Marketing Research Process

5 basic research steps

- **Problem definition**
- **Obtaining data**
  - Secondary data
  - Primary data
- **Data analysis**
- **Recommendation of solutions**
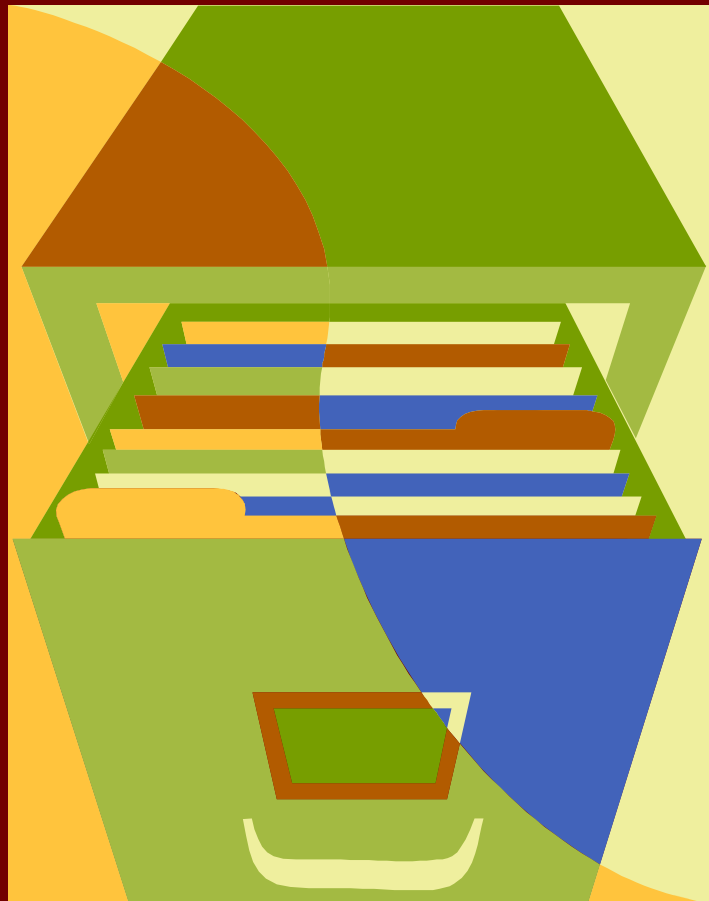- **Implementing the findings**

1. Problem Definition

What decisions need to be made and what information is needed?

2. Obtaining Data
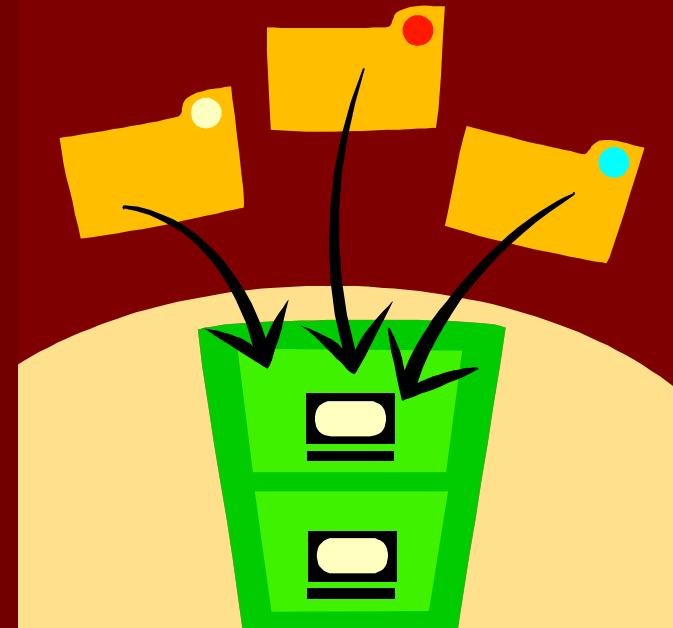
Secondary Data

Data previously collected and used for purposes other than the current study

Sources of Secondary Data

Internal Sources

- **Info found _within_ your company**
- **Past sales figures**
- **Budget records**
- **Income/expense records**
- **Customer records**
- **Inventory records**

External Sources

- Info found *outside* your company
- government (Census)
- Business publications (Inc., Wall Street Journal)
- Commercial research agencies (Nielson)
- Trade publications (Ad Age, Grocer)
- Local and state governments

Should you use Secondary Data?

Advantages

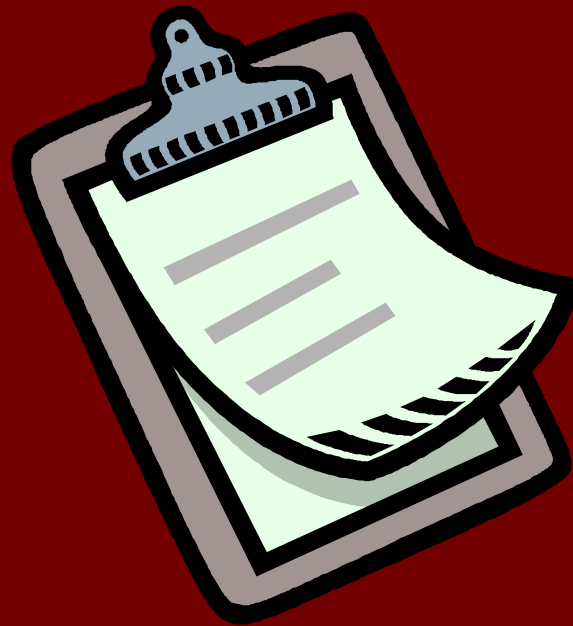- Can be obtained quickly
- Costs less

Disadvantages

- May not "fit" your current study
- Data may be old

Primary Data

Data obtained for the first time and used specifically for the current study

Methods of obtaining Primary Data

Survey Method

- **Info gathered from people directly through use of questionnaires or interviews.**

- **Telephone**

- **Mall**

- **Direct mail**

- **Internet**

- **Focus groups**
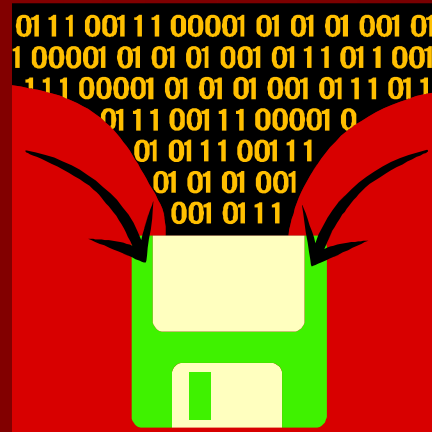
Observation Method

- **Actions of people are observed and recorded**
- **Natural conditions**
  - Personal observation of real customer
  - Traffic counts
  - Hidden cameras
- **Contrived conditions (mystery shoppers)**

Experimental Method

- **One or more marketing variables are observed under controlled conditions**
- **Central Location Testing**

3. Data Analysis

Compiling, analyzing and interpreting the results of the collected data

4. Recommendation of Solutions

Possible solutions to problem (from Step 1) are given to management or client in report form

5. Implementing the findings

Putting the solutions to work. Includes monitoring the results

Marketing Information Systems

Set of procedures and methods that regularly generates, stores, analyzes and distributes marketing information

Database

- Collections of related information about a specific topic
- Company records
- Competitors' records
- Customer profiles
- Government data