

# Marketing research plan essay example

[Business](#), [Company](#)



## **The Marketing research plan**

A Chinese based company called Cheung Bei Computer industrial limited abbreviated as CB specializes in computer and computer related products production. The company has been producing notebook computers called DIL apart from producing the normal computers. For the purposes of finding out how its customers are satisfied, the company has decided to make a marketing research plan (Tiu & Crimp, 2000).

### **Introduction**

According to William, market research is “ the systematic gathering, recording, processing, and analyzing of marketing data, which – when interpreted – will help the marketing executive to uncover opportunities and to reduce risks in decision making” (William, 1990). The previous commentary was critical and aimed at examining the research proposal for the mentioned notebook computers bit by bit for the purposes of justifying choices made in the process of research. This will incorporate the process of sampling, Research question reasons, choice of research methodology or why certain methodology were used and objective achievement within the research plan.

### **The need for marketing research**

Research problem

When determining the kind of research information, a research question is the first thing that comes up. A research question or problem is the guiding factor during the process of research and goes a long way in other parts of

the research process that need shaping. Without a question or problem, research cannot have a starting point and that is why in this case it is very important (Chisnall, 1997). The guiding factor when it comes to the development of the research question was the issue of competition within the same industry of computers. Competition makes many companies discover problems because they wonder why people go to other places and not to them. In the current world that we are in, technology is part of life and many companies making computers and computer accessories have come up. In china alone, there are more than one hundred companies making computers, computer accessories or both. In the same field and because of the many companies, notebook computer's nature has changed considerably.

The reason notebook computers are highly competitive is because different companies are making different ones for different purposes depending on the level of technology. In the question of notebooks, it is difficult to find a notebook that has all the features an ideal notebook would have and at the same time, it is almost impossible to find one that fits all social classes as well as demographic groups. It is either having some features that are not in the other one depending on users. This was one of the reasons CB as one of the computer making companies found it ideal to introduce a notebook computer to meet some of the needs in demand. It is therefore this perspective that brought about the research problem. CB needed to know the type of notebook computer ideal to satisfy consumer's needs and this had to come from their perspective (Smith & Fletcher, 2001).

For the purposes of ensuring success of the research, choice of the right population is imperative. The reason as to why this is important is the population acts as the platform or basis of samples collection and therefore in possession of the right qualities. In the current research plan, families, teachers, students and frontline sales representatives were the preferred choice of target populations. The latter two categories represent the potential market qualities for the new next generation notebook computers. The reason behind the choice of frontline sales representatives was because they interact more with real time customers and represent current information that would once in while miss In the textbooks or papers.

Research objectives followed the same criteria while being chosen since it is important to give a proper description of the notebook computer features. This provided the answer on why weight, color and thickness were the preferred choice as part of the external information. In addition to that, a notebook would not meet the needs of the consumers and would not even function without internal components. It is for that reason that there were considerations of certain features like memory, main board, internal speakers, screen resolution, video card software among others. CB understands that for the notebook computers to meet the demands and needs of the consumers, it needs to have all these features both internal and external as they are the high expectations from consumers and if possible exceed them.

There are certain market forces that consumers must put into considerations when deciding on the notebook computer to buy. This means that they

should not just make choices but some things into considerations first. Such measures include price, which has always been the leading determining factor in the buying process regardless of the commodity. When doing a market research in any industry, it would be imperative to consider price as the first issue. It is therefore for this reason that price was important in this company owing that it had intentions of making a notebook computer targeting price sensitive consumers thus different potential consumers. When a consumer is choosing between products that would serve the same purpose, price comes as a number one eliminating factor then other features. CB was well aware of that and its intentions were to have the most friendly notebook computer in terms of price (proctor, 2000).

Before conducting the research, CB as a computer manufacturing company was offering notebook computers to professionals and scholars. This is because CB Company for making computers rubbed shoulders with the courts because of colluding with the aim of raising their prices and had to proof to the consumers that it was not the case. Penguin has in the past-prepared legal battles on CB. The main problem is that of CB using the agency model of pricing on notebook computers. This agency lets publishers set prices independently. CB argues that the organization ranked the turf for booksellers forcing them to pay less attention to pricing and competing for hardware and software.

According to Chinese consumer federation, customers are bearing the higher prices brunt. The high prices have ruined the industry of the notebook computers. According to Bloomberg, administration hopes that a resolution would allow the return of wholesale model. The department of justice also

may seek to undo the requirements of CB that the publishers give it low prices.

Globalization is a reality and no longer an abstraction that small and large firms face. For the firms that want to survive in the 21st century, they must confront globalization. It is no longer an option choosing not to be part of the global market. Regardless of size, all firms must come up with strategies to enable them adapt and change configuration of these markets and price is one of CB's main strategy.

Today's managers find it difficult to navigate global waters and establish direction successfully. Contending with complexity is a product of contextual factors in the global environment. Confronting competition is a very good way of responding to such challenges regardless of the degree of global market.

Conscience relates to the responsibilities morally and socially in the market place globally. Many companies have created more awareness on the need to take measures that limit the environment from going bad. Another major area is customer education and well being of the public and this is in respect to social responsibility. Mostly this is an important issue in the developing or third world countries where poor customers are not able to judge on the success of apple. The standards of product safety should be parallel to international standards. This should present even where such regulations do not exist.

Regardless of where the firm is intends to go within the global market of the notebook computers; there must be a response to forces shaping the challenges present and the global surroundings. This makes it clear that in

order for the firm to be successful, it must put more effort in its market than in the past. The current global market has many challenges to managers and they therefore require different responses on the organization depending on the level of involvement.

## **Research methodology**

There are factors that embrace research and they define what research is. Such factors are the methods and they include solution suggestions, collection, organization and assessment of data conclusions and deductions making. In simpler terms, looking for information and solution finding is research. While determining whether there is achievement of research objectives, research methodologies come in handy because the latter depends on the former. It would be advisable to choose one methodology that has the most favorable qualities because they are numerous and choosing them at times tends to be hectic.

## **Research design**

Desk research method refers to using secondary information or data that other researchers have already collected and published for their own purpose. Primary sources may not have as many advantages as secondary data. This is clear to researchers and most of them prefer secondary data to primary sources. In the first place getting rapid information is possible to people seeking the same. This is because there might be more than enough information on a particular topic already and all that one is required to do is select the relevant and the useful information. Secondary data is good as it substitutes to one carrying out massive surveys that are very expensive.

When there is ready available information, conducting a nationwide survey may not be appropriate and cost effective (Marks, 2000).

Secondary research eliminates all the biases that may arise because of one doing the research relying on one information source. With this mode of research, the researcher has room to analyze and review information from different possible perspectives on a particular matter thus gearing up towards one making a conclusive decision on the topic of research. Despite of all these advantages associated with secondary research, it is not the ideal method of research. This is because it does not answer all the questions regarding the research objectives. This requires one to switch to an alternative research method, which in this case is the primary research.

## **Information types and sources**

### Questionnaire

Questionnaires are the easiest and common ways of collecting information from the market and must solicit outcomes that are positive for relevant users. Questionnaires are useful in both quantitative and qualitative research aspects as it is the case in the plan. For the purposes of maximizing the benefits of this method, it is important for one to adhere to specific rules of thumb. The words used in any questionnaire must be short, precise and clear. One should not use hard words on the questionnaire.

## **Sample plan and size**

It is required that researchers elect the right samples when conducting any particular research. This is why families and students were the preferred target population. CB argued that they represented the potential customers



in the outside world. On the other hand, it was necessary for them to choose the ideal personal interview's target population. Frontline sales representatives represented a wider potential clientele when it came to personal interviews.

### **Depth interviews**

The reason as to why this method of research was a preference is that it likens to long sessions of psychoanalysis. Quantitative information sourced from the online structured questionnaire was more than enough and plenty. For the purposes of balancing the research, there was a necessity to get some qualitative information best achieved from structured information like this one (Creswell, 1998).

### **Research objectives**

There were three major research questions laid out in the research proposal. Understanding psychology of decision-making process as an issue could be in a way of personal interviews with frontline sales representatives and families as well as students. Alternatively, information on competitors is obtainable through desk research. Online questionnaires will provide all the information and assist in determination of the features customers are looking for in a notebook computer. All in all, research objectives are achievable through this research plan.

### **Data analysis**

Systematic approach will be important in verification of collected data and if it is holistic. This starts with collection of data and is followed by reduction, immersion, categorization, synthesis and finally evaluation. The online

questionnaire, which is the quantitative aspect of the research, will require collection of data after which a reduction process will follow done through vital information vital information analysis. Categorization of all similar should follow and afterwards a synthesis of the revelations which comes before the evaluation of the outcomes (Creswell, 2003).

## **Presentation**

The best way of assessing CB is to have the customer fill a form about the notebook computer while purchasing it. The purpose of the form will be to ask the customer about the outlet and the product. Any positive or negative comment come highly appreciated. On the other hand, the forms that the customers fill should not be too long, time consuming and cumbersome. According to findings from the conducted research, customers do not find anything wrong with filling the forms so long as they are not too long. Introduction of customer points system should be another good method of determining the customer's opinion on the product. This method could also advertise the notebook computers and make them more popular. Points count only when purchasing the notebook computers and when sufficient they can purchase. This is only if the customer wishes to redeem the points.

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