

Scientific approach to marketing research

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



If research in the management area cannot be 100 percent scientific, why bother to do it at all? Comment on this statement Research in the management area that is dealing with human behavior cannot be 100 percent scientific. However, such research is necessary and useful for detecting problems and coming up with solutions to ensure that problems do not get out of control. Management research makes a valuable contribution in as much that it can help organizations function smoothly and effectively and help managers and individuals at all levels in experience a better organization. . Critique the following research done in a service industry as to the extent to which it meets the hallmarks of scientific investigation discussed. The problem had to be attended to very quickly and the results are expected to be fairly accurate with at least 85 percent chance of success in problem solving. Purposiveness : The phone company has started with a definite aim or purpose for the research. The purpose is to improve telephone service because of a complaint.

The company wanted to pinpoint the specific problems and take corrective action. Rigor : A good theoretical base and a sound methodological design would add rigor to a purposive study. The company did not get too much into the theoretical basis. The theory was developed based on existing circumstances. So it cannot be considered in the terms of rigor. Testability : Valid if, after talking to a random selection of employees of the organization and study of the previous research done in the area takes place.

However, we cannot be sure since the basic theory is developed by the company. Replicability : These experiments can be applied to other companies that have a similar problem, but the truth is still questionable

because real theory is not yet known. Precision and confidence : Precision and confidence is still in doubt because the theory used is not yet the ultimate theory and has not been proven true. Objectivity : The conclusions drawn through the interpretation of the results of data analysis should be objective.

According to the research, the theory developed includes objective data sample consisting of 100 costumers. Generalizability : It refers to the scope of applicability of the research finding in one organizational setting to other settings. This experiment can be used for companies that have similar problems. Parsimony : Simplicity in explaining the phenomena or problems that occur, and in generating solutions for the problems. The experiment is simple when viewed from the manner of workmanship and the number of samples.