

MARKETING

UNIT #3



MARKET RESEARCH

MARKET RESEARCH:

A SYSTEM FOR COLLECTING, RECORDING AND ANALYZING INFORMATION ABOUT CUSTOMERS, COMPETITORS, GOODS, AND SERVICES.

TWO TYPES OF DATA:

- ♦ PRIMARY DATA
- ♦ SECONDARY DATA



PRIMARY DATA:

INFORMATION COLLECTED FOR THE VERY FIRST TIME TO FIT A SPECIFIC PURPOSE.

A RESEARCHER COLLECTS PRIMARY DATA TO HELP IDENTIFY AND UNDERSTAND THE TARGET MARKET.

THE MOST COMMON TYPE OF PRIMARY MARKET RESEARCH IS A QUESTIONNAIRE, ALSO CALLED A SURVEY.

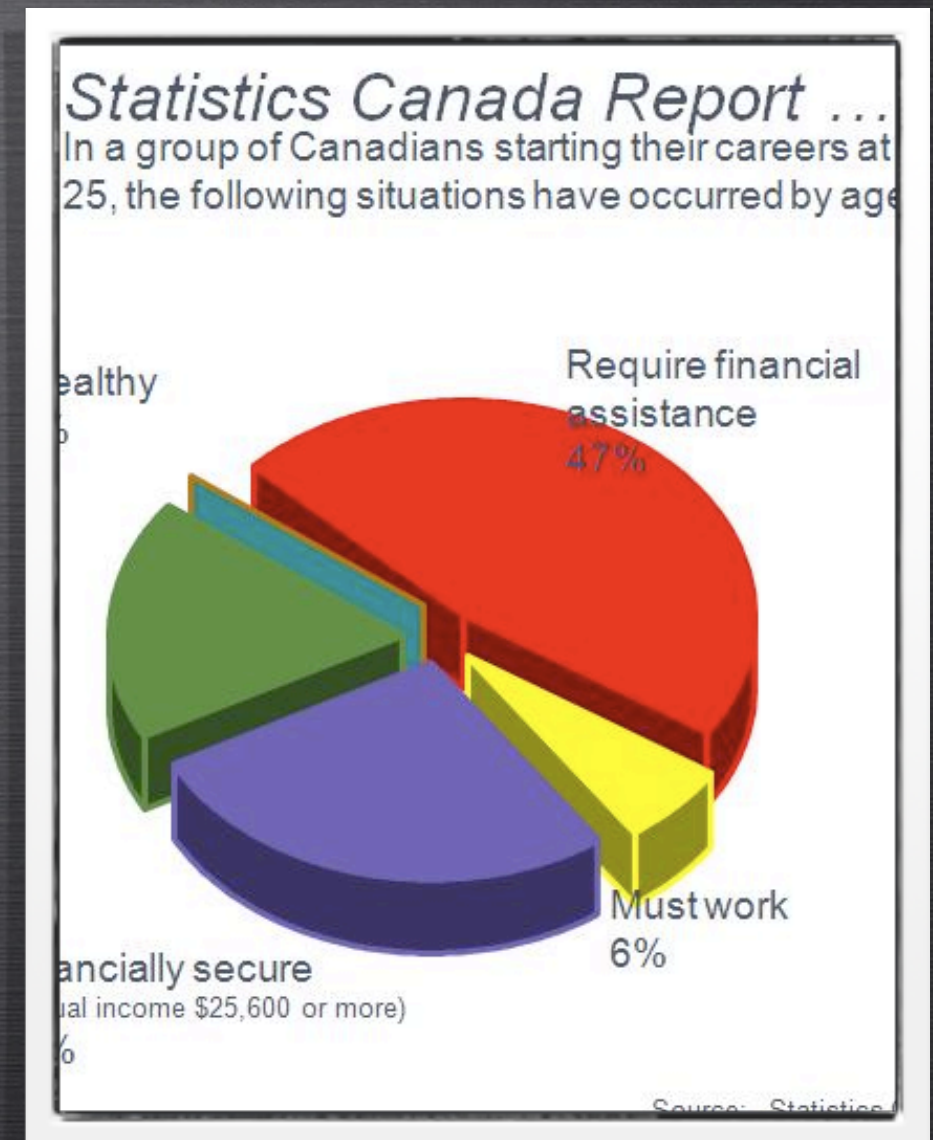


SECONDARY DATA:

IS FOUND IN ALREADY PUBLISHED SOURCES.

INFORMATION ON POPULATION, FAMILY SIZE, HOUSEHOLD INCOME, ECONOMIC TRENDS, AND INDUSTRY FORECASTS CAN BE FOUND IN SECONDARY DATA SOURCES.

EXAMPLES WOULD INCLUDE: GOVERNMENT PUBLICATIONS, BOOKS, WEBSITES, MAGAZINES, JOURNALS, NEWSPAPERS AND STATISTICS.



FOCUS GROUPS:

MARKET RESEARCH CAN ALSO INVOLVE OBSERVATION, OR FOCUS GROUPS.

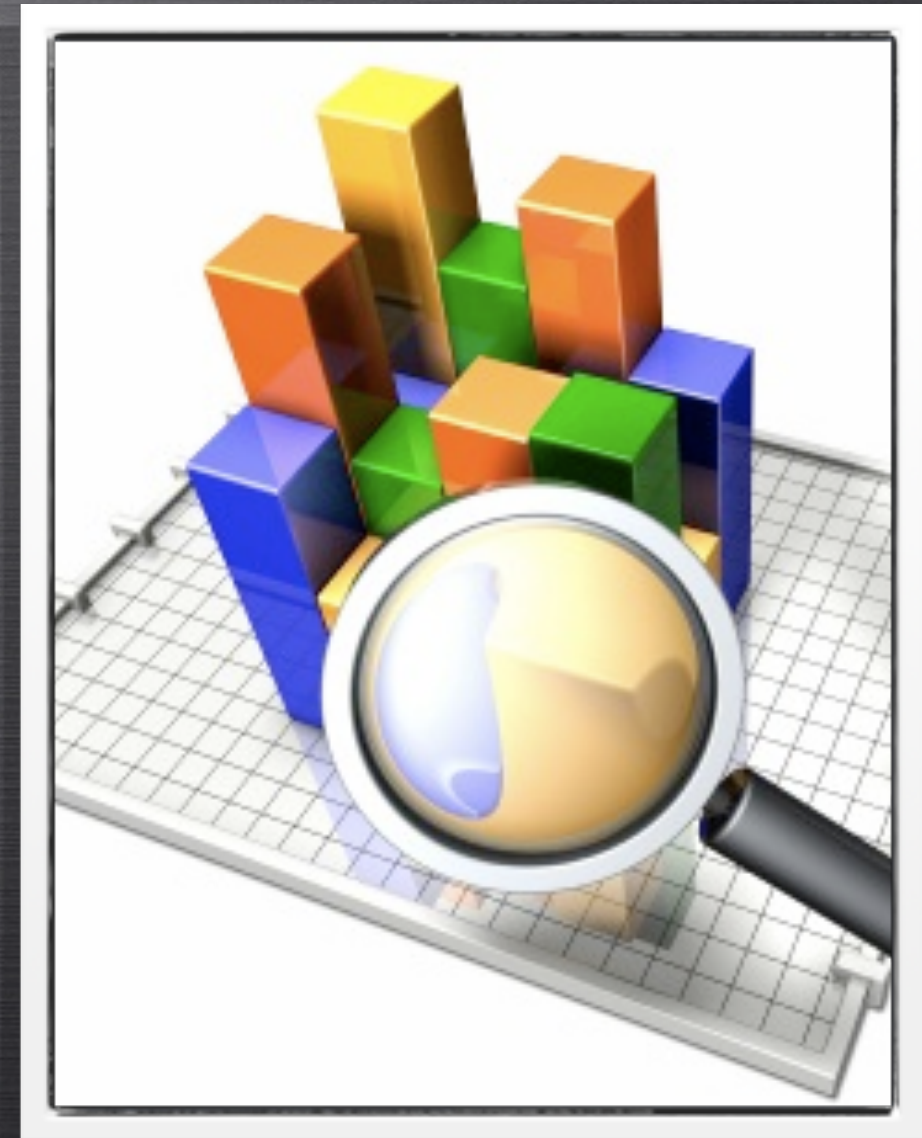
FOCUS GROUPS ARE INFORMAL INTERVIEW SESSIONS IN WHICH 6 TO 10 PERSONS, RELEVANT TO THE RESEARCH PROJECT, ARE BROUGHT TOGETHER IN A ROOM TO DISCUSS THE RESEARCH PROBLEM.

MAJOR DISADVANTAGES OF PRIMARY DATA IS THAT IT IS VERY TIME CONSUMING AND EXPENSIVE.



5 STEPS TO CONDUCTING PRIMARY RESEARCH:

- 1) DEFINE THE QUESTION
- 2) SELECT A RESEARCH
METHOD
- 3) COLLECT DATA
- 4) ANALYZE DATA
- 5) DRAW CONCLUSIONS



SAMPLING:

THE PROCESS OF GATHERING DATA FROM A PROPORTION OF THE TOTAL POPULATION RATHER THAN FROM ALL MEMBERS (CENSUS) OF THAT PARTICULAR POPULATIONS.

THERE ARE TWO TYPES OF SAMPLING:

- ◆ PROBABILITY
- ◆ NON PROBABILITY



TYPES OF SAMPLING:

PROBABILITY SAMPLING:

INVOLVES PRECISE RULES TO SELECT THE SAMPLE SUCH THAT EACH ELEMENT OF THE POPULATION HAS A SPECIFIC KNOWN CHANCE OF BEING SELECTED.

GROUP OF 1000 PEOPLE, DRAW 100 OUT OF A BOWL – CHANCES OF BEING SELECTED ARE KNOWN IN ADVANCE $100/1000$.

NON PROBABILITY SAMPLING:

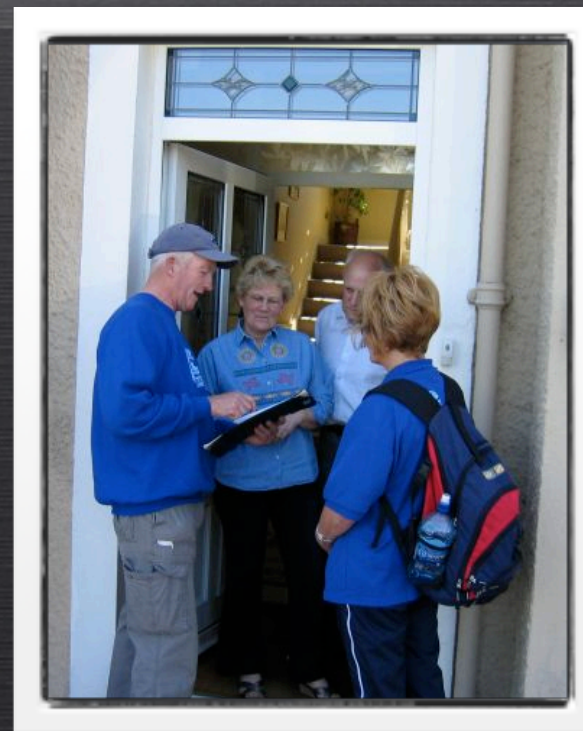
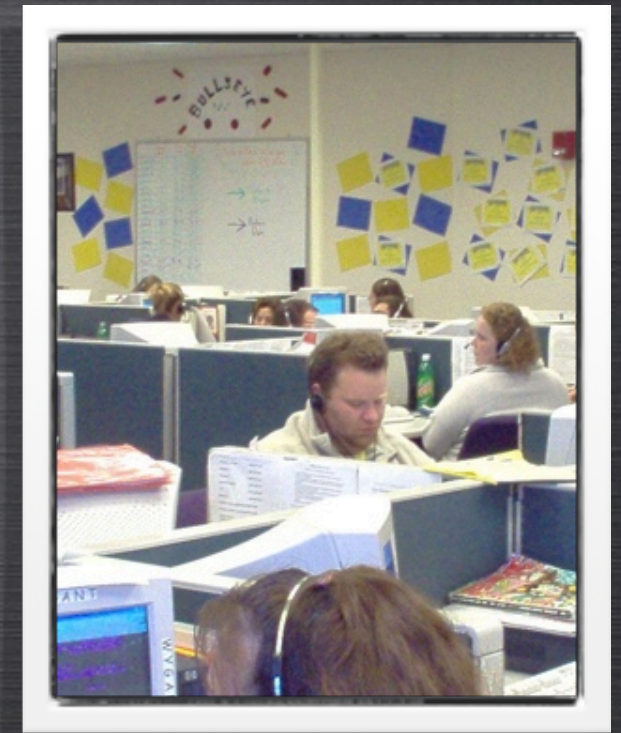
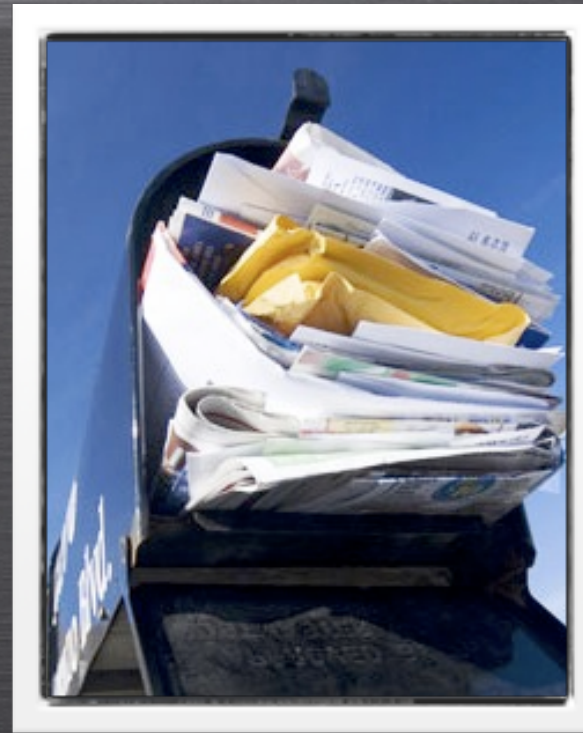
INVOLVES THE USE OF ARBITRARY JUDGMENT BY MARKETING RESEARCHER TO SELECT THE SAMPLE SO THAT THE CHANCE OF SELECTING A PARTICULAR ELEMENT OF THE POPULATION IS EITHER UNKNOWN OR ZERO.

QUESTIONNAIRE:

A SURVEY IS A RESEARCH TECHNIQUE USED TO GENERATE DATA BY ASKING PEOPLE QUESTIONS AND RECORDING THEIR RESPONSES ON A QUESTIONNAIRE.

CONDUCTED BY:

- ◆ MAIL
- ◆ TELEPHONE
- ◆ PERSONAL INTERVIEW
- ◆ INTERNET



DEVELOPING RESEARCH QUESTIONS:

TYPICAL PROBLEMS WITH THE WORDING OF QUESTIONS INCLUDE:

LEADING QUESTION:

WHY DO YOU LIKE WENDY'S FRESH MEAT HAMBURGERS BETTER THAN THOSE OF COMPETITORS MADE FROM FROZEN MEAT?

CONSUMER IS LEAD TO MAKE STATEMENT FAVOURING WENDY'S HAMBURGERS.

AMBIGUOUS QUESTION:

DO YOU EAT AT FAST-FOOD RESTAURANTS REGULARLY?

WHAT IS MEANT BY REGULARLY – ONCE A DAY, ONCE A MONTH?

TWO QUESTIONS IN ONE:

DO YOU EAT WENDY'S HAMBURGERS AND CHILLI?

NON-EXHAUSTIVE QUESTION:

WHERE DO YOU LIVE?

AT HOME OR IN A DORMITORY