

Marketing research reflection



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Marketing Research Diary

Marketing Research Seminar 1

Part One: Prepared Material

1) What is the management decision problem facing DuPont?

- New type of carpets (innovation)
- Can commercial segment be transferred to residential segment?
- Whether they should introduce the new collection into the residential market.

If the answer to that question is yes:

- How should be introduced?
- How will it be marketed?
- How will be broken down into specific decision-making areas?

2) What is the marketing research problem facing DuPont?

To determine consumer preferences and purchase intentions for the proposed new product

3) Breakdown the general marketing research problem into component parts.

The marketing research problem can be broken down into the following component parts:

- What criteria are used by people in choosing carpets?
- What are the market shares of DuPont and its competitors'?

- What is the size of the market segment interested in the newproduct?
- What styles of carpets are preferred by households?
- What is the demographic and psychological profile of the customers?

How do people evaluate carpet brands in terms of the competitors and brand awareness?

4) Develop one suitable research question and hypothesis for the marketing research problem.

A possible research question and hypothesis related to the marketing research problem is:

RQ: On what variables can the specific market segment be identified?

H: It may be identified by demographic, psychological factors

Part 2: MY REFLECTIONS ON SEMINAR 1

After discussing the case study and identified the research problem components, a conclusion was reached as to the topic to be researched for the whole semester, (Litter thrown from cars). Issues such as consumer characteristics, behaviour, attitudes, opinions, possessions and the environmental context of the problem are factors one needs to bear in mind here. There is also a need to target specific markets, i. e. what type of consumers are we talking about here? Do the consumers realize that there is a problem? Sub-consciously they probably do, but consciously they don't. Evaluating the pros and cons of the product would be useful in realising the market potential and responsiveness from various consumer segments.

Additionally, profiling of lifestyles, habits, activities of the target audience demography and product image would need to be assessed. A system of delivering the product would need to meet customer satisfaction and experience. Identifying where the competition is for the product would need to be carried out. I. e. areas that are not littered or are cleaned on a regular basis would have a higher and better standard of living, while areas that do not have this, would suffer the opposite. In relation to the main topic reached for research, one would need to analyze the size of the problem, are the costs of cleaning it up affordable per litter discarded; what are the health hazards and problems created by unclean litter on the streets; can people littering the streets, when they appear not to know that they are littering the streets be termed as a criminal offence; and finally, what can we do to change people's attitudes towards this unsolved phenomenon is an issue that needs attention.

Marketing Research Seminar 2:

Part One: Prepared Material:

1a) Briefly, list the main advantages of secondary data.

The main advantages of secondary data are:

It is accessible, relatively inexpensive and quickly obtained

Some are available on topics where it would not be feasible for a firm to collect primary data

It also helps to:

Diagnose a sampling plan

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Formulate an appropriate research design

Answer certain research questions and test some hypotheses

Interpret primary data with more insight

Validate qualitative research findings

Ideas generated in secondary data can be used as a very strong foundation to primary data design and collection

It also a substantial help in the exploratory phase of the research:

Understanding and defining the problem

Extremely useful in defining the population and in structuring the sample

1b) Why should the reliability of published statistics vary over time?

- Measurement errors: Measurement systems might had changed
- How old data can be depends on what you have researching
- Sources might discover being biased
- Geographical boundaries might have changed by government

Part Two: carry out task and find information

Task:

Part of the research process is to do a search for secondary data to:

- Help in understanding background to the issues
- Help in defining the research problem

- Help in defining the population and in structuring the sample to be taken e. g. potential segments to be reached
- Generate hypotheses and alternative courses of action
- Save time and money ‘ not re-inventing the wheel’

Below are some tasks concerning secondary data.

- Answer in bullet points
- Information for parts (v) and (vi) is quite detailed and would be a waste of time (and paper) for you to copy out – you are asked only to give the location of any information you find and a short sentence or two describing the contents
- You do not need to print out any information from the web addresses suggested to you below but you might want to save it to disc
- If you find information on other websites or in magazines, articles, journals, etc., please note the location and full reference and a short sentence about the content

2a) For Seminar Group 1: LITTERTHROWN FROM CARS

Write short bullet point notes in the research diary on the following using secondary data and information:

i) Size of the general litter problem e. g. amount litter per year, cost of cleaning up

ii) Potential health problems and other consequences (not only humans)

iii) Legal aspects e. g. what is illegal, fines, etc.

iv) Number of people worried by this

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Note in the research diary the full reference for the following with some short notes describing the content:

v) any information that might help profile likely people and places for litter thrown from car

vi) Any information on attitudes, barriers to change

The following sources should prove helpful:

<http://www.tidybritain.org.uk/news/filthyfacts.asp?Sub=0&Menu=0>. 26. 12. 244

<http://www.encams.org/information/publications/research/pubbehavstudy/litter2001.pdf>

<http://www.tidybritain.org.uk/information/publications/research/youthlitter.pdf>

<http://www.tidybritain.org.uk/information/publications/research/youthlitter.pdf>

And there's always the library (and google)

Part 3: My reflections from Seminar Two (word limit 250)

Although there are advantages and disadvantages with regard to the use of primary and secondary sources of data collection, one would need to identify which one is best put to use in relation to the subject matter. Depending on the research question, both qualitative methods, which isn't measurable, i. e. statistical data is not used and quantitative methods (the use of statistical data to measure the validity of a phenomenon), can be used to address the

research question. It depends on how much information one can get, in other words it is the use of market intelligence to collate data.

In Hofstede(1980), work related values: individualism / collectivism, power distance, and uncertainty avoidance / uncertainty acceptance, and gender differences, Hofstede carried out research on a sample population of IBM workers from all over the world taking into consideration the latter mentioned. From this one could know how the Chinese behaved. International marketing utilises research, for example, would one introduce British Milk Chocolate to the Chinese people? If the Chinese don't like risky decisions then don't introduce the product in China. Moving on, the use of outdated data, e. g. 1967 to 74, could provide an inaccurate research final decision. Secondary sources of information will tend to be the norm in this situation. In relation to the subject matter, Littering, one could categorize the respondents into, sceptics; unaware; sympathisers; and converts. The idea is to make everyone converts (environmentally friendly) in society. For example, if the Minister of Health, after identifying the categories just mentioned, takes action; one will need to identify the other three negative elements through the use of secondary data.

Marketing Research Seminar 3

Part One: Prepared Material

Q 1) LIST the main principles of the Data Protection Act (1998).

Fair

Adequate

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Rights

Specific

Transfer

Accuracy

Retention

Security

Q 2) What does the Office of the Information Commissioner define as ‘personal data’?

From the DPA website:

- To determine whether you have any rights under the Data Protection Act (‘DPA’) you must first establish whether the information being held is the sort of information covered by the DPA.
- Rights will only rise in respect of information if:

-it relates to you,

-you can be identified from the information itself or from that information and other information which is, or is likely to come into the possession of the data controller and,

-The information is held electronically (e. g. on computer) or it is intended to be held in certain specific types of manual/paper- based filing systems.

Such information is called ‘personal data’.

Q 3a) What is Classic survey (or Market) Research?

Classic Survey(or Market) Research:

Defined by MRS Code of Conduct as:

The application of scientific research methods to obtain objective information on people's attitudes and behaviour based usually on representative samples of the relevant populations. The process guarantees the confidentiality of personal information in such a way that the data can only be used for research purposes.

Classic covers:

Quantitative research

Qualitative research

Q 3b) Why should special care be exercised when undertaking Modelling/Data Fusion Projects?

- When undertaking Modelling /Data Fusion Projects, special care should be exercised to:

-protect the interests of data subjects

-data not be inappropriately used during or after the data matching processes

- Merging confidential survey data with other data at an individual personal record level does not constitute a different or additional purpose, as long as the final data set protects the identity of the data subject.

Q 4) The MRSCode of Conduct states that The general public and other interested parties are entitled to complete assurance that every research project is carried out strictly in accordance with this Code, and that their rights of privacy are respected. It then gives the details of two specific things about which assurance must be given. What are these? What other two things must respondents be informed about?

These are:

a) They must be assured that no information which could be used to identify them will be made available without their agreement to anyone other than the Researcher responsible for conducting the research.

b) They must also be assured that the information they supply will not be used for any purposes other than those described and that they will not be adversely affected or embarrassed as a direct result of their participation in a research project.

Also, respondents must be informed about:

a) The purpose of the research and the likely length of time necessary for the collection of the information

b) Research findings themselves must always be reported accurately and never used to mislead anyone, in any way.

PART 2: My Reflections from Seminar Three:

While reviewing prepared answers one was able to identify the research stake holders. Two tasks were then formulated namely, to compile a list of

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things that respondents should be told in order to give 'informed consent', and a suitable written statement would be given to respondents so that they can give their 'informed consent' to their participation in the research. This could act as a barrier to being able to get the right people to participate in this research that will be carried out by this seminar group. The stakeholders identified are, the clients (i. e. the lecturer from the university); the respondents; the market researchers (us); and the general public (i. e. people who work and live in the area).

For Task 1, the researcher needs to make clear that the respondent's cooperation with regard to the research being carried out is of no harm to them. Stating the purpose of the research in the initial stages could prove to be a good start of point of contact. If it is a questionnaire, then it would be a lot easier to gain information from the respondent because they will not need to disclose their personal identity. The researcher could give the impression of a short conversation at the initial point of contact, in order to prolong and get as much information as they can within a short period of time. One must realize that the respondent can withdraw at any stage of the conversation. The market researchers must make sure that they identify themselves at the initial stages of contact with the respondent and if possible leave their contact details. For Task 2, there is the possibility of embarrassment. For example foreign students might not understand completely, the purpose of the research. In this case the researcher has to give a detailed and easy explanation to what their aims and objectives are.

Marketing Research SEMINAR 4

PART 1: Prepared Material

Task 1 : Choose ONE qualitative research method and give your reasons in bulletpoint format why you think it would be particularly suitable for researching people's attitudes and behaviour towards one of the research questions regarding littering you have identified.

You should clearly and concisely state the research question at the beginning of your answer.

(Length expected for your answer: Between half and one page of A4 double spaced TimesNew Roman 12pt font)

Task 2: Collect at least 5 photos, pictures or images that you feel reflect your thoughts and feelings about the environment in which you live.

These may be images of ANYTHING that sparks a reaction in your environment.

There are no right or wrong answers (except anything that might give your fellow students offence, use your common sense about that).

For example, people we asked to do in connection with mobile telephones brought in pictures as varied as clocks, comfy sofas, cups of coffee, friends, padlocks – and many others as well as pictures of phones.

Bring these with you to the seminar 4. Come prepared to explain why you choose the pictures and even tell about images that came to mind but you did not find.

PART TWO: My Reflections from Seminar 4

We began with a short comparison within qualitative and quantitative approaches for collecting data. After each student expressed his or her thoughts for which technique is the most appropriate to be used, it was generalised by the seminar leader of the group that for the purposes of our future project (litter thrown from cars) it is better to use the qualitative techniques. Therefore, by doing so, the different qualitative techniques were expressed out in loud. These included the major direct and indirect techniques which corresponds with the focus group or observation techniques. Then, a question was set in the seminar group; which method is more appropriate for us to use for collecting primary data as inexperienced people? After students expressed their opinions, the preferred one was chosen by the seminar leader (method of questionnaire).

In the second part of the seminar, the group was divided into subgroups of 2 persons and we were experienced, at least for most of us, our first real interview. In particular, each group had an interview (5 mins) with each other based on some images (prepared material) which represent our feelings and thoughts about the environment we live in. By doing so, back to group, we all share our information collected by each other and we allocated them into different environmental categories (themes) for example pollution.

For me, it was my first interview I ever had, it was a great opportunity to get familiar with non-professional interview and I am really glad that I took part in this.

Marketing Research Seminar FIVE:

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Part One: Prepared Material

Evaluate the potential of ONE sampling method from the list below for conducting your research (including its drawbacks). Clearly link your evaluation of the chosen method to your research; a simple list of advantages and disadvantages is not sufficient – these need to be related to your research. (LITTER THROWN FROM CARS)

Length expected to your answer: between half and one page A4 double spaced Times New Roman 12 pt font.

A classification of sampling techniques:

- Non probability Sampling techniques

- Convenience Sampling

- Judgemental Sampling

- Quota Sampling

- Snowball Sampling

- Probability Sampling techniques

- Simple Random Sampling

- Systematic Sampling

- Stratified Sampling

- Cluster Sampling

PART TWO: My Reflections from Seminar Five (Word limit 200 – 300 words)

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In order to get a realistic conclusion to one's findings, the researcher will need to remind themselves of the research question; the method of survey to be used in carrying out the research would also need to be evaluated; and the qualitative methods of approach (a questionnaire) should be finalised.

For example, how does the consumer view the product; to what extent is there a problem? Do people acknowledge that there is a problem? These are issues the researcher needs to address. If extra data will need to be gathered, a bit more time would need to be taken, and eventually get to have a more accurate piece of data.

In the method of survey, techniques such as face to face could reduce costs to gathering data; a structured and easily read questionnaire needs to be formulated in order to gather a proper description of people's feelings, and opinions. Whereby, open ended questions need to be avoided in the qualitative methods of approach. The method of coding could be used to gather the weightings placed by various age groups on the subject matter. For example, Male or female respondents, in which three different age groups can be gathered might prove to be a useful starting point.

Possible questions to be included in questionnaire such as 'has the respondent eaten food in a car, in the last 30 days', or do they smoke in their car? This could prove to be a hinder, with regard to extracting the right answer from the respondent. More important would be to be the safety of the researcher. It would be advisable to carry out such research in the day

time. Politeness is the key to getting the attention of potential respondents for the subject matter.

PART TWO: My Reflections from Seminar Six (Word limit 200 – 300 words)

A more refined question within the context of the questionnaire would be, how often does the respondent eat or drink in the car; whereby, there will be a set of multiple choice answers, can be deemed as a more appropriate measure of summing up information with regard to the subject matter (Littering the streets). Multiple choice answers such as:

- a. More than once a day
- b. About once a day
- c. 2-6 times a week
- d. once a week
- e. once every 2-3 weeks
- f. once a month
- g. less than once a month

One must be aware of the fact that (g.) is not possible. However, it is good to have a proper representation of all possible scenarios represented in the questionnaire, so as to have the overall picture summed up.

Although, the safety of the researcher is important, it will be best to carry out the research during the day and within the university grounds. Why? With

the choice of a wide variety and greater number of students to choose from, it will give the researcher the opportunity to gather more accurate answers, other than approaching people from the street. As stated previously, it will be advisable to group the respondents into certain age groups. If potential respondents are not part of the university or not in the age group (18 – 19, 20 – 21, and 22 – 23) wanted, OR are in an age group which you have already collected the information required, then thank them for their time and move on. If otherwise, then the researcher should do vice-versa.

Most importantly, the researcher should make sure that the respondent fills in the questionnaire if they meet age and gender requirements.

Racial ethics is not a point of concern here, because the littering of streets could be carried out by just about anybody. Therefore, it will be advisable to gather information from as wide an audience as they can. Additionally, the age groups being used to carry out this research can be deemed as too narrow a view. Because, as earlier said littering the streets is done by just about anybody. Therefore, it will be advisable to widen the spectrum of the age groups; possibly, 16 to 35 year olds would be more convincing.

PART TWO: My Reflections from Seminar Seven (Word limit 200 – 300 words)

Having attended a different seminar, with a different research topic ‘chewing gums’, using qualitative analysis to open-ended questions, sort of seems to be a more appropriate research method. With 5 students fully accomplishing the tasks required from the questionnaire, from a total of 7; it gives one the impression that the research topic is not enticing. The use of post-it notes was delegated to the students to use as a means of describing what they

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have done on each of the questionnaires answered. Each researcher was told to initial their name on each post-it note. Additionally, the gender of the respondent was required on the post-it note. The use of a coding formulae for the answers to the questions on the questionnaire such as (0 for NO and 1 for a YES answer), can be deemed as adequate for this exercise. Also, a coding formula was used for the each age group on the questionnaire. The answers given by the respondents to the questionnaires for each of the open-ended questions are then written in the middle of the post-it. This gives a clearer understanding of the answers given in which a comparison of the qualitative methods and quantitative methods are then analyzed.

Categorising the post-it notes according to the answers given by the respondents, is a very useful measure to identify any trends. Although, some answers were rather sarcastic, it acts as a useful reminder that the results can provide an eye opener into other relevant topics, for example, recommendations and sarcasm.

The use of qualitative methods (questionnaire and interviews) other than quantitative methods can be deemed as more appropriate to this research topic. This is because it gives the researcher a hands-on approach to what is actually happening, other than already established data which might prove to be outdated.

PART TWO: My Reflections from Seminar Eight (Word limit 200 – 300 words)

The use of manual coding to analyze data, can act as a useful method in providing the sort of weightings which the researcher would need to identify with when trying to reach conclusions about the subject matter. Using a

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spreadsheet to give a clearer picture of the weightings on the codes used to analyze the categories of constructs from the questionnaire can prove to be a pedagogical tool in decision making. As stated previously, the age group needs to be widened, so also the fact whether one has a car or not, does not make a difference with regard to the subject matter, which is 'Litter discarded on the streets'. The constructs such as feelings about pollution, health, damage to the environment, denial and blame, a problem or no problem of waste, visual, and individual responsibility, are good classifications in putting the subject matter into perspective. However, they need to be widened further to gain an in-depth understanding of the subject matter.

Additionally, one could use SPSS. This is a statistical software package, which enables the researcher to carry out data transformation, matrix algebra, macro and scripting facilities. It has excellent data management facilities and high quality graphics. It is applicable to many different research fields, although it has particular strengths in the areas of the social sciences, it can be described as one of the most friendliest statistical packages of its kind.