Determine...

- Types of distribution
- Attitudes of channel members
- Intensity of wholesale & resale coverage
- Channel margins
- Location of retail and wholesale outlets



Marketing Research Process

Step 1: Problem Definition

**Step 2: Development of an Approach
to the Problem**

Step 3: Research Design Formulation

Step 4: Fieldwork or Data Collection

Step 5: Data Preparation and Analysis

**Step 6: Report Preparation and
Presentation**

Marketing Research Process

Step 1: Defining the Problem



Step 2: Developing an Approach to the Problem



Step 3: Formulating a Research Design



Step 4: Doing Field Work or Collecting Data

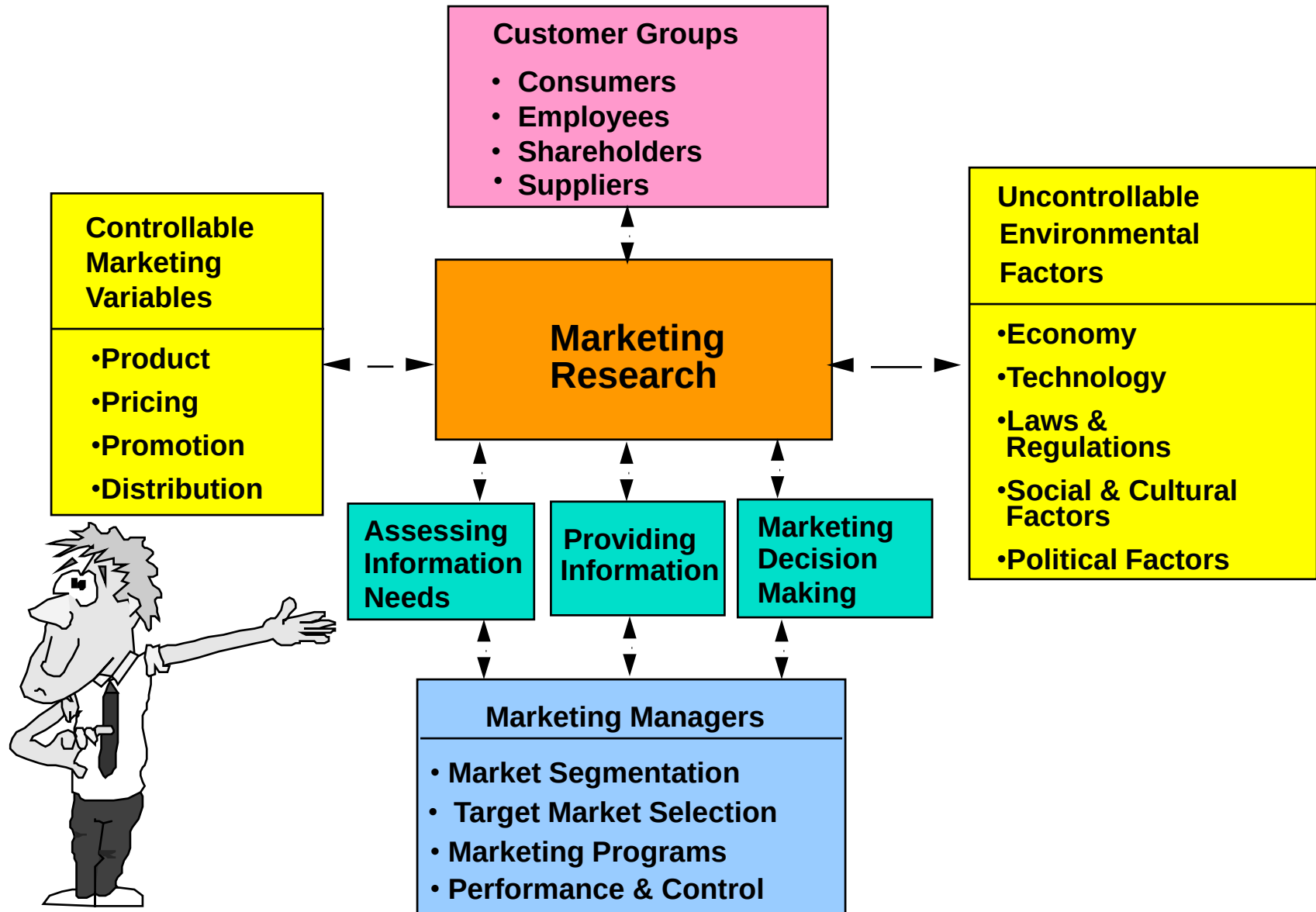


Step 5: Preparing and Analyzing Data

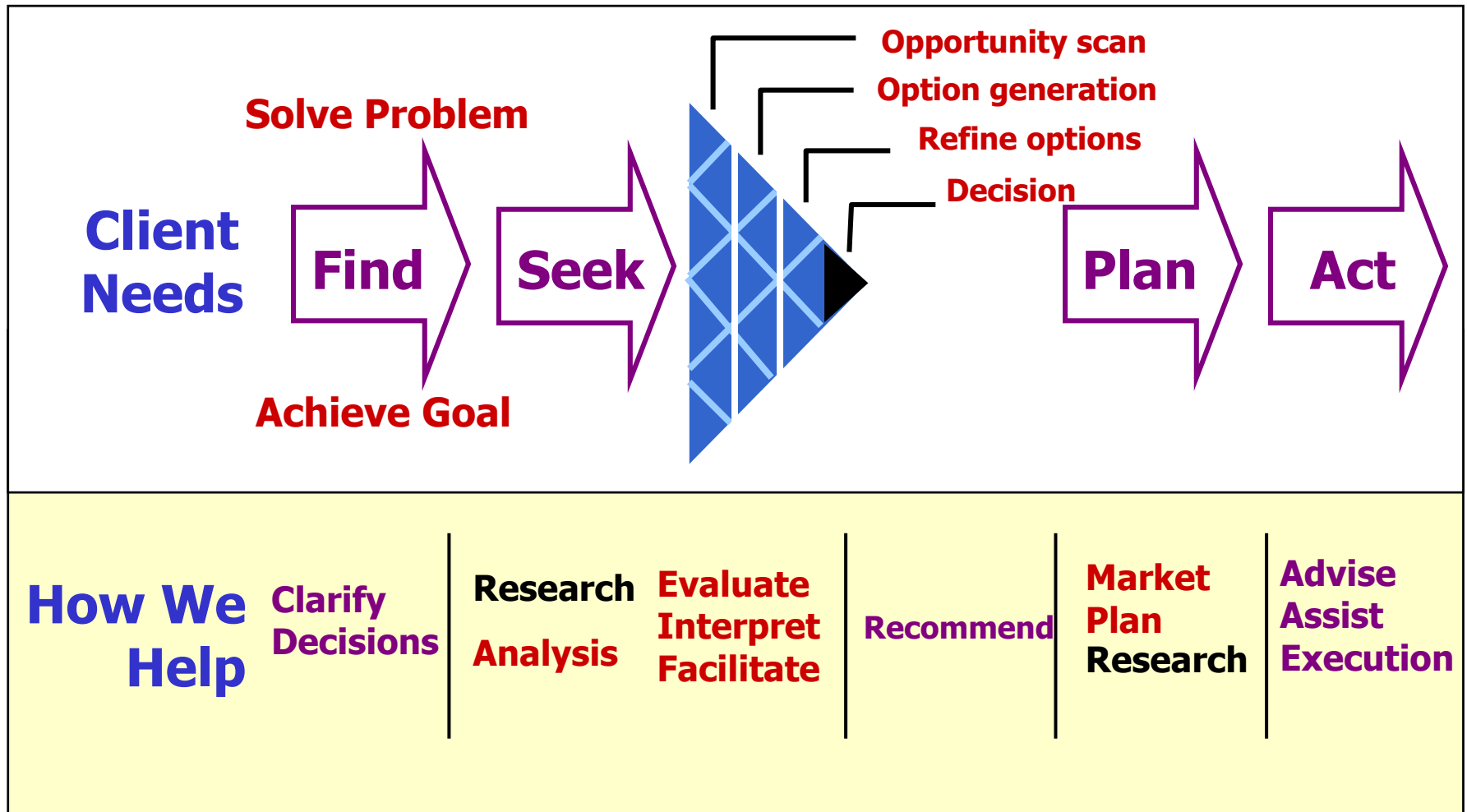


Step 6: Preparing and Presenting the Report

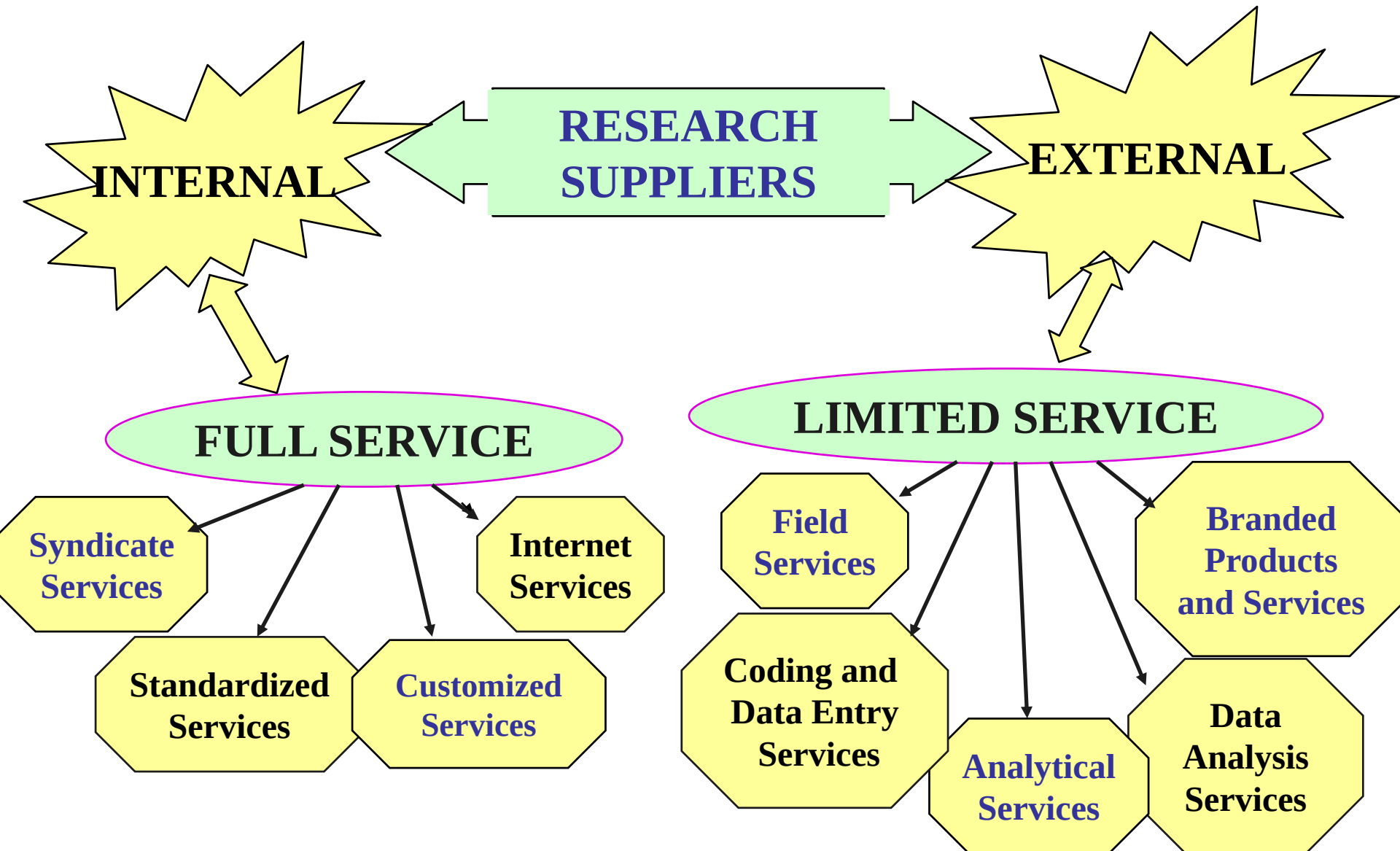
The Role of Marketing Research



Power Decisions' Methodology



Marketing Research Suppliers & Services



Selected Marketing Research

Career Descriptions

Vice-President of Marketing Research: The senior position in marketing research. The vice president (VP) is responsible for the entire marketing research operation of the company and serves on the top management team. This person sets the objectives and goals of the marketing research department.

Research Director: Also a senior position. The research director has the general responsibility for the development and execution of all the marketing research projects.

Assistant Director of Research: Serves as an administrative assistant to the director and supervises some of the other marketing research staff members.

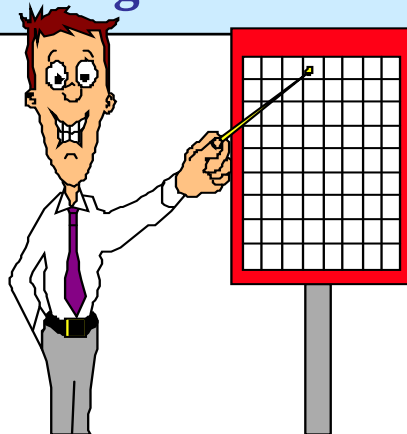
(Senior) Project Manager: Has overall responsibility for design, implementation, and management of research projects.

Statistician/Data Processing Specialist: Serves as an expert on theory and application of statistical techniques. Responsibilities include experimental design, data processing, and analysis.

Selected Marketing Research Career Descriptions

Vice President of Marketing Research

- Part of company's top management team
- Directs company's entire market research operation
- Sets the goals & objectives of the marketing research department



Research Director

- Also part of senior management
- Heads the development and execution of all research projects

Assistant Director of Research

- Administrative assistant to director
- Supervises research staff members

Senior Project Manager

- Responsible for design, implementation, & research projects

Selected Marketing Research Career Descriptions

Senior Analyst

- Participates in the development of projects
- Carries out execution of assigned projects
- Coordinates the efforts of analyst, junior analyst, & other personnel in the development of research design and data collection
- Prepares final report

Analyst

- Handles details in execution of project
- Designs & pretests questionnaires
- Conducts preliminary analysis of data

Statistician/Data Processing

- Serves as expert on theory and application on statistical techniques
- Oversees experimental design, data processing, and analysis

Junior Analyst

- Secondary data analysis
- Edits and codes questionnaires
- Conducts preliminary analysis of data

Fieldwork Director

- Handles selection, training, supervision, and evaluation of interviewers and field workers

Marketing Research Suppliers & Services

- **Internal suppliers**
- **External suppliers**
 - **Full-service suppliers**
 - Syndicated services
 - Standardized services
 - Customized services
 - Internet services
 - **Limited-service suppliers**
 - Field services
 - Coding and data entry services
 - Analytical services
 - Data analysis services
 - Branded marketing research products

Criteria for Selecting a Research Supplier

- What is the reputation of the supplier?
- Do they complete projects on schedule?
- Are they known for maintaining ethical standards?
- Are they flexible?
- Are their research projects of high quality?
- What kind and how much experience does the supplier have? Has the firm had experience with projects similar to this one?
- Do the supplier's personnel have both technical and non-technical expertise?
- Can they communicate well with the client?

Competitive bids should be obtained and compared on the basis of quality as well as price.

Preparation for a Career in Mktg. Research

- **Take all the marketing courses you can.**
- **Take courses in statistics and quantitative methods.**
- **Acquire Internet and computer skills. Knowledge of programming languages is an added asset.**
- **Take courses in psychology and consumer behavior.**
- **Acquire effective written and verbal communication skills.**
- **Think creatively. Creativity and common sense command a premium in marketing research.**

Overview of Ethical Issues in Marketing Research

I Problem definition

- Using surveys as a guise for selling or fundraising
- Personal agendas of the researcher or client
- Conducting unnecessary research

II Developing an approach

- Using findings and models developed for specific clients or projects for other projects
- Soliciting proposals to gain research expertise without pay
- Inaccurate reporting

Overview of Ethical Issues in Marketing Research (Cont.)

III Research Design

- Formulating a research design more suited to the researcher's rather than the client's needs
- Using secondary data that are not applicable or have been gathered through questionable means
- Disguising the purpose of the research
- Soliciting unfair concessions from the researcher
- Not maintaining anonymity of respondents
- Disrespecting privacy of respondents
- Misleading respondents
- Disguising observation of respondents
- Embarrassing or putting stress on respondents
- Using measurement scales of questionable reliability & validity
- Designing overly long/sensitive questionnaires
- Using inappropriate sampling procedures and sample size

Overview of Ethical Issues in Marketing Research

IV Field Work

- Increasing discomfort level of respondents
- Following unacceptable field work procedures

V Data Preparation and Analysis

- Identifying and discarding unsatisfactory respondents
- Using statistical techniques when the underlying assumptions are violated
- Interpreting the results and making incorrect conclusions and recommendations

VI Report Preparation and Presentation

- Incomplete reporting
- Biased reporting
- Inaccurate reporting

Next: Chapter Two:

**Defining the Marketing
Research Problem
and Developing
an Approach**