Mktg 5- chapter 9

Phillip Morris USA, the manufacturer of Marlboro Ultra Smooth cigarette targeted to people who want to smoke a potentially safer cigarette has asked for marketing research to explain the reasons for the recent failure of the new cigarette. This type of research is described as: diagnosticManagers must combine specific pieces of information needed to identify the marketing research problem. Their _____ is to provide insightful decision-making information. marketing research objectiveAll of the following are examples of secondary data EXCEPT: a physical count of the number of cars passing through an intersection to determine the need for a traffic signalInformation collected for the first time for the purpose of solving a particular problem under investigation is called _____ data. primaryYour supervisor has instructed you to conduct a marketing research effort that will determine how your company's business customer demographics have changed. You have also been instructed to use primary data. You will: develop a mail survey to study your primary marketThe office of lieutenant governor was vacated, and a special election was called to fill the office. When the head of the state's Department of Education decided she might run for the office, she was unsure how running for this office could affect her long-term plans for running for the office of U. S. senator. She has hired a research company to obtain survey data from voters in the state. Given that she must make a decision in less than three weeks, the research company should use: a telephone surveyA _____ is a form of personal interviewing that uses a group of seven to ten people who have been recruited because of certain desired consumer characteristics. focus groupDryel is a Procter & Gamble product that allows consumers to dry-clean their clothes in a dryer. Before launching the product, P&G researchers visited consumers' homes

and watched as people they sorted laundry, creating piles of darks, whites, delicates, and items that would go to the dry cleaner because the people were unsure how to clean them. This was an example of _____ research. observationA retailer of sporting goods equipment is interested in learning what peoples' attitudes, motivations, and feelings are about its product lines. All of the following are potential sources for this information EXCEPT: observation studyA(n) _____ sample is characterized by every element in the population having a known statistical likelihood of being selected. probabilitytelephone books from every city with over 200, 000 people in those states and selects the fifteenth name in the middle column on every hundredth page as his sample. He has made a _____ error. frameSeveral types of analysis are common to marketing research. Which one is the simplest? one-way frequency countsA carefully selected group of consumers who agree to participate in an ongoing online dialogue with a particular corporation is known as a(n): Web community_____ is a scanner-based, sales-tracking service for the consumer packaged-goods industry. It tracks retail sales, consumer purchasing information, and promotional activity for all bar-coded products. InfoScanObservers of the supermarket industry see no letup in the use of checkout-counter-based target marketing. Sav-More supermarkets have installed an electronic marketing system in their stores. The system allows the stores to do more direct mail promotions by combining the current Sav-More's check cashing cards with the new Sav-More's Bonus Club frequent-shopper cards. The new system uses bar-code scanners and magnetic cards issued to shoppers to track all purchases. As with most customer databases, demographic information is gathered for subsequent offers to frequent-shopper club members, and psychographic

information is tracked whenever customers use the magnetic strip cards to make purchases. Generally, marketing to these consumers achieves better results than free- standing insert (FSI) coupons.

Refer to Sav-More Supermarkets. Al Edisto, Sav-More's frozen food manager, noticed sales of orange juice have fallen, and he wanted to set up a marketing research project to determine possible reasons for the decline. He first studied the data from the database system discussed above. These data are called _____ data.

secondaryMarketing ResearchThe process of planning, collecting,, and analyzing data relevant to marketing decision. Market Research 3 RolesDescriptive- gathering and presenting factual statementsDiagnostic- explaining data, such as determining the impact on sales of a change in design of the packagePredictive- is to address " what if" questionsThe Marketing Research Process1. Identify and formulate the problem2. Plan the research design and gather primary data3. Specify the sampling procedures4. Collect the data5. Analyze the data6. Prepare and present the report7. Follow upSecondary DataData previously collected for any purpose other than the on at hand examples: Internal Corporate InformationGovernment AgenciesTrade and Industry AssociationsBusiness PeriodicalsNews MediaPrimary DataInformation that is collected for the first time; used for solving the particular problem under investigationResearch DesignSpecifies which research questions must be answered, how and when the data will be gathered, and how the data will be analyzedSurvey ResearchThe most popular technique for gathering primary data, in which a researcher interacts with people to obtain facts, opinions and attitudesIn-

Home InterviewsMall Intercept InterviewsTelephone InterviewsMail SurveysExecutive interviewsFocus GroupsFocus Groupseven to ten people who participate in a group discussion led by a moderatorObservation ResearchA research method that relies on four types of observation: people watching, people watching an activity, machines watching people, and machines watching an activityOpen-Ended QuestionsAn interview question that encourages an answer phrased in respondent's own wordsClosed-Ended QuestionsAn interview question that asks the respondent to make a selection from a limited list of responsesScaled Response QuestionsA closed-ended question designed to measure the intensity of a respondent's answerProbability SamplesA sample in which every element in the population has a known statistical likelihood of being selectedRandom Sample (Probability Sample)A sample arranged in such a way that every element of the population has an equal chance of being selected as part of the sample. Nonprobability SampleAny sample in which little or no attempt is made to get a representative cross section of the populationConvenience Sample (Nonprobability Sample)A form of nonprobability sample using respondents who are convenient or readily accessible to the researcher