

Chapter 1 : Simple Steps to Marketing Research Process

The scientific research process is a multiple-step process where the steps are interlinked with the other steps in the process. If changes are made in one step of the process, the researcher must review all the other steps to ensure that the changes are reflected throughout the process.

Typically, a company will assess its own strengths and weaknesses, but place particular emphasis on how customers view their products. When company managers study the market, they will usually take a comprehensive look at key competitors and the industry in which they operate. Significance The business research process often starts with an overview of the market or industry. The key objective is determining whether an opportunity exists within a certain market. One determining factor may be how much market share or percent of total industry sales each competitor possesses. For example, a small software company may determine there are two major competitors. Competitors A and B may have a 60 and 20 percent market share, respectively. The other 20 percent of the market may be served by a number of smaller competitors. The software company must determine if there is enough potential business in the market for it to make a considerable profit. Government regulation, trade policies and other industry dynamics must also be taken into consideration. Types of Data Most industry data can be obtained through secondary research sources. These outside agencies, including the NPD Group and Forrester Research, conduct research with consumers to determine the size of certain industries as well as sales trends. Companies that want specific information about their own customers must conduct primary research. Through primary research, a company can study the needs and product preferences of its own customers. An example of primary research is a customer satisfaction survey. A customer satisfaction survey can help a company determine how satisfied its customers are with certain product features, the price of the products and even customer service. Function After gathering data from primary and secondary research, business research process entails analyzing the data and looking for specific market trends or consumer preferences. Management will then use the key findings from the data to develop certain business or marketing strategies. For example, if customers demand additional features, modification plans may be made for a certain product. In addition, any other necessary changes about the product, service or entering a new market will be determined during the analysis stage. The company will then structure all of these alternatives for potential testing, according to the article "Business Research Process" at docera. Considerations The business research process also entails testing certain alternatives from the analysis stage. The testing can involve the use of statistical models, which can better help predict future customer behavior, such as the "intent to purchase products. The purpose of testing in the business research process is to better ensure potential success. Companies should continue to gather feedback from the market and customers, because consumer preferences can change as can technology.

Chapter 2 : Steps of the Scientific Method - The Stages of Scientific Research

The Seven Steps of the Research Process The following seven steps outline a simple and effective strategy for finding information for a research paper and documenting the sources you find. Depending on your topic and your familiarity with the library, you may need to rearrange or recycle these steps.

Artistic research[edit] The controversial trend of artistic teaching becoming more academics-oriented is leading to artistic research being accepted as the primary mode of enquiry in art as in the case of other disciplines. As such, it is similar to the social sciences in using qualitative research and intersubjectivity as tools to apply measurement and critical analysis. It is based on artistic practices, methods, and criticality. Through presented documentation, the insights gained shall be placed in a context. This may be factual, historical, or background research. Background research could include, for example, geographical or procedural research. Patricia Leavy addresses eight arts-based research ABR genres: Documentary research

Steps in conducting research[edit] Research is often conducted using the hourglass model structure of research. The major steps in conducting research are: Often, a literature review is conducted in a given subject area before a research question is identified. A gap in the current literature, as identified by a researcher, then engenders a research question. The research question may be parallel to the hypothesis. The hypothesis is the supposition to be tested. The researcher s collects data to test the hypothesis. The researcher s then analyzes and interprets the data via a variety of statistical methods, engaging in what is known as empirical research. The results of the data analysis in rejecting or failing to reject the null hypothesis are then reported and evaluated. At the end, the researcher may discuss avenues for further research. However, some researchers advocate for the reverse approach: The reverse approach is justified by the transactional nature of the research endeavor where research inquiry, research questions, research method, relevant research literature, and so on are not fully known until the findings have fully emerged and been interpreted. Rudolph Rummel says, " It is only when a range of tests are consistent over many kinds of data, researchers, and methods can one have confidence in the results. Maurice Hilleman is credited with saving more lives than any other scientist of the 20th century. This process takes three main forms although, as previously discussed, the boundaries between them may be obscure: Exploratory research , which helps to identify and define a problem or question. Constructive research , which tests theories and proposes solutions to a problem or question. Empirical research , which tests the feasibility of a solution using empirical evidence. There are two major types of empirical research design: Researchers choose qualitative or quantitative methods according to the nature of the research topic they want to investigate and the research questions they aim to answer: Qualitative research This involves understanding human behavior and the reasons that govern such behavior, by asking a broad question, collecting data in the form of words, images, video etc that is analyzed, and searching for themes. This type of research aims to investigate a question without attempting to quantifiably measure variables or look to potential relationships between variables. It is viewed as more restrictive in testing hypotheses because it can be expensive and time-consuming and typically limited to a single set of research subjects. Quantitative research This involves systematic empirical investigation of quantitative properties and phenomena and their relationships, by asking a narrow question and collecting numerical data to analyze it utilizing statistical methods. The quantitative research designs are experimental, correlational, and survey or descriptive. Quantitative research is linked with the philosophical and theoretical stance of positivism. The quantitative data collection methods rely on random sampling and structured data collection instruments that fit diverse experiences into predetermined response categories. If the research question is about people, participants may be randomly assigned to different treatments this is the only way that a quantitative study can be considered a true experiment. If the intent is to generalize from the research participants to a larger population, the researcher will employ probability sampling to select participants. Primary data is data collected specifically for the research, such as through interviews or questionnaires. Secondary data is data that already exists, such as census data, which can be re-used for the research. It is good ethical research practice to use secondary data wherever possible. For example, a researcher may choose to conduct a qualitative study and follow it up with

a quantitative study to gain additional insights. As such, non-empirical research seeks solutions to problems using existing knowledge as its source. This, however, does not mean that new ideas and innovations cannot be found within the pool of existing and established knowledge. Non-empirical research is not an absolute alternative to empirical research because they may be used together to strengthen a research approach. Neither one is less effective than the other since they have their particular purpose in science. Typically empirical research produces observations that need to be explained; then theoretical research tries to explain them, and in so doing generates empirically testable hypotheses; these hypotheses are then tested empirically, giving more observations that may need further explanation; and so on. A simple example of a non-empirical task is the prototyping of a new drug using a differentiated application of existing knowledge; another is the development of a business process in the form of a flow chart and texts where all the ingredients are from established knowledge. Much of cosmological research is theoretical in nature. Mathematics research does not rely on externally available data; rather, it seeks to prove theorems about mathematical objects.

Research ethics [edit] Research ethics involves the application of fundamental ethical principles to a variety of topics involving research, including scientific research. These principles include deontology , consequentialism , virtue ethics and value ethics. Ethical issues may arise in the design and implementation of research involving human experimentation or animal experimentation , such as: Research ethics is most developed as a concept in medical research. The key agreement here is the Declaration of Helsinki. The Nuremberg Code is a former agreement, but with many still important notes. Research in the social sciences presents a different set of issues than those in medical research [44] and can involve issues of researcher and participant safety, empowerment and access to justice. The increasing participation of indigenous peoples as researchers has brought increased attention to the lacuna in culturally-sensitive methods of data collection. As the great majority of mainstream academic journals are written in English, multilingual periphery scholars often must translate their work to be accepted to elite Western-dominated journals. Please update this article to reflect recent events or newly available information. May

Peer review is a form of self-regulation by qualified members of a profession within the relevant field. Peer review methods are employed to maintain standards of quality, improve performance, and provide credibility. Usually, the peer review process involves experts in the same field who are consulted by editors to give a review of the scholarly works produced by a colleague of theirs from an unbiased and impartial point of view, and this is usually done free of charge. The tradition of peer reviews being done for free has however brought many pitfalls which are also indicative of why most peer reviewers decline many invitations to review. Influence of the open-access movement [edit] The open access movement assumes that all information generally deemed useful should be free and belongs to a "public domain", that of "humanity". For instance, most indigenous communities consider that access to certain information proper to the group should be determined by relationships. On the one hand, "digital right management" used to restrict access to personal information on social networking platforms is celebrated as a protection of privacy, while simultaneously when similar functions are used by cultural groups i. This could be due to changes in funding for research both in the East and the West. Focussed on emphasizing educational achievement, East Asian cultures, mainly in China and South Korea, have encouraged the increase of funding for research expansion. Professionalisation [edit] The examples and perspective in this section may not represent a worldwide view of the subject. You may improve this article , discuss the issue on the talk page , or create a new article , as appropriate.

THE RESEARCH PROCESS - DETAILS AND process for developing problem statements. The first step is the documentation of ideas. The research plan shall detail.

Scientific research involves a systematic process that focuses on being objective and gathering a multitude of information for analysis so that the researcher can come to a conclusion. This process is used in all research and evaluation projects, regardless of the research method scientific method of inquiry, evaluation research, or action research. The process focuses on testing hunches or ideas in a park and recreation setting through a systematic process. In this process, the study is documented in such a way that another individual can conduct the same study again. This is referred to as replicating the study. Any research done without documenting the study so that others can review the process and results is not an investigation using the scientific research process. The scientific research process is a multiple-step process where the steps are interlinked with the other steps in the process. If changes are made in one step of the process, the researcher must review all the other steps to ensure that the changes are reflected throughout the process. Parks and recreation professionals are often involved in conducting research or evaluation projects within the agency. These professionals need to understand the eight steps of the research process as they apply to conducting a study.

Identify the Problem
The first step in the process is to identify a problem or develop a research question. The research problem may be something the agency identifies as a problem, some knowledge or information that is needed by the agency, or the desire to identify a recreation trend nationally. In the example in table 2. This serves as the focus of the study.

Review the Literature
Now that the problem has been identified, the researcher must learn more about the topic under investigation. To do this, the researcher must review the literature related to the research problem. This step provides foundational knowledge about the problem area. The review of literature also educates the researcher about what studies have been conducted in the past, how these studies were conducted, and the conclusions in the problem area. In the obesity study, the review of literature enables the programmer to discover horrifying statistics related to the long-term effects of childhood obesity in terms of health issues, death rates, and projected medical costs. In addition, the programmer finds several articles and information from the Centers for Disease Control and Prevention that describe the benefits of walking 10, steps a day. The information discovered during this step helps the programmer fully understand the magnitude of the problem, recognize the future consequences of obesity, and identify a strategy to combat obesity.

Clarify the Problem
Many times the initial problem identified in the first step of the process is too large or broad in scope. In step 3 of the process, the researcher clarifies the problem and narrows the scope of the study. This can only be done after the literature has been reviewed. The knowledge gained through the review of literature guides the researcher in clarifying and narrowing the research project. In the example, the programmer has identified childhood obesity as the problem and the purpose of the study. This topic is very broad and could be studied based on genetics, family environment, diet, exercise, self-confidence, leisure activities, or health issues. All of these areas cannot be investigated in a single study; therefore, the problem and purpose of the study must be more clearly defined. This purpose is more narrowly focused and researchable than the original problem.

Clearly Define Terms and Concepts
Terms and concepts are words or phrases used in the purpose statement of the study or the description of the study. These items need to be specifically defined as they apply to the study. Terms or concepts often have different definitions depending on who is reading the study. To minimize confusion about what the terms and phrases mean, the researcher must specifically define them for the study. The concept of physical health may also be defined and measured in many ways. By defining the terms or concepts more narrowly, the scope of the study is more manageable for the programmer, making it easier to collect the necessary data for the study. This also makes the concepts more understandable to the reader.

Define the Population
Research projects can focus on a specific group of people, facilities, park development, employee evaluations, programs, financial status, marketing efforts, or the integration of technology into the operations. For example, if a researcher wants to examine a specific group of people in the community, the study could examine a specific age group, males or females, people living in a specific geographic area, or a

specific ethnic group. Literally thousands of options are available to the researcher to specifically identify the group to study. The research problem and the purpose of the study assist the researcher in identifying the group to involve in the study. In research terms, the group to involve in the study is always called the population. Defining the population assists the researcher in several ways. First, it narrows the scope of the study from a very large population to one that is manageable. This helps ensure that the researcher stays on the right path during the study. Finally, by defining the population, the researcher identifies the group that the results will apply to at the conclusion of the study. This narrower population makes the study more manageable in terms of time and resources.

Develop the Instrumentation Plan The plan for the study is referred to as the instrumentation plan. The instrumentation plan serves as the road map for the entire study, specifying who will participate in the study; how, when, and where data will be collected; and the content of the program. This plan is composed of numerous decisions and considerations that are addressed in chapter 8 of this text. In the obesity study, the researcher has decided to have the children participate in a walking program for six months. The group of participants is called the sample, which is a smaller group selected from the population specified for the study. The study cannot possibly include every 7-year-old child in the community, so a smaller group is used to represent the population. The researcher develops the plan for the walking program, indicating what data will be collected, when and how the data will be collected, who will collect the data, and how the data will be analyzed. The instrumentation plan specifies all the steps that must be completed for the study. This ensures that the researcher has carefully thought through all these decisions and that she provides a step-by-step plan to be followed in the study.

Collect Data Once the instrumentation plan is completed, the actual study begins with the collection of data. The collection of data is a critical step in providing the information needed to answer the research question. Every study includes the collection of some type of data—whether it is from the literature or from subjects—to answer the research question. Data can be collected in the form of words on a survey, with a questionnaire, through observations, or from the literature. In the obesity study, the researchers will be collecting data on the defined variables: The researcher collects these data at the first session and at the last session of the program. These two sets of data are necessary to determine the effect of the walking program on weight, body fat, and cholesterol level. Once the data are collected on the variables, the researcher is ready to move to the final step of the process, which is the data analysis.

Analyze the Data All the time, effort, and resources dedicated to steps 1 through 7 of the research process culminate in this final step. The researcher finally has data to analyze so that the research question can be answered. In the instrumentation plan, the researcher specified how the data will be analyzed. The researcher now analyzes the data according to the plan. The results of this analysis are then reviewed and summarized in a manner directly related to the research questions. In the obesity study, the researcher compares the measurements of weight, percentage of body fat, and cholesterol that were taken at the first meeting of the subjects to the measurements of the same variables at the final program session. These two sets of data will be analyzed to determine if there was a difference between the first measurement and the second measurement for each individual in the program. Then, the data will be analyzed to determine if the differences are statistically significant. If the differences are statistically significant, the study validates the theory that was the focus of the study. The results of the study also provide valuable information about one strategy to combat childhood obesity in the community. As you have probably concluded, conducting studies using the eight steps of the scientific research process requires you to dedicate time and effort to the planning process. You cannot conduct a study using the scientific research process when time is limited or the study is done at the last minute. Researchers who do this conduct studies that result in either false conclusions or conclusions that are not of any value to the organization. The above excerpt is from:

Chapter 4 : 7 Stages or Steps Involved in Marketing Research Process

The research for and writing of a paper will be more enjoyable if you are writing about something that you find interesting. Select a topic for which you can find a manageable amount of information. Do a preliminary search of information sources to determine whether existing sources will meet your needs.

I talked earlier about 20 different types of marketing research studies. And second, what research process are you going to follow in order to complete your project? In this post, I will show you the steps of conducting a marketing research project. While these stages are presented in order, you can be creative and adapt the stages and process to meet your business needs. Some stages can be completed in parallel to speed the project as it begins to develop. Formulating the Marketing Research Problem Formulating a problem is the first step in the research process. In many ways, research starts with a problem that management is facing. This problem needs to be understood, the cause diagnosed, and solutions developed. However, most management problems are not always easy to research. A management problem must first be translated into a research problem. Once you approach the problem from a research angle, you can find a solution. Translated into a research problem, we may examine the expectations and experiences of several groups: We will determine if the lack of sales is due to: Poor expectations that lead to a general lack of desire to buy, or Poor performance experience and a lack of desire to repurchase. What then is the difference between a management problem and a research problem? Management problems focus on an action. Do we advertise more? Do we change our advertising message? Do we change an under-performing product configuration? Research problems, on the other hand, focus on providing the information you need in order to solve the management problem. Click here to learn specifically how to formulate the research problem. Method of Inquiry The scientific method is the standard pattern for investigation. It provides an opportunity for you to use existing knowledge as a starting point and proceed impartially. The scientific method includes the following steps: Formulate a problem Make predictions based on the hypothesis Devise a test of the hypothesis Conduct the test Analyze the results The terminology is similar to the stages in the research process. However, there are subtle differences in the way the steps are performed. For example, the scientific method is objective while the research process can be subjective. Objective-based research quantitative research relies on impartial analysis. The facts are the priority in objective research. On the other hand, subjective-based research qualitative research emphasizes personal judgment as you collect and analyze data. Research Method In addition to selecting a method of inquiry objective or subjective , you must select a research method. There are two primary methodologies that can be used to answer any research question: Experimental research gives you the advantage of controlling extraneous variables and manipulating one or more variables that influence the process being implemented. Non-experimental research allows observation but not intervention. You simply observe and report on your findings. Research Design The research design is a plan or framework for conducting the study and collecting data. It is defined as the specific methods and procedures you use to acquire the information you need. Data Collection Techniques Your research design will develop as you select techniques to use. There are many ways to collect data. Two important methods to consider are interviews and observation. Interviews require you to ask questions and receive responses. Common modes of research communication include interviews conducted face-to-face, by mail, by telephone, by email, or over the Internet. This broad category of research techniques is known as survey research. These techniques are used in both non-experimental research and experimental research. Another way to collect data is by observation. Data collection techniques for past behavior can include analyzing company records and reviewing studies published by external sources. In order to analyze information from interview or observation techniques, you must record your results. Because the recorded results are vital, measurement and development are closely linked to which data collection techniques you decide on. The way you record the data changes depends on which method you use. Sample Design Your marketing research project will rarely examine an entire population. In order to design your sample, you must find answers to these questions: From which base population is the sample to be selected? What is the method process for sample selection? What is the size of the sample? This will allow you to make

inferences about a larger population. There are two methods of selecting a sample from a population: The probability method relies on a random sampling of everyone within the larger population. Non-probability is based in part on the judgment of the investigator, and often employs convenience samples, or by other sampling methods that do not rely on probability. The final stage of the sample design involves determining the appropriate sample size. This important step involves cost and accuracy decisions. Larger samples generally reduce sampling error and increase accuracy, but also increase costs. Depending on the mode of data collection, this part of the process can require large amounts of personnel and a significant portion of your budget. Personal face-to-face and telephone interviews may require you to use a data collection agency field service. Internet surveys require fewer personnel, are lower cost, and can be completed in days rather than weeks or months. Regardless of the mode of data collection, the data collection process introduces another essential element to your research project: Analysis and Interpretation In order for data to be useful, you must analyze it. Analysis techniques vary and their effectiveness depends on the types of information you are collecting, and the type of measurements you are using. Because they are dependent on the data collection, analysis techniques should be decided before this step. The Marketing Research Report The marketing research process culminates with the research report. This report will include all of your information, including an accurate description of your research process, the results, conclusions, and recommended courses of action. The report should provide all the information the decision maker needs to understand the project. It should also be written in language that is easy to understand. One approach to resolving this conflict is to prepare two reports: The technical report discusses the methods and the underlying assumptions. In this document, you discuss the detailed findings of the research project. The summary report, as its name implies, summarizes the research process and presents the findings and conclusions as simply as possible. Another way to keep your findings clear is to prepare several different representations of your findings. PowerPoint presentations, graphs, and face-to-face reports are all common methods for presenting your information. Along with the written report for reference, these alternative presentations will allow the decision maker to understand all aspects of the project. Resource Planning for Your Study As you are developing your study, you have to account for the expenditure of your resources: Before you can start the research project, you should get yourself organized and prepare a budget and time schedule for the major activities in the study. Microsoft Project and similar programs are good resources for breaking down your tasks and resources. Have fun with your next research project! These 9 stages should help you out immensely. Get started with the most trusted enterprise research platform.

Chapter 5 : Marketing research process - Wikipedia

Dissertation markers expect the explanation of research process to be included in Methodology chapter. A typical research process comprises the following stages: 1. Selecting the research area. You are expected to state that you have selected the research area due to professional and personal.

The following steps outline a simple and effective strategy for writing a research paper. Depending on your familiarity with the topic and the challenges you encounter along the way, you may need to rearrange these steps. Identify and develop your topic Selecting a topic can be the most challenging part of a research assignment. Since this is the very first step in writing a paper, it is vital that it be done correctly. Here are some tips for selecting a topic: Select a topic within the parameters set by the assignment. Many times your instructor will give you clear guidelines as to what you can and cannot write about. Failure to work within these guidelines may result in your proposed paper being deemed unacceptable by your instructor. Select a topic of personal interest to you and learn more about it. The research for and writing of a paper will be more enjoyable if you are writing about something that you find interesting. Select a topic for which you can find a manageable amount of information. Do a preliminary search of information sources to determine whether existing sources will meet your needs. If you find too much information, you may need to narrow your topic; if you find too little, you may need to broaden your topic. Your instructor reads hundreds of research papers every year, and many of them are on the same topics topics in the news at the time, controversial issues, subjects for which there is ample and easily accessed information. Stand out from your classmates by selecting an interesting and off-the-beaten-path topic. See your instructor for advice. Once you have identified your topic, it may help to state it as a question. For example, if you are interested in finding out about the epidemic of obesity in the American population, you might pose the question "What are the causes of obesity in America? Do a preliminary search for information Before beginning your research in earnest, do a preliminary search to determine whether there is enough information out there for your needs and to set the context of your research. Additional background information may be found in your lecture notes, textbooks, and reserve readings. You may find it necessary to adjust the focus of your topic in light of the resources available to you. Locate materials With the direction of your research now clear to you, you can begin locating material on your topic. There are a number of places you can look for information: If you are looking for books, do a subject search in the Alephcatalog. Print or write down the citation information author, title,etc. Note the circulation status. When you locate the book on the shelf, look at the books located nearby; similar items are always shelved in the same area. Choose the databases and formats best suited to your particular topic; ask at the librarian at the Reference Desk if you need help figuring out which database best meets your needs. Many of the articles in the databases are available in full-text format. Use search engines Google , Yahoo , etc. Evaluate your sources See the CARS Checklist for Information Quality for tips on evaluating the authority and quality of the information you have located. Your instructor expects that you will provide credible, truthful, and reliable information and you have every right to expect that the sources you use are providing the same. This step is especially important when using Internet resources, many of which are regarded as less than reliable. Make notes Consult the resources you have chosen and note the information that will be useful in your paper. Be sure to document all the sources you consult, even if you there is a chance you may not use that particular source. The author, title, publisher, URL, and other information will be needed later when creating a bibliography. Write your paper Begin by organizing the information you have collected. The next step is the rough draft, wherein you get your ideas on paper in an unfinished fashion. This step will help you organize your ideas and determine the form your final paper will take. After this, you will revise the draft as many times as you think necessary to create a final product to turn in to your instructor. Cite your sources properly Give credit where credit is due; cite your sources. Citing or documenting the sources used in your research serves two purposes: Failure to cite your sources properly is plagiarism. Proofread The final step in the process is to proofread the paper you have created. Read through the text and check for any errors in spelling, grammar, and punctuation. Make sure the sources you used are cited properly. Make sure the message that you

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Chapter 6 : My Market Research Methods - The Market Research Process: 6 Steps to Success

The selection process for the Rising Stars list is the same as the Super Lawyers selection process, with one exception: to be eligible for inclusion in Rising Stars, a candidate must be either 40 years old or younger or in practice for 10 years or less.

Some of the major steps involved in marketing research process are as follows: Identification and Defining the Problem 2. Statement of Research Objectives 3. Planning the Sample 5. Data Processing and Analysis 7. Formulating Conclusion, Preparing and Presenting the Report. Marketing research exercise may take many forms but systematic enquiry is a feature common to all such forms. Being a systematic enquiry, it requires a careful planning of the orderly investigation process. Though it is not necessary that all research processes would invariably follow a given sequence, yet marketing research often follows a generalised pattern which can be broken down and studied as sequential stages. The various stages or steps in the marketing research process are discussed below: Identification and Defining the Problem: The clear-cut statement of problem may not be possible at the very outset of research process because often only the symptoms of the problems are apparent at that stage. Then, after some explanatory research, clear definition of the problem is of crucial importance in marketing research because such research is a costly process involving time, energy and money. Clear definition of the problem helps the researcher in all subsequent research efforts including setting of proper research objectives, the determination of the techniques to be used, and the extent of information to be collected. It may be noted that the methods of explanatory research popularly in use are—survey of secondary data, experience survey, or pilot studies, i. Statement of Research Objectives: After identifying and defining the problem with or without explanatory research, the researcher must take a formal statement of research objectives. Such objectives may be stated in qualitative or quantitative terms and expressed as research questions, statement or hypothesis. On the other hand, a hypothesis is a statement that can be refuted or supported by empirical finding. After defining the research problem and deciding the objectives, the research design must be developed. A research design is a master plan specifying the procedure for collecting and analysing the needed information. It represents a framework for the research plan of action. The objectives of the study are included in the research design to ensure that data collected are relevant to the objectives. At this stage, the researcher should also determine the type of sources of information needed, the data collection method e. Important questions in this regard are— who is to be sampled as a rightly representative lot? What should be the sample size—how large or how small? How to select the various units to make up the sample? The collection of data relates to the gathering of facts to be used in solving the problem. Hence, methods of market research are essentially methods of data collection. Data can be secondary, i. Data can be primary, i. Data Processing and Analysis: Once data have been collected, these have to be converted into a format that will suggest answers to the initially identified and defined problem. Data processing begins with the editing of data and its coding. Editing involves inspecting the data-collection forms for omission, legibility, and consistency in classification. Before tabulation, responses need to be classified into meaningful categories. This coding process facilitates the manual or computer tabulation. If computer analysis is being used, the data can be key punched and verified. Analysis of data represents the application of logic to the understanding of data collected about the subject. In its simplest form analysis may involve determination of consistent patterns and summarising of appropriate details. The appropriate analytical techniques chosen would depend upon informational requirements of the problem, characteristics of the research designs and the nature of the data gathered. The statistical analysis may range from simple immediate analysis to very complex multivariate analysis. Formulating Conclusion, Preparing and Presenting the Report: The final stage in the marketing research process is that of interpreting the information and drawing conclusion for use in managerial decision. The research report should clearly and effectively communicate the research findings and need not include complicated statement about the technical aspect of the study and research methods. Often the management is not interested in details of research design and statistical analysis, but instead, in the concrete findings of the research. If need be, the researcher may bring out his appropriate recommendations or suggestions in the

matter. Researchers must make the presentation technically accurate, understandable and useful.

Chapter 7 : 9 Key Stages in the Marketing Research Process | Qualtrics

Research comprises "creative and systematic work undertaken to increase the stock of knowledge, including knowledge of humans, culture and society, and the use of this stock of knowledge to devise new applications."

Actually, marketing research is conducted in order to get information about certain factors like customers, competitors or any other factor related to the external environment. All of such information collected is then utilized in the decision making process in the organization. Marketing research can be utilized to achieve the following outcomes. To measure the potential of the market. Identification of the characteristics of the market. Analysis of business trends. Analysis of the products of competitors etc. Process of Marketing Research The Process of Marketing research is comprehensive and divided into the following steps. Specification of the problem and research objectives Preparation of research plan Interpretation and reporting of conclusions Now all of these steps are discussed one by one. It is done carefully because if any mistake has made in this step, then that mistake would lead the whole research process into the wrong direction. After the specification of the main problem, the research objectives are also set by the marketing manager together with the researcher. The research objectives may take the following three forms. It is helpful in to obtain the preliminary information that supports to clear specification of the problem and suggesting of the hypothesis for solution. Descriptive Research This type of research is fruitful in such cases where the things need to be described like, demographics and consumer behavior or market potential of a certain product or service etc. Casual Research It is done in order to testify the cause-effect relationship of a hypothesis. The specification of the problem and the research objectives should be kept in written form so that every member of the research team understands the direction of the research efforts. Preparation of the Research Plan In this step of marketing research the main work is to obtain the necessary information secondary data and its effective presentation to the management. It involves a number of steps like contact methods, research approaches, sampling plans along with instruments etc. Moreover, the company should know what kind of information is already available and what kind is to be further required. Following activities are included in this step. Determination of the required information Obtaining secondary information Planning about the collection of primary data. First the research objectives are converted into the required information that should be obtained. Then the secondary information is collected which is already available at anywhere from both the internal and external sources. At last the collection of primary information is made for a specific purpose. Research approaches have a further more three types, which are as below. In this research approach, the relevant actions, peoples and situations are observed to gain information. However the attitudes and private behavior are not observed completely. This is used in such cases where people are unable and unwilling to provide the required information. In this type, people are asking different questions about their attitudes, knowledge, buying behavior to get required information. Descriptive information is effectively collected through this research approach. It is most widely used approach that has much flexibility, but it has a limitation in case when the respondent gives wrong answers or has no time to give answers. In experimental research different subjects are grouped together, and passed through different conditions having certain factors as controlled so that the different responses of these groups can be checked to get required information. Mostly the cause- effect relationships are explained in this research process. Surveys and observations may employed to get the causal information of the research. Contact methods may be of the following types 01â€” Mail Questionnaires are employed to get enormous information at low cost. Besides contact method, proper sampling is also made in the marketing research process, because it very difficult to cover the whole population in the research process. In this whole there are two types of research instrument used, which are as below. Questionnaires Mechanical Devices Implementation This is the action stage of the marketing research in which the prepared plan is properly implemented to get the required results. In this step, the data or information is collected, processed and analyzed by either the company own staff of marketing research or by the outside team. If the company uses its own staff, then it has more control over the whole process. But there are certain specialized firms that can perform this job more effectively. The information collection phase is more expensive and sensitive in the

implementation phase of the prepared plan. In order to avoid the errors and mistakes of the respondents, the researcher should monitor the field properly. In this step the researcher should avoid certain mistakes in the presentation. This means that the researcher should not provide the overwhelm numbers and statistical techniques. Instead, he should provide the important points that are helpful to the managers in their decision making situations. Another important point in this regard is that the researcher does not reach at the conclusion by himself alone through interpretation. The managers should also involve themselves in this step as they have already know-how of the main problem of the research process. This means that he does not blindly accepts the reporting of the researcher. So, the researcher and manager work together to reach at a certain result after interpretation, so that proper decisions are made in this regards.

The market research process is a systematic methodology for informing business decisions. There are six basic steps, starting with defining the problem and understanding your research objective.

You can help by converting this article to prose, if appropriate. Editing help is available. July The first stage in a marketing research project is to define the problem. In defining the problem, the researcher should take into account the purpose of the study, relevant background information and all necessary data, and how the information gathered will be used in decision making. Problem definition involves discussion with the decision makers, interviews with industry experts, analysis of secondary data, and, perhaps, some qualitative research, such as focus groups. Once the problem has been precisely defined, the research can be designed and conducted properly. This includes formulating an objective or theoretical framework, constructing analytical models, generating research questions, hypotheses, and identifying characteristics or factors that can influence the research design. This process is guided by discussions with management and industry experts, case studies and simulations, analysis of secondary data, qualitative research and pragmatic considerations. It details the procedures necessary in obtaining the required information, and its purpose is to design a study that will test the hypotheses of interest, determine possible answers to the research questions, and provide the information necessary for decision making. Conducting exploratory research, precisely defining the variables, and designing appropriate scales to measure them are also components of the research design. The issue on how the data should be obtained from the respondents must be addressed. It is also necessary to design a questionnaire and a sampling plan to select respondents for the study. Formulating the research design involves the following steps: Proper selection, training, supervision, and evaluation of staff members helps minimize data-collection errors. Data preparation and analysis is the fifth step and includes the editing, coding, transcription, and verification of data. Each questionnaire or observation form is inspected, or edited, and, if necessary, corrected. Number or letter codes are assigned to represent each response to each question in the questionnaire. The data from the questionnaires are transcribed or key-punched on to magnetic tapes, or disks or inputted directly into the computer. Verification ensures that the data from the original questionnaires have been accurately transcribed. Analyzed data gives meaning to the information that have been collected. Univariate techniques are used for analyzing data when there is a single measurement of each element or unit in the sample, or, if there are several measurements of each element, each RCH variable is analyzed in isolation. On the other hand, multivariate techniques are used for analyzing data when there are two or more measurements on each element and the variables are analyzed simultaneously. The entire project should be documented in a written report and the results and major findings must be presented. The findings must be in a comprehensible format so that they can be readily used in the decision making process. In addition, an oral presentation should be made to management using tables, figures, and graphs to enhance clarity and impact. This method is also helpful in situations where little information is available from other sources, as in the case of radically new products. On the other hand, secondary data is collected for some purpose other than the problem at hand. This data includes information made available by business and government sources, commercial marketing research firms, and computerized databases. Secondary data is an economical and quick source of background information. Qualitative research[edit] Information, industry experts, and secondary data may not be sufficient to define the research problem. Sometimes qualitative research must be undertaken to gain a qualitative understanding of the problem and its underlying factors. Other exploratory research techniques, such as pilot surveys with small samples of respondents, may also be undertaken.

Chapter 9 : Academic and Professional Writing: Writing a Research Paper

The Research Process Coordinator is a key staff position providing a full range of research administrative and financial management services for an assigned subset of faculty and laboratory staff in the Department of Biomedical Engineering.

The major objectives of the process are determining what products or services to offer, which customers are most likely to buy them, where to sell them and how to price and promote them. Various steps in the business research process help a company achieve these objectives. Identifying Competitors The first step is identifying key competitors in the industry. One way to garner information on the competition is through secondary research. Secondary research information is data that are already available about the industry: Secondary research may also provide detailed information about competitors, such as number of employees, products they sell and their key strengths. Secondary research can be obtained through various sources, depending on the industry. Nielsen provides data about consumer package goods. Studying Customers The process continues with a study of the consumer or business customer. It is important to determine what the customer wants and needs before developing products to meet those needs. The consumer will usually dictate which products will sell. The best way to determine customer needs is through primary research. Primary research includes phone surveys, personal interviews and even mail surveys. With these surveys, marketing research professionals will often test certain product concepts, measure customer satisfaction and determine the best features and prices for their products. A weakness may be inexperienced management. Additionally, a company may have an opportunity to purchase another company. Threats may include new government regulation in the industry or a well-financed new competitor. A company uses the SWOT analysis to exploit its strengths via available opportunities. For example, a company with strong financial backing could purchase another company to increase its distribution and market share. A business can also minimize its weaknesses against potential threats, for example by hiring more experienced marketing people to deal with an increase in competition. A company can determine its target audience through primary research. Application The steps taken during the business research process are effective only if the company uses them to develop marketing strategies. Also, business research is a constant endeavor. Technologies change, as do customer tastes. Therefore, it is important to conduct business research throughout the year.