Social Media Marketing Research

Marketing Research

Min-Yuh Day
Assistant Professor
Dept. of Information Management, Tamkang University

http://mail.tku.edu.tw/myday/
2012-03-08
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課程大綱 (Syllabus)

週次  日期   內容（Subject/Topics）
10    101/04/19  Midterm Presentation
11    101/04/26  Exploratory Factor Analysis
12    101/05/03  Paper Reading and Discussion
13    101/05/10  Confirmatory Factor Analysis
14    101/05/17  Paper Reading and Discussion
15    101/05/24  Communicating the Research Results
16    101/05/31  Paper Reading and Discussion
17    101/06/07  Term Project Presentation 1
18    101/06/14  Term Project Presentation 2
Outline

• Marketing Research
• Importance of Marketing Research to Management
• The Marketing Research Process
Marketing Research

• Marketing Research is the planning, collection, and analysis of data relevant to marketing decision making and the communication of the results of this analysis to management.

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
The Nature of Marketing Research

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
Definition of Marketing Research

- Customer Orientation
- Goals Orientation
- Systems Orientation

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
Marketing Research

• Marketing Research is the function that links the consumer, customer, and public to the marketer through information that is used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process.

• Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications.

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
The Marketing Research Impact
Its Importance to Management – Three Critical Roles

• Descriptive
  – The gathering and presenting of statements of fact

• Diagnostic
  – The explanation of data or actions

• Predictive
  – The specification of how to use descriptive and diagnostic research to predict the results of a planned marketing decision

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
The Problem Definition Process

8 Steps

1. Recognize the problem or opportunity
2. Find out why the information is being sought
3. Understand the decision making environment
4. Use the symptoms to help clarify the problem
5. Translate management problem to marketing research problem
6. Determine whether the information already exists
7. Determine whether the question can be answered
8. State the research objectives

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
Understand the Decision-Making Environment

Situation Analysis → Strategy Development → Marketing Program Development → Implementation

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
The Marketing Research Process

(1) Problem Definition (Research Objective)

(2) Research Design

(3) Method of Research

(4) Sampling Procedure

(5) Data Collection

(6) Analysis of Data

(7) Writing and Presentation of the Report

(8) Follow-up

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
The Marketing Research Process

1. Problem Definition (Research Objective)

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7. Writing and Presentation of the Report

8. Follow-up

Does it involve hypothesis or just a statements?

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
The Marketing Research Process

(1) Problem Definition (Research Objective)

Management Decision Problem

Marketing Research Problem

Marketing Research Objective

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
The Marketing Research Process

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Exploratory, descriptive, causal, planning, implementing, controlling

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
The Marketing Research Process

(2) Research Design

Descriptive Studies: Studies of association (who, what, when, where, how)

Causal Studies: dependent variable independent variable

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
Marketing Research Design

• Marketing Research Design
  – “The plan to be followed to answer the marketing research objectives.”

• It is the detailed blueprint used to guide the research study towards its objectives including what and how you will conduct the research study.

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
The Marketing Research Process

1. Problem Definition (Research Objective)
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Primary/Secondary Survey, focus groups, experiments, etc.

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
The Marketing Research Process

(3) Method of Research

- Survey Research
- Observation Research
- Experimental Research

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
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Probability vs. non-probability, sample size

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
The Marketing Research Process

(4)
Sampling Procedure

- Probability Samples
- Non-Probability Samples

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
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Telephone, mail, mall intercept, Internet, etc.

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
The Marketing Research Process

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Level & scope must be determined early

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
The Marketing Research Process

(6) Analysis of Data

Statistical Analysis

Interpret Output

Draw Conclusions

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
The Marketing Research Process

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6. Analysis of Data
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Determine format, font, layout, PPTs, etc.

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
The Marketing Research Process

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Were recommendations followed? Is more research needed?

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
Summary

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