

# Marketing research exam

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



The marketing mix may not be well received by consumers not because of the product's shortcomings, but rather the package leading up wasn't appealing. It's almost always appropriate to conduct market testing before committing to large scale production. However, it's not cheap, or done within a few weeks. So if the product has a shelf life, then most likely the market test isn't an option. 2. A focus group is a small number of people usually between 4 and 15, but typically 8-9 persons brought together with a moderator to focus on a specific product or topic.

Focus groups allow for a discussion instead of on individual responses to formal questions, and produce qualitative data preferences and beliefs that may or may not be representative of the general population. It's useful to bring together a focus group anytime the marketer feels a strong response to a set of questions asked by a survey. For instance in the survey group 4 is conducting on Earmarks maintenance of the dorm's, based off the classroom overwhelming response to us asking basic questions and them wanting to offer more, we felt this is representative of the general population of undergraduates in student housing. . Longitudinal studies repeatedly measure the same sample units of a population over a period of time. These types of studies will make use of a panel which represents sample units who have agreed to answer questions at a periodic interval. Most of the large marketing firms maintain a panel of consumers on retainer for these purposes. Cross-sectional studies measure units from a sample of the population at only one point in time. Sample surveys are cross sectional studies whose samples are drawn in such a way as to be representative of a

specific population. These studies are usually presented with a margin of error.

One way of thinking of cross-sectional studies is they take a 'snapshot' of the population at a specific point in time. A longitudinal study would serve a pharmaceutical company better over time than a cross-sectional study. This is because a pharmaceutical company wants results that patients can trust.

4. 5. Qualitative research is gathered: to gain an understanding of underlying reasons and motivations; to provide insights into the setting of a problem, generating ideas and/or hypotheses for later quantitative research; and to uncover prevalent trends in certain voters cite special interests over political parties when choosing a candidate.

This is because, there is emotion behind their reason that cannot be easily crunched by data. Quantitative Research collects raw data and generalizes results from a sample to the population of interest, measures the incidence of various views and opinions in a chosen sample and sometimes follows by conducting qualitative research which is used to explore some findings further. One cannot decide one method over the other in terms of deciding a 'best' option. It's entirely dependent on the reason the study was conducted. Pluralistic research is the combination of both qualitative and quantitative research.

It's performed so both research types complement the other. 6. The observation technique for gathering data is simply the use of observation as a measurement procedure, assigning numerals to human behavioral acts. The observation technique has important advantages which makes it best

suited for certain kinds of studies, and some limitations which render it useless in others. If respondents are unwilling or unable to provide data through questionnaires or focus groups, then the technique becomes useless as the individuals offer little access to the information you sought to glean from them.

Moral and ethical considerations are plentiful. " Ethical guidelines state that this is acceptable as long as it takes place in a natural setting and participants are unaware that their behavior is being measured. The method only becomes unethical, so therefore intrusive when the observation becomes overt and the researchers make the participants aware that they being observed" (DMS PAP website) I agree with the sentiment, yet understand why some feel its intrusive Just knowing that anytime they enter a store they could be a participant in market research.

And I wish I could let the searchers at Home Depot know this fact. Then they might be able to quantify the number of minutes/ hours I spend with the former plumbers, electricians, and building contractors they hire to run the departments, versus how few seconds I spend with all other employees on the floor. 7. I have learned that articulating survey questions is not easily accomplished. I currently work in the property maintenance industry and figured it would be second nature to my line of work asking questions as to what is lacking or proficient in the upkeep of one's living quarters.

However, I found out that my familiarity with property management and maintenance was neutralized by my audience, college kids. I learned that survey questions need to be easily relatable, yet serve a purpose. That

purpose is to ensure a comparison/contrast between the supplied answers and the question asked. Restricting a respondent's answer to these choices makes it easier to locate gaps in service or areas of excellence. I've filled out plenty of surveys previous to this, but had no understanding of how each answer pigeonholed myself into a subset of presented categories.