

Marketing in business

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



Methodology follows research questions; this part should make clear way of how one is approaching the research questions and the logic and techniques to be used to address the problem. This part comprises of; data collection indicating field sites, instrument description and data you are anticipating to collect. Make comment on site and resource accessibility in the time frame and budget. Data analysis follows in which those managers writing the proposal should explain in details how they will manipulate data to get information using statistical methods in processing data such as SPSS.

After analysis follows interpretation; managers should indicate how anticipated outcome will be interpreted to respond to research questions. After analysis they should speculate on the expected results after conducting the actual research. This offers a clear indication of what they expect from the research. This should have conjunction with data analysis and the possible outcomes to the theory and research questions. This is a good section to summarize the significance of the work.

It is often from the beginning of formulating the work to write a section focusing on the reasoning as one continued to develop the proposal. After following this process one should write bibliography of the relevant works (Jekobowitz, 2000, p. 35). In most business research, marketing research is common which is geared towards identifying areas which needs improvements in order to foster economic development and proper performance of the business. Marketing in business is a productive activity whose output can be defined in terms of objectives.

Marketing system in a business requires some inputs like transport, labor, and other facilities. When carrying out research on marketing, the marketing

manager should have a close scrutiny of the marketing options of all different kinds. Marketing activities and purchasing patterns of different kinds such as consumers should be considered (Jekobowitz, 2000, p. 37). In conducting business research in order to achieve the objectives and test the hypothesis of the study, various data collection methods and experimental research design will be employed.

Secondary data collection method will also be incorporated whereby researcher will be obliged to visit library in search for more information marketing in my business. Primary data collection methods like questionnaires and interviews will be used. Questionnaires will be administered especially to the marketing managers of different large organizations and managers of small business who hold higher positions in the business. People to be administered with questionnaires are chosen using random sampling method to give each person a chance of participating (Roberts, et. al, 2003, p. 31).

Questionnaires are preferred because they offer a wide range of questions concerning business marketing. Apart from questionnaires interview will be conducted which is more precise than questionnaires. The chosen managers will be interviewed using the same survey questions in the questionnaires to enable researcher grasp first hand information from the sources and be able to judge accuracy of the information being collected because questionnaires could not have fully served the purpose of collecting precise, accurate and enough information.

Experimental research design will be employed because is the most rigorous research design and if well implemented it is the strongest design that has <https://assignbuster.com/marketing-in-business/>

an internal validity (Roberts, et. al, 2003, p. 34). Conclusion Business research is an effective tool which helps in making management decisions. Managers conduct business research to gain more information concerning a certain problem facing their business thus coming up with a solution. Business research is important by supplementing limited pool of current literature through a theoretical model that can be adopted to evaluate statistical behavior of future claims.

This information is vital for business by helping managers in making decisions because it helps them to know the performance of business. Business research helps managers to know the weak departments in the business that requires improvement and those that are strong. Business research proposal helps managers having an insight on what kind of research they will conduct and methods to apply to gather relevant and accurate information.

References

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