Phases of a marketing research

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Research Phases

Formulation of the problem

Goal setting

Planning information collection

Data collection

Data analysis

Preparation and presentation of results
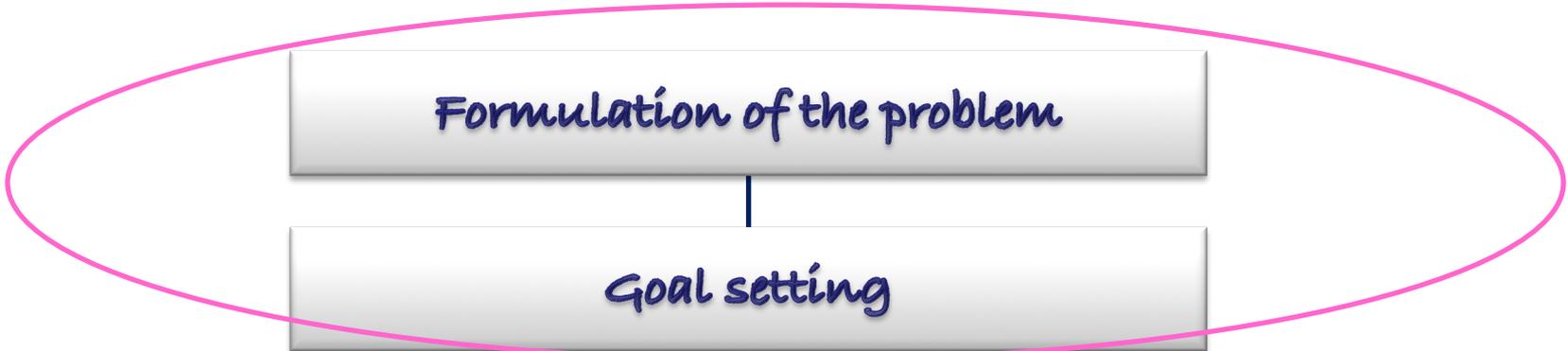
FORMULATION OF THE PROBLEM
AND GOAL SETTING

In defining the objectives you must also identify the research methodology:

➡️ EXPLORATION

➡️ DESCRIPTIVE

➡️ RANDOM

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Type of data

Qualitative

Internet use

- ❑ Yes
- ❑ No → not orderable

NOMINAL

How long do you use the internet for?

- ❑ little
- ❑ enough
- ❑ much
} Natural or logical order

ORDINAL

Type of data

Quantitative

How many books have you read in the last year?

- ❑ **1-3**
- ❑ **4-6**
- ❑ **7-10**

→ Integer numbers, counting process

DISCRETE

How much you spend on average per month for your phone calls?

- ❑ **25-30**
- ❑ **30-50**
- ❑ **50-80**

→ Decimal numbers, measuring process

CONTINUOUS

Scaling

Scale	Data	Scope
Nominal	Nominal	Brand identification
Ordinal	Ordinal	Brand preference
Interval	Discrete Absence of absolut zero	Attitude, opinion, liking
Ratio	Continuous Absolut zero	Satisfaction Income/sales/ costs Market share

PLANNING DATA COLLECTION

DATA/ SOURCE	PRIMARY	SECONDARY
INTERNAL	Produced within the company (customer satisfaction, sale forecasts, information collected by sellers)	Data already produced and readily available within the company (sale results, budget, investments)
EXTERNAL	Produced through a special survey (consumer opinions, attitudes, purchase intentions)	Published data from external sources and immediately available (National Statistical System, PA, sectoral studies)

PLANNING PRIMARY DATA COLLECTION

1. Observation in the natural environment or in the lab
2. Experiment
3. Survey:
   - quantitative
   - qualitative
     - Focus group
     - Depth interview
     - Mystery visit and shopping
     - Ethnographic session
   - mixed

INSTRUMENTS OF DATA COLLECTION:
Questionnaires

CONTENTS

- Facts
- Knowledge
- Opinions
- Behavior
- Attitudes
- Motivations

Facts

The facts show the characteristic of having an objective existence.

It is, in fact, well-defined situations or events, such as the composition of the household, the occupation of the head of household, the possession of certain goods etc. ..

Knowledge

Knowledge indicates the amount and type of information that the interviewee has about certain events.

You can ask the interviewee, for example, through what channels he becames aware of the existence of a certain product.

Opinions

The opinions represent the thinking of the interviewee on some topics and assume operation of evaluation and estimation in relation to certain events that can be expressed opinions on particular public policy in general or individual parties, usage drugs, racism, etc.

Behaviors

The behaviors indicate how individuals actually behave in front of certain situations, independently from the view that they can have on it: often we possess an opinion but we behave differently. For example, you can have an opinion about a bad political party, but, at the time of their election, vote that party.

Attitudes

Attitudes indicate the preparation of the interviewee and his way of reacting to various situations; the set of attitudes is the lifestyle.

Does not always the attitude coincide with the behavior: the latter shows what really happens, but the attitude can be understood as a category somewhere between opinions and behaviors.

Reasons

The reasons are all those factors (conscious and unconscious) that encourage individuals to take certain behaviors and attitudes. The reasons in some way represent the origins of behavior.

CAUTION!

- FACTS: problems of comprehension, memory of interviewed , interest in the problem and overcoming resistance

- KNOWLEDGE: perception of correct answer, non-response due to embarrassment (incorrect answers), excess of knowledge led by the interviewer

- OPINIONS: problem with the level of knowledge of the phenomenon

Formulation of a questionnaire

SIMPLE LANGUAGE, GRAMMATICALLY CORRECT, MARKED BY QUESTIONS :

•specific, short and universally understandable

•should not rely on memory and should not create psychological tensions and must not involve the prestige or self-assessment of the interviewee

• not oriented and suggestive

• not ambiguous or vague

•YOU MUST ALSO:

•Maximize the number of clear answers and minimize the number of "do not know"

•Ensure an order of presentation

•Ensure privacy

•Limit the total length of the questionnaire

Classification of questions

- *Direct / indirect*
- *Projective*
- *Filter*
- *Control*
- *Open / closed*
- *Simple / multiple choice*

Marketing problem:

A well known manufacturer of chocolates (P) intended to reposition its old product launching a new chocolate

1° PHASE:

Formulation of the problem

The product already present was perceived to be of high quality but was subject to a certain "seniority"

The new product had a strong innovative content

PURPOSE OF THE RESEARCH:

Evaluate the possibility that the launch of the new also repositioned "the old product".

2° PHASE:

Goal setting

Outline brand positioning

Identify the market potential for the new product launch

If data are not available, neither inside nor outside the company (so-called "internal and external secondary"), it is necessary to prepare a sampling plan, identify the detection techniques and choose the detection tool (through eg a questionnaire) to reach the collection of the so-called "primary" data. Primary data can be obtained through surveys, empirical observation and experiments!

Qualitative survey: FOCUS GROUP with wholesalers to evaluate brand image and product attractiveness.

Quantitative survey: survey on a sample of 800 consumers to detect brand image, frequency of chocolate purchase, satisfaction ... taste of new product to evaluate purchase intent and impressions (25% of 800 would buy the product)

5° PHASE:

Data anlaysis
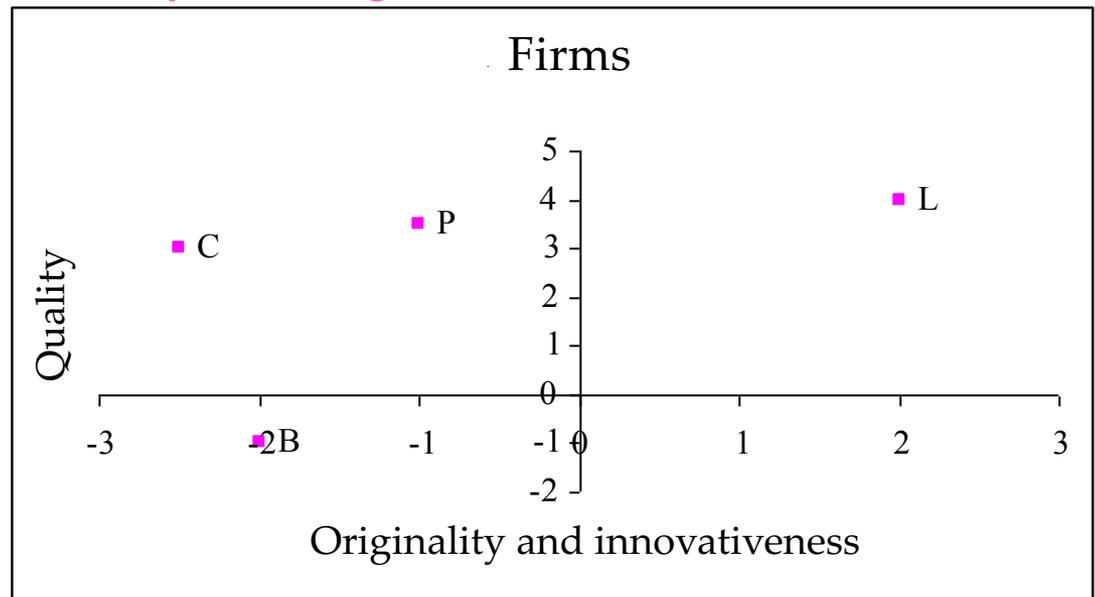
L is the market leader

Brand positioning

Firms

(scatter plot with axes: Quality (vertical), Originality and innovativeness (horizontal); points labeled C, P, B, L)
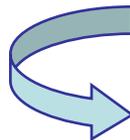
MARKET POTENTIAL FOR THE NEW PRODUCT				
people who consume chocolate		26.687.427 (ISTAT)		
people who consume chocolates		17.346.827 (ISTAT)		
	% of chocolates consumers (by survey)		weight	Total
Every day		15,7	1	2.723.452
Often		32	0,5	2.775.492
Sometimes		38,5	0,15	1.001.779
Rarely		13,8	0,05	119.693
		100		6.620.417
people who would buy the product: 1.655.104 (25% of 6.620.417)				
	%		weight	Total
Often	41		1	678.593
Sometimes	47		0,75	583.424
Rarely	12		0	0
	100			1.262.017

Sample Data

Potential