

Marketing

[Business](#), [Marketing](#)



Market research is used to fulfill three functional roles: * Descriptive function - Includes gathering and presenting statements of fact * Diagnostic function - Data or actions off particular market are explained * Predictive function ? Allows an advantage to use opportunities as they arise In the changing environment Market research helps the organization balance these three areas to provide the highest quality and most useful information for decision making.

Develop hypotheses for testing, design draft test and use survey tools, recruit research respondents, collect, collate, summaries, quantify, analyses and interpret data The hypotheses for this year's Community Consultation report for THIS (a Dillon of TEND) was: 1. For THIS to have an understanding of the community needs and its citizens expectations of its health services. 2. That the information obtained will provide an evidence base to inform service development decision making. 3. That the consultation process will positively engage the citizens through reflection on their own health needs and expressing what they expect of their Health service. 1 OFF the C report with 121 completed surveys from Tasmania residents.

The collected information relating to: Age, Gender, Daily duties, Demographics, Nature of volunteering, Suggestions for volunteer support, Health information, Self ranking quality of Life, Quality of life contributing factors, Suggestions for information THIS should provide public, Community services most used, Multiple use of services, Service improvement suggestions, Priority of services, Suggestions for improvement of services, Other suggestions, Internet, Well being element measures (physical activity, diet, alcohol, hobbies, mental activity, sleep, family/friends, volunteering, <https://assignbuster.com/marketing-essay-samples-58/>

mooring, dental) The primary target for this consultation was defined as those who are permanent residents within the Tasmania Municipal area I. E. Those living south of the Duodenal Bridge and are referred to as the Tasmania Community. Secondary targets were other rate payers who live elsewhere and use services close to their place of residence I. E. Shack owners.

Surveys were distributed at health promotion days and community events where the surveys could be readily completed and collected. The information was collated and analyses by graphs, charts detailing numerically and written responses from the survey. Each chart has a written summary and each section of the survey included recommendations. The collated information was compiled into a report including title page, table of contents, executive summary, introduction, research methods, data, recommendations and conclusion. In conclusion the THIS found respondents to have good knowledge and practices around health and wellbeing, and the majority of categories in the Wellbeing elements and measures section were in aligned with health professional guidelines.