

Advance marketing research

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



The underlining point to the market research question is how does the NFG market the league to women adequately. Marketing research can help address the matter of effectively marketing the league and finding out the role of marketing research when dealing with NFG. The key role of marketing research is to acquire vital information so they can react to the markets offerings, which is to market the NFG league to women. Marketing research measures the Information needed and even delivers NFG with valid, relevant, reliable and current actionable Information for helpful research purposes.

With the absence of marketing research, it is worth taking note that the NFG might have adverse effects with incorrect management decisions, which can later be costly. In essence for Improved decision making it is vital that market research has a role to play. Question 2 A management decision problem confronts the decision maker to make a decision as in what to do. The NFG wants to increase the market penetration in the female segment; in this case the management has to decide what angle should they move in to gain market penetration in the female segment.

The decision that the management should make is to change the advertisement slots, which should focus on more female oriented products or brands in conjunction with the NFG. This will attract, appeal and increase the chance of women watching the NFG league hence: Should the NFG change or alter their current advertisement pattern? Question 3 When decision makers are concerned with making possible actions it is information oriented that a marketing research problem is formed (Malory 2010).

When dealing with the marketing research problem In the case of NFG, It Is fundamental that the company must invest heavily therefore the NFG should undertake the following MR.: Promotional advertisements such as traditional and non-traditional forms of media to seize the attention of potential females who might become a potential follower and customer. Basically the marketing research problem Is should the NFG Invest heavily on advertising and promotional campaigns.

It is important that the NFG should research exactly which media channels will be the most effective tools to campaign towards the female segment. This can be done through survey questions, interviews, focus groups and online surveys. Question 4 Research questions are refined statements of the specific components of the robber Research Question 1: Do females pay attention to Advertisement? 1 OFF Females do not watch television during their past time. Research Question 2: Is magazine a good medium to advertise NFG to the female segmentation?