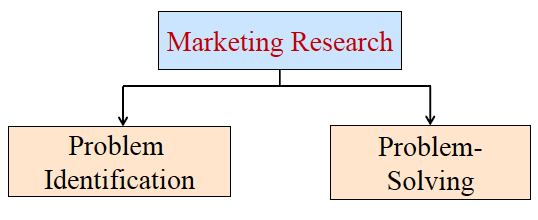
Wk1: Marketing Research Process & Ethical Principles

Marketing research

* The systematic, identification, collection, analysis, dissemination and use of information.
* Conducted for the purpose of improving decision making related to the identification and solution of problems, and opportunities in marketing.

## Function of marketing research:



* Problem- deification: Research undertaken to help identify problems, which are not necessarily apparent on the surface and yet exist or are likely arise in the future.
* Problem- Solving: research undertaken to help splve specific marketing problems.

When selecting your targeting market, you might like to know:

* Who would be interested in our product or service?
* Who have already bought from us?
* Are we making inappropriate assumptions (i.e. people’s consumption preference) about the market?

When you se the price for your product, you might like to know:

* How much are customer willing to pay for our products?
* Will the customers be willing to pay more for our products?
* Should we bundle our products for a single price?
* Should we give discount to get people to buy our products?

## Marketing Research Process:

* **Step1: Definding the problem**
* **Step2: Developing an Approach to the problem**
* **Step3: Formulating a Research design**
* **Step4: Collecting data**
* **Step5: Preparing and analyzing data**
* **Step6: Preparing and presenting the report**

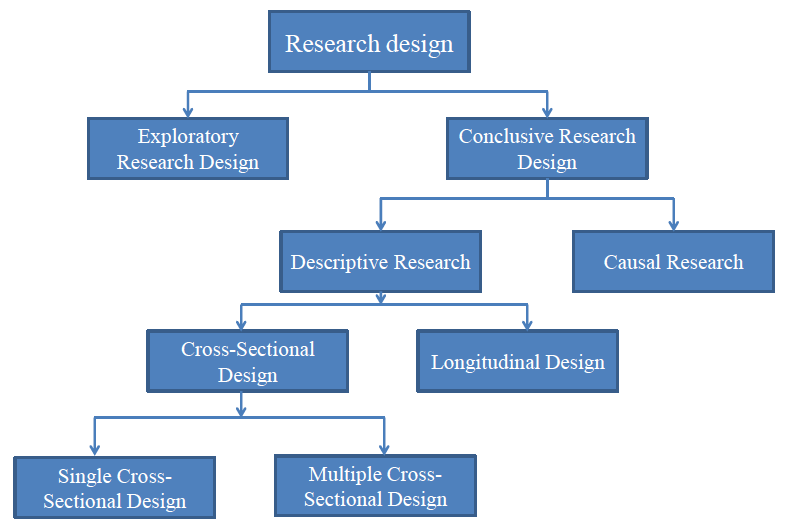
**Step1: Definding the problem**

* 1) Discussion with decision maker(s)
* Understand the nature of the problem decision maker facing and what they hope to learn from research
* Decision marker needs to understand the capabilities and limitation of research
* 2) Interviews with experts
* Normally use unstructured personal interview
* Experts can be found inside and outside the firm
* 3) Secondary data analysis
* Data collected for some purpose other than the problem at hand
* Include sources from government report, commercial marketing research firm, and computerized database.
* An economical and quick source of background information
* 4) Qualitative research (gather non-numerical data)
* Providing valuable insights to the problem and its underlying factors
* It’s unstructured, exploratory in nature, based on small samples.
* 5) Environmental context of the problem
* Past information and forecasts (i.e. Past sales, market share)
* Competitive environment
* Resources and constraints (i.e. cost, time, research skills)
* Objective (i.e. organization objective)
* Buyer behavior (i.e. preference. Price sensitivity)
* Legal environment (i.e. low)
* Economic Environment (i.e. disposable income, saving)
* Marketing and technological skills (i.e. Technology advancement)
* Marketing research questions:
* a) What criteria do households use when selecting department stores?
* b) Who are the customers? What are their demographic and psychographic characteristics? Does it differ from the profile of customers of competing stores?
* What is the market share of Coles and its competitors for specific product categories?
* Are customers loyal to Coles? What is the extent of brand loyalty?

**Step2: Developing an Approach to the problem**

* 1) Objective/theoretical framework
* 2) Specification of the information needed

**Step3: Formulating a Research design**



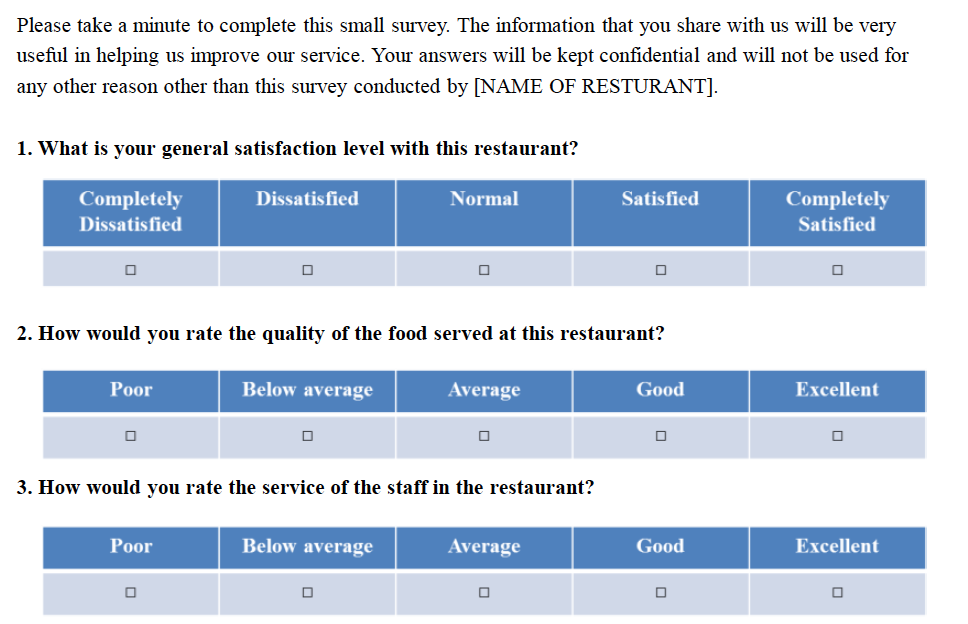
* 1) Exploratory Research
* Merely to explore the research question and does **NOT intend to offer final/ conclusive solution to existing problems**
* This type of research is usually conducted to study a problem that has not been clearly defined yet
* 2) Descriptive Research
* Describe the **characteristics of relevant group** (i.e. consumer, salespeople, organization, market areas)
* 3) Cross- sectional design
* **Collection of information** **from** any given **sample** of population elements only **ONCE**
* 4) Longitudinal Design
* A **fixed sample** (or samples) of population elements is **measured repeatedly** on the same variables.
* 5) Casual research
* To understand which variables are the cause (independent variables), and which variable are the effect (dependent variables) of a phenomenon.

**Step4: Collecting data**

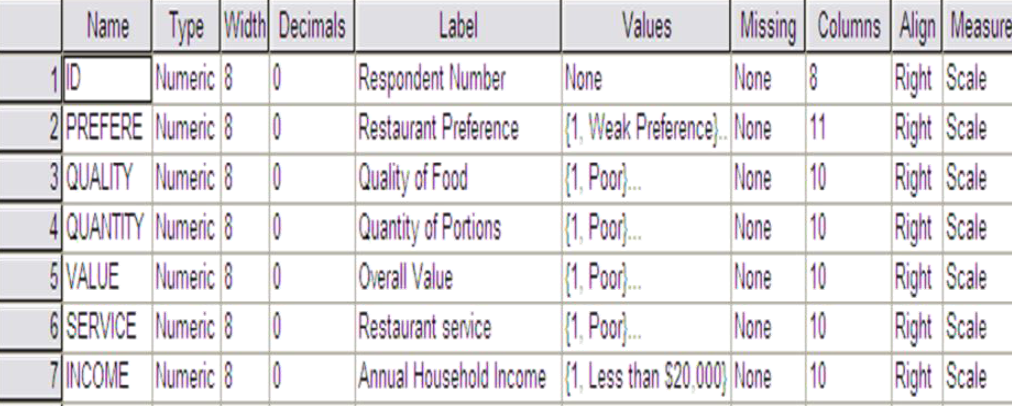
* 1) Primary data
* Originated by a researcher for the specific purpose of addressing the problem at hand
* 2) Secondary data
* Data that have already been collected for purpose other than the problem at hand.
* These data can be located quickly and inexpensively

**Step5: Preparing and analyzing data**

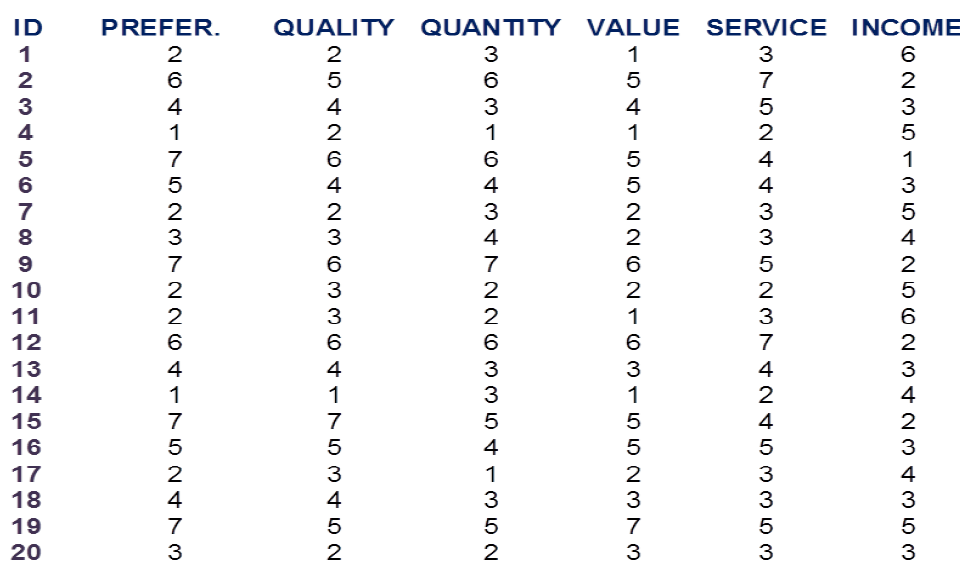
* Example:

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* Veriable view of restaurant survey:



* Veriable view of restaurant survey:



* Analysing data
* Characteristics of the data
* Techniques
* Background and philosophy of the researcher

**Step6: Preparing and presenting the report**

* A report is written/ oral presentation of the research process, result, recommendations, and/or conclusion to a **specific audience**
* Management decision are duide by the report and the presentation
* Management's decision to undertake marketing research in the future or to use the particular research supplier again will be influenced by the perceived usefulness of the report and the presentation.
* Presenting report:
* Easy to follow
* Creative communication
* Presentable and professional appearance
* Reinforce text with table and graphs

# Ethical Princiales

Fall into 4 main areas, need to:

* **1) Avoid harm to participants (and producing benefits)**
* **2) Ensure informed consent同意 of participants**
* **3) Respect the privacy of participants**
* **4) Avoid the use of deception欺骗**

**1) Avoid harm to participants (and producing benefits)**

* Research will be considered harmful if it cause a participant to be embarrassed/ belittled轻视/ anxious焦虑/ stressed

**2) Ensure informed consent同意 of participants**

Researcher should provide information on

* The **aims** of the research.
* Who will be undertaking it.
* Who is being asked to participate.
* **What kind of information** is being sought.
* How much of the **participant’s time** is required
* That participation in the study is voluntary.
* That responding to all questions is **voluntary**.
* **Who will have access** to the data once it is collected. 资料收集后,谁将有权取得资料。
* How **anonymity匿名者** of respondents调查对象 will be preserved保存.
* Who should it be returned to and by when

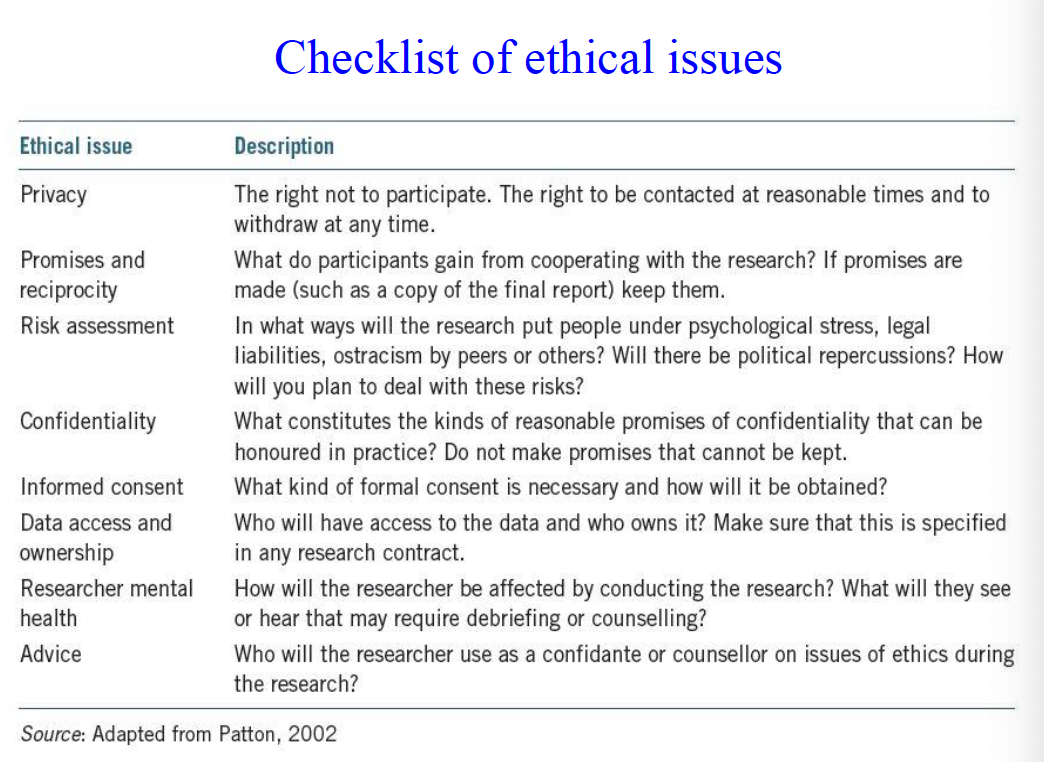
**3) Respect the privacy of participants**

* Respondents must give **informed consent知情同意**
* Respondents have the right to **withfraw提出申诉 at any time**
* **Data**(in electronic and manual forms) must be **kept securely**

**4) Avoid the use of deception欺骗**

Best achieved by being open and transparent about the research including:

* Its **objestive**
* Methods
* Uses
* Role of respondent, including time and any other commitments

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Wk2: Research Design: Quantitative, Qualitative, and Mixed Methods

# Research Design

* Overarching首要的 for the collection, measurement and analysis data

# Two Research Methods

* Quantitative research:
* Explaining phenomena by collecting **numerical** data that are analyzed using **mathematically based methods** (statistics).
* Qualitative research:
* Seeks to answer questions about why & how people behave in the way that they do. It provides **in-depth information** about human behavior.

# Operationally Define variable

* Gives meaning to a construct结构 or a veriable by seeting out the activities or “operations” that are necessary to measure it

# Operationalise Variables：

* **1) Efficient Customer Service**
* Easy, simple, Fast, error free, reducing the amount of wasted inputs
* I.e. how long does it take for customer to complete the order?
* i.e. how long does it takes for the cusntomer to receive order?
* **2) Friendly Customer Service**
* Kind, pleasant
* i.e. Are customer service staff taking time to understan my need?
* i.e. Are customer service staff helpful when I have question or require special service?
* **3) Customer Staisfacitona**
* Actual performance of product > Expection of product performance
* i.e. Does the actual performance of berger king meet my expectation?

# Independent, Dependent, Madiating, and Modering Variables

* 1) **independent variable** (IV): Why even occu.
* 2) **Dependent variable** (DV): resulting effect.
* 3) **Mediating variable** : variable that cause mediation in the IV and DV. It’s explain the replationship between the IV and DV,
* 4) **Moderating Variable**调节变量: variable that effect the strength of the relationship between a IV and DV. 影响IV和DV之间关系强度的变量。

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# A Hypothesis

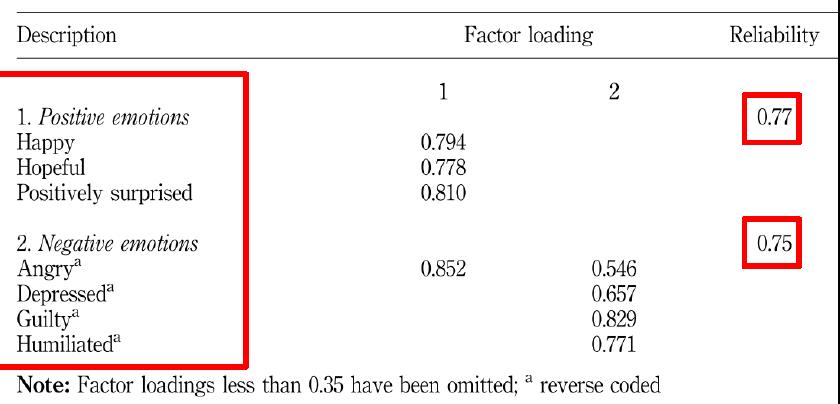
* A **speculative statement** of the relation b/t two or more variables.
* Describes a **research question in a testable format** which predict the nature of the answer
* Example:
* H1. Job demands have significant positive impacts on burnout.
* H2. Job resources have significant negative impacts on burnout

# Validity

* McBurney and White (2009) : using a measurement of **hat size** to determine **intelligence** (measure someone’s hat size, every hour and always comes up with the same result, which means **Reliable** ), however, it’s **not valid**, because hat size has nothing to do with what is being measured.
* To ensure validity, a research instrument **must measure what is was intended to measure** (i.e. the research instrument subject area and operationally defined subject area must exactly match)

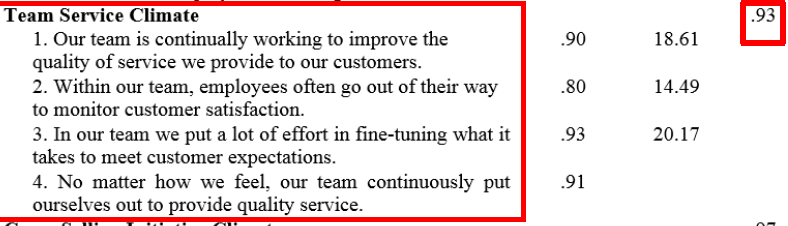
# Reliaility

* The overall consistency or stability of a measure.
* A measure have high reliability if it produce similar results under consistent conditions.
* Internal Reliability : measured by Cronbach’s alpha test, which calculates the average of all split- half reliability coefficients.
* 0 ≤ Alpha coefficients ≤ 1
* Alpha coefficients = 1 ➡ Perfect internal Reliability
* Alpha coefficients = 0 ➡ No Internal Reliability



# Service climate

* Describes the shared process of collective sensemaking about the quality of service delivery. It encourages staff to provide quality service and satisfy customers.



# Qualitative Research

* 1) role of reaearcher: gain a deep, intense强烈的 and “holistic”整体 overview of the context under study.
* 2) The types of data gathering tools & resources used by researchers, including:
* Semi-structured interview
* Observation
* Focus group
* Analysis of material: i.e. Document, Phoptgraphs, video recordings, and other media
* 3) Characteristics of Qualitative Research:
* Conducted through **intense contact** within a ‘field’ or **real life setting**. (通过在“领域”或现实生活环境中的紧密接触进行)
* Qualitative research has advantages over quantitative research: **researchers are closer to the fields** or settings they are trying to research. 研究人员更接近他们试图研究的领域或环境
* Themes that emerge from the **data are often reviewed** with informants for **verification**从数据中产生的主题经常被检举人审查以进行验证
* 4) Collecting/ source of Qualitative Data:
* a) **Interviews**
* b) **Obseravtions:** Observational data is primarily descriptive of settings, people, events and the meanings that participants assign to them.
* c) **Photographs and other visual data** (i.e. Video, film recording): stimulate刺激 an interview or encourage a participant to produce a narrative叙述 to accompany and expand upon the photographic evidence.
* d) **Unobtrusive Data:** data in the form of documents.i.e. company reports, business plans, written statements.
* 5) Criticisms/ disadvantage of Qualitative Research
* a) **Unscientific:** Lacks of reproducibility可重复性 the research is so based in one context
* b) lacks of **generalizability**普遍性/概括性: lack of extent research findings that can be applied to settings other than originally tested.
* c) **Personal to the researcher**: another researcher might use the same data to come to radically different conclusions.

**Designing Qualitative Research**

* 1) Allow other researchers to inspect检查 the procedures through which the research has been conducted.
* 2) Use individual cases to build working hypotheses that can be tested in subsequent cases through the use of multiple case studies.
* e.g., as more similar or contrasting cases are used, we can justify through replication重复证明, the stability of the findings. Rather than generalize泛化, we can see if the findings from Context A can be transferred to Context B.
* 3) In most qualitative approaches: reliability is improved by triangulation三角测量 (i.e. gathering info. from multiple sources or by using multiple data gathering tools.)
* 4) For interview data: increasing reliability through the training of interviewers and use of standardized interview schedules.
* 5) For observations: researchers also need to be trained before they enter the field. improving Reliability through the use of pre designed observation schedules.
* 6) Use thick descriptions深厚描述 to provide evidence for making judgements about similarities between cases.

# Mixed Method

* Include **At Least One Quantitative Method and One Qualitative Method**
* Collection/ analysis of both quantitative and qualitative data in a single study, the data collected concurrently同时 or sequentially依次.
* Mixed methods approaches can be based upon different types of research question, sampling procedures, data collection methods or approaches to data analysis.

**Benefit of mixed Method Designs**

* **1) Triangulation:**
* combines quantitative and qualitative methods can focus on a single case , same people complete a questionnaire and are also interviewed . The answers from both data sets are combined and compared.
* **2) Complementarity**
* Combined to measure overlapping but also different elements of a phenomenon.
* **3) Development**
* the result of one method are used to inform the development of the second,
* **4) Initiation**
* uses mixed methods to uncover new perspectives观点 and contradictions矛盾 .
* **5) Expansion**
* broaden and widen the range of a study.

**Cost of Mixed method research**

* 1) Collecting both quantitative and qualitative data can be **expensive and time consuming .**
* 2) still have considerable confusion concerning how mixed methods findings can be integrated整合**.**

**Types of Mixed Method Design**

* **1) Qualitative then Quantitative**
* a) occurs when the result of Qualitative study, are used to inform the Quantitative research定性研究的结果用于定量研究阶段时发生。
* b) This design is used when relatively *little or nothing is known about the research problems*.
* **2) Quantitative then Qualitative**
* a) Occurs when the findings of a quantitative study are used to develop the qualitative stage.
* b) use quantitative study to identify important themes, then use qualitative fieldwork to gain an in depth understanding of the themes.
* **3) Quantitative & Qualitative Concurrently**
* Mixed designs do not always have to be interdependent.
* Conducted independently, *not in any particular order*, they could be *carried out concurrently*.
* Different methods could be used to address the same research question or focus on different aspects of the research.

Wk3: Secondary Data Analysis