



Near East University

MARKETING RESEARCH

MARK 401

**Defining the marketing research problem
and developing a research approach**

SESSION 2

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Source: Malhotra and Birks, et al. Chp 2

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Chapter outline

- 1) Importance of defining a problem
- 2) The marketing research brief
- 3) The marketing research proposal
- 4) The process of defining the problem and developing a research approach
- 5) Marketing decision problem and marketing research problem

Leisure centre study

A research analyst who was working for a leisure centre in town and wanted help in analyzing the data he had collected while conducting a marketing research study. He presented a copy of the questionnaire he has used and asked how he should analyze the data.,

The first question to be asked is;

What is the problem being addressed

Leisure centre study (Continued)

REMEMBER

The goal of data analysis is to PROVIDE
INFORMATION RELATED TO THE PROBLEM
COMPONENTS.

Leisure centre study (Continued)

The situation in here is; the client who wanted the research did not have a research brief and have written a research proposal.

So before starting a research, there should be a written
**MARKETING RESEARCH BRIEF AND MARKETING
RESEARCH PROPOSAL.**

Marketing research brief: A document produced by users/buyers which is used to communicate the perceived requirements of a marketing research project to the marketing research supplier.

Marketing research proposal: In response to a marketing research brief, marketing researcher develops a research plan and then a research proposal to communicate this plan. It contains the essence of marketing research project and serve a contract between the buyer/seller and supplier of the marketing research project.

The purpose of a written marketing research brief

- Helps the initiator to be more sure of how decision-making will be supported
- Agreement among all parties who may benefit from research (the type and amount of information will be shared between parties)
- Helps to plan and administer research
- Helps to reduce difference of opinions
- Forms the basis for negotiation.

Figure 2.1 Components of the marketing research brief



The purpose of a marketing research proposal

- Help the researcher to conceptualize and execute the marketing research project
- Help to sell the project to the projective users/buyers
- Ensure that the user/buyers and the supplier of marketing research agree about the nature of the project.

Figure 2.2 Components of the marketing research proposal



Tasks involved in problem definition

- Discussions with decision makers
- Interviews with industry experts
- Secondary data collection and analysis

Contrasting definitions of decision and research problems

Marketing decision problem	Marketing research problem
Should a new product be introduced?	To determine consumer preferences and purchase intentions for the proposed new product
Should the advertising campaign be changed?	To determine the effectiveness of the current advertising campaign
Should the price of the brand be increased?	To determine the price elasticity of demand and the impact on sales and profits of various levels of price changes