

9(objectives)+8(types of research)+4(characteristics)+8(limitation)+3(steps)+6(characteristic)+6(limitation)+3(objectives social science)+5(limitation)

Systematic design, collection, analysis and reporting the findings and solutions for the marketing problems.(SDCAR)

Objectives of research(BBIHDOIFE)

1. Better decision making
2. Basis for innovation
3. Identify problem areas
4. Help in forecasting
5. Development of new product
6. Optimal utilisation of resources
7. Identifying marketing opportunities and constraints
8. Formulation of policies and strategies
9. Evaluating marketing plans

Types of research

1. Pure/fundamental
 - Gathering knowledge for knowledge sake
 - Not involved with practical problems
 - Does not have commercial value
 - No intention to apply research in practice: e.g: theory of relativity
2. Applied research
 - Find solution for an immediate problem faced by an org.
 - Deals with real life situations e.g:
 - Has commercial value
 - Practical problem solving, brings out facts e.g: to develop a new market for the product
3. Exploratory research
 - Relies on secondary research like available literature and data, or qualitative approaches like observation, competitors, focus groups and projective methods
 - Does not help in deciding but can provide significant insight to a given situation
 - Carried out at beginning when problem is not clear
 - Answers why questions, why sales of the co. decline e.g: Coke diet
4. Descriptive(statistical)
 - Answers who, what, where, when and how
 - Describes data and characteristics about population or phenomenon
 - Definite conclusions can be arrived but cause and effect relationship cannot be established

7. Field survey
8. Academic discussion
9. Reading

Internal factors for selecting research problem

1. Researcher's interest
2. Researcher's competence
3. Availability of resources

External factors

1. Quality of research problem
2. Availability of facilities
3. Social relevance
4. Research personnel
5. Feasibility

Steps in formulation of research problem

1. Statement of problem
 - State problem in general way – keeping in view the objective of studying problem – 1st hand
2. Understanding the nature of problem
3. Surveying the relevant literature
4. Discussion with experienced person
5. Rephrasing the research problem
6. Operational definition of concepts
7. Delimiting the scope of study

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5(Characteristics)+7(steps)

Questionnaire Design

Questionnaire-research instrument-series of questions and other prompts-purpose of gathering info from respondents

Characteristics of Questionnaire

1. Simple – Understandable
2. Generate easily recorded replies
3. Specific – allows interview to be on point
4. Well arranged – analysis and interpretation
5. Keep respondent interested throughout

Process of Questionnaire Design

1. Determine what info is needed
 - Omits relevant and vital aspects – research is not likely to be successful. Collects Not relevant info – wasting time and money
 - Steps to be followed at planning stage: Decide on the topic for research, Get additional info on the research issue, gather what has been the experience with similar study, type of info such as awareness, facts, opinions, attitudes, reasons
 - Questionnaire can be used to collect info through personal interview, mail or telephone.
2. Different types of questionnaire
 - Structured and non disguised: Most; Questions are structured so as to obtain facts: Reason is to ensure all respondents reply the same question and purpose of question is clear(Non disguised). Easy to administer and respondents do not have difficulty in answering.
 - Structured and Disguised: Least; Same question;Used to know people's attitude, shows knowledge on the subject classified; respondents bias is minimised; administering questionnaire is easy
 - Non structured and disguised: Projective techniques, Involves use of a vague stimulus, which an individual expand or describe a story, 3 common types are word association, sentence completion, story telling. Assumption made here is individual's reaction is an indication of respondent's basic perception.
 - Non structured and non disguised: Purpose of study is clear, but responses are open ended. In depth interview, No fixed questions, coding & tabulating is difficult.

3. Type of questions

- Open Ended: Respondents are free to answer in their own words. Useful in exploratory research.

Advantages:

- Yield in depth information from respondents
- Make the respondent at ease by writing whatever they want to write
- Do not limit the respondent's response
- Less chance of personal bias by researcher
- Verdict of respondent gets clear
- Real views of respondent are portrayed.

Disadvantages:

- Does not suit in all situations
- Analysis becomes difficult
- Responses which have nothing to do with research objective
- Respondents find it difficult to write from their own mind

- Close ended:

Dichotomous Questions: Have only 2 answers. Disadvantage: Limits the respondent's response, lead to measurement error. Adv: convenient and easy to answer.

Choice among alternatives:

Rating scale:

Advantages

- Easier to fill
- Less time
- Easy to analyse and interpret
- Does not get irrelevant answers

Disadvantages

- Confined options, avoid real answer

4. Wordings of questions

- Avoid double barrelled questions
- Avoid leading and loading questions
- Complex questions
- Word limit – 20 words

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- Participation at the expense of accuracy

5. Sequence and Layout

- Screens: Used to select the respondent type desired by the researcher to be in the survey
- Warm ups: Easy to answer, survey is easy to complete and generates interest
- Transitions: Notifies respondents the subject or format of questions will change
- Complicated and difficult to answer: committed to complete the questions, not many questions left
- Classification and demographic: personal and offensive questions are placed at end

6. Pre testing of questionnaire

- Detect any flaws, word must convey the same meaning, sample chosen should be similar to the respondents who are ultimately going to participate. How many questions to be asked, calculate time taken to complete the questionnaire

7. Revise and preparation of final questionnaire

- To correct the spelling
- Positioning of the questions
- Remove words which are not familiar to respondents
- Don't remove questions after pre test
- Purge the words with double meaning

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