Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (American Marketing Association, 2013)
Ways of Knowing

There are many ways of Knowing:

- Ordinary Human Inquiry (Direct Experience, Observations and Personal Inquiry,
- Tradition (We learn from others)
- Authority
Drawing from these sources only very often lead to Errors; Casual Inquiry

Casual inquiry is influenced by sources of knowledge. In addition there are other pitfalls that create errors in our own observations

**Inaccurate observations** – occurs when we make conclusions based upon hasty or incomplete observations. Example, a young police officer once walked by a break room where a young records clerk was in tears. Sitting on each side of her were the Captain in charge of Internal Affairs and an IA investigator. The captain was telling her to stop crying in a harsh tone of voice. “Those jerks. They could have a least taken her into their office before interrogating her.” Several years later, the office, then a Sergeant for whom the woman in question now worked, learnt that she had been extremely distraught over the break up of her marriage and the Captain was a father-figure to her who had actually been consoling her.

Solution: Measurement devices add precision.

**Overgeneralization**- occurs when we make conclusions about individuals or groups based upon our knowledge of similar individuals or groups. “All lawyers are liars” would be an example. Despite the preponderance of lawyer jokes and any bad experiences that you or a friend may have had with any attorney, you cannot accurately make that conclusion about all attorneys. There are simply too many attorneys of honesty and integrity as well as those that are questionable to make such a conclusion without an individual knowledge of the person.
Drawing from these sources only very often lead to Errors;
Casual Inquiry

Premature closure (Drawing conclusions too quick)

Selective observation (based on history/experiences) – when you see only those things that you want to see. Racial and ethnic stereotyping would be an example of negative selective observation. The attitude that “All whites are racists who seek to oppress minorities” may cause the observer to see what he or she believes in the behaviors of all European Americans with whom they come into contact with. Such observations may also be positively biased. “My darling wonderful child has never done anything like that.” Such selective observation can lead to major disappointment such as when “He’s a wonderful man who caters to my every whim” becomes “He’s a selfish jerk who doesn’t ever consider my feelings.”

Illogical reasoning (superstition - Farming) – happens when we despite our past observations, the future will be different. Babbie (1999, p. 9) uses the gambler’s fallacy that bad luck has to change as an example of illogical reasoning. If the odds of course are unlikely, it is illogical to assume that by sheer willpower you can make it occur.
The Scientific Method
The scientific method seeks to prevent the errors of casual inquiry by utilizing procedures that specify objectivity, logic, theoretical understanding, and knowledge of prior research in the development and use of a precise measurement instrument designed to accurately record observations. The result is a systematic search for the most accurate and complete description or explanation of the events or behaviours that are being studied. Just as a criminal investigation is a search for “the facts” and a criminal trial is the search for “the truth,” the scientific method is a search for knowledge.
The Research Process
(The Scientific Process)

- Identify the research problem,
- Establish the research objectives,
- Select your research strategy (Qualitative/Quantitative),
- Prepare the Research Plan (Research Design),
- Gather the Data,
- Analyze and Interpret the Data and;
- Prepare and Present the Research Findings.
What is Research?

• There is no water-tight definition for the concept “research”. There are several definitions offered by several different authors. Some of which include:
  - A systematic enquiry.
  - Research is a human activity based on intellectual investigation and is aimed at discovering, interpreting, and revising human knowledge on different aspects of the world.
  - Diligent inquiry or examination to seek or revise facts, principles, theories, applications, et cetera; laborious or continued search after truth;
  - Research is the conscientious study of an issue, problem, or subject. It is a useful form of inquiry designed to assist in discovering answers.
  - Research is the scientific investigation into or of a specifically identified phenomenon.

(Dantzker, 1998, p. 128)
Market(ing) Research: Definition

Far too many businesses embark on projects or ventures without proper market research.

All too often a business failure is said to be the result of 'poor market research'.

Market Research is defined **systematic design, collection, analysis and reporting of data and findings relevant to a specific marketing situation. It can help companies** to determine whether the product or service will satisfy customers' needs.

Market research can identify market trends, demographics, economic shifts, customer's buying habits, and important information on competition.

Market research is essential for the survival and growth of your business.

Knowing this information is essential to the success of your business.
Generally speaking, market intelligence helps in business decision making.
Why Market(ing) Research?

Market Research will guide you in making strategic business decisions, uncovering unmet customer needs, and in many cases, help you discover new ideas for products or services.

In short, market research helps you to:
1. Communicate effectively
2. Identify and understand opportunities
3. Pinpoint obstacles or problems
4. Benchmark and evaluate your success
5. Identify new products or services.
6. Spot or anticipate market trends or changes.
Why Market(ing) Research?

7. Determine if customers are satisfied, and if not, what is wrong.
8. Keep one step ahead of your competitors.
9. Spot trends or warning signals in your own business.
10. Decide which advertising medium works best for your business.
11. Keep up to date with new technology in your industry.
12. Tell you if a new idea is likely to be viable or not, and so on.
13. Measure market share, brand awareness, advertising awareness, and competitive position.
14. Identify, anticipate, and satisfy customer/consumer requirements, attitudes and behaviour in all areas of the marketing mix.
Market research is therefore the business tool that helps you reduce the risk that a new idea will fail, and helps reduce the risk of being in business.
Market Research is a marketing tool used across the entire function—the marketing mix.

**PRODUCT**
- What does the customer want from the product?
- What features does it have to meet these needs?
- How and where will the customer use it?
- What does it look like?
- What size(s), color(s), should it be?
- What is it to be called?
- How is it branded?
- How is it differentiated versus your competitors?

**PRICE**
- What is the value of the product or service to the buyer?
- Are there established price points for products or services in this area?
- Is the customer price sensitive?
- What discounts should be offered to trade customers?
- How will your price compare with your competitors?

**PLACE**
- Where do buyers look for your product or service?
- If they look in a store, what kind?
- How can you access the right distribution channels?
- Do you need to use a sales force?
- What do your competitors do, and how can you learn from that and/or differentiate?

**PROMOTION**
- Where and when can you get across your marketing messages to your target market?
- Will you reach your audience by advertising in the press, or on TV, or radio, or on billboards?
- When is the best time to promote?
- How do your competitors do their promotions? And how does that influence your choice of promotional activity?
The Market Research Process

1. Defining the problem and objectives
2. Developing the research plan
3. Collecting the information
4. Analysing the information
5. Presenting the findings

Steps
- Distinguish between the research type needed e.g.
  - exploratory
  - descriptive
  - causal
- Decide on budget
- data sources
- research approaches
- research instruments
- sampling plan
- contact methods

Information is collected according to the plan (N.B. it is often done by external firms)

Statistical manipulation of the data collected (e.g. regression) or subjective analysis of focus groups

Overall conclusions to be presented rather than overwhelming statistical methodologies

Comments
- If a problem is vaguely defined, the results can have little bearing on the key issues
- The plan needs to be decided upfront but flexible enough to incorporate changes/iterations
- This phase is the most costly and the most liable to error
- Significant difference in type of analysis according to whether market research is quantitative or qualitative
- Can take various forms:
  - oral presentation
  - written conclusions supported by analysis
  - data tables
Reasons for doing market research

- To help researchers understand the properties of a phenomenon or to provide new or better understanding of a certain phenomenon
- To solve a problem
- To describe and explain a topic, situation, process or event
- To answer a practical question
- To gather information to help in the decision making process
- To add knowledge through exploration or to advance knowledge in a particular field
- To help researchers understand the relationships between variables
Reasons for doing market research

• Formulate valid theories/paradigms from assumptions.
• To prove or disprove
• To solve intellectual puzzles and/or to solve practical problems.
• To expand existing concepts or theories.
• To sometimes revise these theories.
• To extend the range of applicability of existing theory and;
• To predict outcomes.
Research Strategies

• There are three approaches/strategies in conducting market research. These include:
  ▪ Quantitative Research Methods
  ▪ Qualitative Research Methods and;
  ▪ A Mixed Method Approach.
Market Research Strategies

• Qualitative Research Methods
  • Qualitative researchers study things in their natural settings, attempting to make sense of, or to interpret, phenomena in terms of the meanings people bring to them (Denzin 1994).
  • Qualitative research is intended to penetrate to the deeper significance that the subject of the research ascribes to the topic being researched. It involves an interpretive, naturalistic approach to its subject matter and gives priority to what the data contribute to important research questions or existing information.
How are you planning to do your research – inductive/deductive?

Inductive reasoning: **Induction** – From specific observations to the discovery of a pattern among all the given events.
Market Research Strategies

• There are three approaches/strategies in research methods. These include:
  ▪ Quantitative Research Methods
    ▪ A quantitative research is an formal, objective, systematic process of inquiry into a social or human problem, based on testing a theory composed of variables, measured with numbers, and analyzed with statistical procedures, in order to determine whether the predictive generalizations of the theory true. (Creswell, 1994)

• This research method is used:
  – to describe variables;
  – to examine relationships among variables;
  – to determine cause-and-effect interactions between variables.' (Burns & Grove 2005:23)
How are you planning to do your research – inductive/deductive?

Deductive reasoning - From a pattern that might be logically expected to observations that test whether the pattern occurs.
Market Research Strategies

• Mixed methods research
  – A style of research that uses procedures for conducting research that are typically applied in both quantitative and qualitative studies
  – The purpose of these designs is to build upon the synergy and strength that exists between quantitative and qualitative methods in order to more fully understand a given phenomenon than is possible using either quantitative or qualitative methods alone
Definition and Purpose

• Mixed methods research
  – The research problem itself determines the choice of a design
    • Using surveys to identify specific groups of students and conducting focus groups with them to understand their views
    • A series of interviews are conducted to ascertain the critical issues bothering students, and a survey of the student body is conducted using these issues as variables
Choosing between the three Types of Designs

Three characteristics that differentiate types of mixed methods designs

– The **priority** given to either the quantitative or qualitative data collection
– The **sequence** of collecting quantitative or qualitative data
– The **data analysis techniques** used to either combine the analysis of data or keep the two types of data separate
Types of Research

- **Pure/Basic Research** - Sometimes justified in terms of gaining “knowledge for knowledge’s sake.”

- **Applied Research** – Applied research aim is to provide knowledge and information that can be used to influence social policy. Applied research is done to solve specific, practical questions; its primary aim is not to gain knowledge for its own sake. It can be exploratory but often it is descriptive. Putting research into practice.

- **Summative/Formative Evaluation Research** – *Evaluation is the systematic acquisition and assessment of information to provide useful feedback about some object*
  
  - **Formative evaluations** strengthen or improve the object being evaluated -- they help form it by examining the delivery of the program or technology, the quality of its implementation, and the assessment of the organizational context, personnel, procedures, inputs, and so on.
  
  - **Summative evaluations**, in contrast, examine the effects or outcomes of some object -- they summarize it by describing what happens subsequent to delivery of the program or technology; assessing whether the object can be said to have caused the outcome; determining the overall impact of the causal factor beyond only the immediate target outcomes; and, estimating the relative costs associated with the object.
<table>
<thead>
<tr>
<th>Basic Research</th>
<th>Evaluation Research</th>
<th>Applied Research</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Basic research is conducted to test and advance a theory.</td>
<td>• Evaluation research involves assessment of the strengths and weaknesses of programs, policies, personnel. Products and organizations in an effort to improve their effectiveness</td>
<td>• Applied research is conducted to solve an immediate problem.</td>
</tr>
<tr>
<td>• Basic research usually has no immediate practical value.</td>
<td>• Evaluation researchers are called in when the effectiveness of a policy or program needs to be assessed.</td>
<td>• Practical value is a paramount concern in applied research.</td>
</tr>
<tr>
<td></td>
<td>• They often focus on: (1) the relationship between activities and effects</td>
<td>• Applied research derives from basic research.</td>
</tr>
<tr>
<td></td>
<td>(2) the size and cost of the efforts relative to the effects</td>
<td>• The Applied Research seeks knowledge that can be used to solve pressing social, political, and organizational problems. This knowledge, which is often an extension of basic research, should be valid, descriptive and informative as to how change can be accomplished.</td>
</tr>
<tr>
<td></td>
<td>(3) increased knowledge or understanding irrespective of effect</td>
<td></td>
</tr>
</tbody>
</table>
## Characteristics

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Nature of the Problem</strong></td>
<td>Basic scientific investigation seeks new knowledge about social phenomena, hoping to establish general principles and theories with which to explain them</td>
<td>Applied research seeks to understand how basic research can help alleviate a demanding social problem and provides policy makers and managers with well grounded guides to remedial action</td>
<td>Evaluative Research assess outcomes of treatments applied to social problems or the outcomes of prevailing practices</td>
</tr>
</tbody>
</table>
# Research Characteristics

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>The goal of the research</td>
<td>To produce new knowledge, including the discovery of the nature of the relationship between things (Variables)</td>
<td>To explore the values of basic knowledge in an applied setting that can be useful to a policy maker or a manager who seeks to eliminate or alleviate a problem</td>
<td>To provide an accurate account of a treatment program applied to a social program</td>
</tr>
</tbody>
</table>
## Research Characteristics

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>The underlying theory</td>
<td>Selection of a theory to guide hypothesis testing or research question</td>
<td>Selection of a theory, guidelines, or intuitive hunches to explore the dynamics of a social system, an organization or a group of people</td>
<td>Selection of a theory to fit the problem under assessment</td>
</tr>
</tbody>
</table>

Lloyd Waller (PhD)
Market research activities

Market Measurement
Customer Satisfaction Survey
New Product development/concept testing
Ad or brand awareness monitoring/tracking
Use and Attitude Survey
Customer Satisfaction (inc Mystery Shopping)
Usage and Attitude Studies
Media Research & evaluation
Advertising developing and pre-testing
Social Surveys for central/local government
Brand/corporate reputation/image
Omnibus Studies – piggybacking on a larger survey
Mystery Shopping
Comp-Shops – looking at what competitors are doing by going to Their shops of testing their products
Why Conduct Market Research in New Product Development?

- The product must appeal to the customer (however widely defined)
- Timely market research can help you mould the product to the consumer’s need/wants
- Market research tend to point out successes and failures before products are launched “for real”
- As a result, it can save you money and time
## Types of Market Research

<table>
<thead>
<tr>
<th>By Source</th>
<th>By Methodology</th>
<th>By Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Primary</td>
<td>- Qualitative</td>
<td>- Exploratory</td>
</tr>
<tr>
<td>- Secondary</td>
<td>- Quantitative</td>
<td>- Descriptive</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Causal</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(or experimental)</td>
</tr>
</tbody>
</table>
Types of Market Research: By Source

Primary
Collection of data specifically for the problem or project in hand

Secondary
Based on data previously collected for purposes other than the research in hand (e.g. published articles, government stats, etc)
Types of Market Research: By Objective

- **Exploratory**
  Preliminary data needed to develop an idea further. Eg outline concepts, gather insights, formulate hypotheses

- **Descriptive**
  Describe an element of an ideas precisely. Eg who is the target market, how large is it, how will it develop

- **Causal**
  Test a cause and effect relationship, e.g. price elasticity. Done through experiment
Defining market research problems

“Most research projects that go wrong do so because the fundamental problem that has lead to the research has not been fully understood or defined.”
Identifying your Research Topic

• **Research Topics – Sources**

  ○ **Practical Problem** of concern to you that needs to be solved – moral obligation

  ○ **Personal Experience** - based on something that happens to you

  ○ **Curiosity** – based on something that happened to someone else

  ○ **Literature in your specific field** – refining previous research

  ○ **Requests for Proposals (RFPs)** – Addressing the need of an organization $$$$$$
Defining market research problems

Three questions determine if the research needs to take place:
• What research exists already?
• What research is needed?
• Can the research readily be undertaken?

The objectives of research can range from helping a company improve its satisfaction rating amongst customers to finding new markets for its products through to helping with the launch of new products.
How should I start my Research Topic?

1. Brainstorm for ideas (talk to staff members or industry experts)
2. Read general background information
3. Focus in on a Manageable/Feasible topic
4. Define your topic as a focused research question
5. Research and read more about your topic
6. Formulate a research statement
7. Think about how I am going to do the research (Research Design)
Pinpoint the objective of the research and exactly what information is required at the outset.

The question that has to be answered (eg how to increase sales?):

Causes of the problem (eg developing the customer base; finding an improved offer to customers; price competition)

Information that is needed (eg drivers of the purchase decision)

Present level of knowledge
- High
- Medium
- Low
Is the Market Research Needed

Ask yourself why the market research is needed – what will you do with it when you have got it? If the answer to this is at all unclear, re-consider your belief that you need market research.

Ask around to find out if your company already has any reports/studies in this area. In some areas, data which is a few years old is still valid. Certainly, the background of knowledge from earlier studies can be very useful as guides to the size and structure of the market.

Find out if there are any published studies in this field which can be purchased off the shelf. Of accessible In a library

If you know anyone who has commissioned market research (of this type) before, ask them for their advice. There is no substitute for experience and there may be someone close by who has ‘been there’ before.
Is the Market Research Needed

Prepare a written brief – one page will do – stating the background to the problem/opportunity, the action which will be taken, the key goals you want the research to achieve and any critical questions you would like answering. If you have a timetable limitation or budget, it would be helpful to state this in the brief for otherwise the agency may pitch way off mark. Also, if you have any specific expectations such as certain deliverables, state what they are in the brief so the agency can respond.
PREPARING YOUR MARKET(ING) RESEARCH BRIEF
The brief is the statement that sets out the background to the research and what objectives it is hoped will be met. It is helpful to write down (perhaps on one or two sides of paper) answers to the following:

1. Why do this market research? What action will be taken when the research is completed?
2. What has caused this problem or led to this opportunity?
3. What is known about the area of research already?
4. Target groups for the research?
5. What specific information is needed from the research? (e.g. market size, trends, buying behaviour, customer needs, segmentation)
6. What is the proposed budget?
7. Are there any initial ideas for the research method?
8. Are there any reporting requirements?
9. When are the findings required?
MARKET RESEARCH BRIEF

A marketing brief (Market Research Brief) is a document listing the expectations by a company's marketing team regarding a finished project. It is the best way for the marketer to lay out a framework for the creative team. A marketing brief helps to develop a business by using both new and established markets.

A Great Brief:
Possesses clarity
Displays depth of thought
Provides direction
MARKET RESEARCH BRIEF  OUTLINE

1. Market and Strategic Overview
This helps researchers understand where this project fits in the overall strategy, vision and values, and business objectives:

1. Define the market and explain its dynamics
2. Major players and key competitors
3. Past and current activity
4. Target markets
5. Factors such as regulations, seasonality, distribution, pricing, communication, etc
MARKET RESEARCH BRIEF  OUTLINE

2. Background and Role of the Research
This is the most important part of the brief, as it specifies where the research fits in your marketing activity, and more specifically, the types of decisions and plans that will be made on the basis of the research:

1. Problem/Issue identification and main reasons for the research and how is it linked to your company’s strategic goals/objectives
2. Brand or product history and past research findings that can be related to this existing study / History of the issue or problem
3. Which business units does the research impact and who is involved?
4. Share of the market now and historically
5. Research constraints and mitigation strategies
6. Details about customers and purchasers
7. Brand awareness
8. Channels of distribution
MARKET RESEARCH BRIEF OUTLINE

2. Background and Role of the Research

Company Information

History
How long has the company been established?
How long has it concentrated on its present product range?
What was the company's product range originally, and 10, 20, 30 years ago?
Has the company always been sited in its present location?
What factors have influenced its location?

Company Background
What is the principal business of the company? What are its subsidiary activities?
What is its total turnover
Describe any holding companies/subsidiary companies
How many employees are there at the establishment?
2. Background and Role of the Research

Company Information

Product Details
What are the important products (or services) in the range (by size, capacity, shape, material, etc)?
What proportion of the total turnover does each of the above groups account for?
To what extent are the products standard/custom built?
What proportion of an assembled product is made in-house or bought out?
How important are spares in terms of revenue v profit?
Are any of the products built under licence?

Product Details
What are the important products (or services) in the range (by size, capacity, shape, material, etc)?
What proportion of the total turnover does each of the above groups account for?
To what extent are the products standard/custom built?
What proportion of an assembled product is made in-house or bought out?
How important are spares in terms of revenue v profit?
Are any of the products built under licence?
2. Background and Role of the Research

Company Information

History
How long has the company been established?
How long has it concentrated on its present product range?
What was the company's product range originally, and 10, 20, 30 years ago?
Has the company always been sited in its present location?
What factors have influenced its location?

Company Background
What is the principal business of the company? What are its subsidiary activities?
What is its total turnover
Describe any holding companies/subsidiary companies
How many employees are there at the establishment?
3. Objectives of the study

Every research project should have a defined and explicit objective which clearly states why the research is being carried out.

All other aspects of planning and carrying out the research flow from this objective; in other words if they do not contribute towards achieving this objective they almost certainly should not be undertaken.

The objective should relate to the marketing decision which will have to be made or the problem that needs a solution (and decision).
3. Objectives of the study
There are usually two types of objectives that need to be explained:
1. Business objective - this is the objective of the marketing project the research is for, it is the overall strategic objective (Goal) -

2. Research objective - detailed objectives of what you need to know e.g. attitudes, behaviour, usage expectations, perceptions. Is it to understand, evaluate or explore (more qualitative objectives) or is it to measure, record, or ascertain (more quantitative objectives)
MARKET RESEARCH BRIEF OUTLINE

3. Objectives of the study
There are usually two types of objectives that need to be explained:
1. Business objective - To foster more informed farming by 2015

2. Research objective – To determine the existing knowledge base of female/male, young/old, type of produce farmers
   To ascertain the years of education of ....
   To identify the inform source of farmers
   To identify the information needs
3. Objectives of the study
In both instances we attempt to be specific as it relates to our intentions. Therefore we state whether we want to:

- Explore (qualitative)
- Identify (qualitative)
- Investigate (qualitative)
- Describe (Qual/Quan)
- Evaluate (Qual/Quan)
- Measure (quantitative)
- Determine (quantitative)
- Qualify (quantitative)
- Explain (quantitative)
3. Objectives of the study
Some persons use Research Questions and or Hypothesis to guide their research rather than just an objective

A Research Questions are interrogative statements or questions that the investigator seeks to answer. It essentially outlines – What you are trying to find out. A Hypothesis is a proposition that is empirically testable. It is an empirical statement concerned with the relationship among variables.
Cycles of Research Question Development

FIGURE 3.4 CYCLES OF RESEARCH QUESTION DEVELOPMENT
What is the role of the Research Question?

- They organize the project, and give it direction and coherence
- They delimit the project, showing its boundaries
- They keep the researcher focused during the project
- They provide a framework of writing up the project
- They point to the data that will be needed
What are the Characteristics of a good Research Question?

• Unique
• Clear
• Specific
• Answerable
• Interconnected
• Interesting
• Logical
• Feasible
How do you Narrow a topic into a Research Question?

- Examine the Literature
- Talk over ideas with others
- Apply to a specific context
- Define the aim or desired outcome of the study
What is a Hypothesis

• A **hypothesis** is a proposition that is empirically testable. It is an empirical statement concerned with the relationship among variables.

• A **variable** is anything that may assume different numerical values.
Formulating a Hypothesis

• What is a Hypothesis?

• What are the Characteristics of a Hypothesis

6.6 Five Characteristics of Causal Hypotheses

1. It has at least two variables.
2. It expresses a causal or cause-effect relationship between the variables.
3. It can be expressed as a prediction or an expected future outcome.
4. It is logically linked to a research question and a theory.
5. It is falsifiable; that is, it is capable of being tested against empirical evidence and shown to be true or false.
The Role of Literature

• A good research question or hypothesis is based on an awareness of the central issues and themes in the literature on the subject matter being explored.

• Use the literature to develop a conceptual framework
  – It helps us to formulate our Research Questions or Hypothesis more sharply
  – It helps us to make explicit what we already know and think about the area and topic and how they relate to our research questions and/or hypothesis as well as possible outcomes
  – It helps us to communicate ideas about ideas about the research to make out arguments more convincing
  – It helps in delimiting the research (Set Boundaries)
What is the process of Conceptualization and Operationalization?

Conceptualization

• The mental process whereby fuzzy and imprecise notions (concepts) are made more specific and precise.
• Process of specifying what we mean when we use particular terms.
• Produces an agreed upon meaning for a concept for the purposes of research.
• Describes the indicators that researchers use to measure the concept and the different aspects of the concept.
Operationalization

- **Operationalization**: The *process* of specifying the operations that will indicate the value of cases on a variable. It is moving from a construct’s conceptual definition to specific measures that will allow the researcher to observe it empirically. In other words, defining events in observable terms in order to operate with the reality necessary to do research – how will you measure the variable?

- Gender: Gender will be measured based on the response on the questionnaire. Two attributes are used to define gender – male and female, 1 is given to the attribute male and 2 for the attribute female. Respondents will be required to select from these attributes on the questionnaire which will provide us with a relevant measure for gender.
4. Justification for doing the market research
Why is this research being done?
What are the expected outcomes
MARKET RESEARCH BRIEF OUTLINE

5. Suggested Approach & Research Target(s)
Identify any preferences you might have:
1. Qualitative (Observations, Focus Groups, Interviews, Consultations and or Analysis of Archival Records and Documents)
3. Mixed Method

Are there any specific groups or subgroups you are interested in researching?
Segmentation Analysis
Figure 3.5  Framework For Choosing A Research Design

1. Research Aims And Objectives
2. Detailed Information Requirements
   - Primary Research (Fieldwork)
     - Qualitative Research (Depth interviews; focus groups)
   - Secondary Research (Desk Research)
     - Quantitative Research (Large sample of interviews)
       - Sampling
       - Data Collection Methods
3. Data Processing & Analysis
4. Reporting
MARKET RESEARCH BRIEF OUTLINE

5. Suggested Approach & Research Target(s)
Identify any preferences you might have:

Are there any specific groups or subgroups you are interested in researching?
Segmentation Analysis
MARKET RESEARCH BRIEF OUTLINE

Segmentation Analysis
Demographics of the population in terms of age, gender, income group, location

Behaviour of the population in terms of how they buy (eg frequency of purchase, place of purchase, size of purchase etc)

• Needs of the population in terms of what drives their selection of a supplier (eg often referred to as the drivers behind the decision such as convenience, bargain hunters, safety seekers etc).
MARKET RESEARCH BRIEF OUTLINE

6. Limitations and Dr-limitations of the study
What challenges/risks do you think you will encounter?
How will you address these challenges/risks?
What boundaries are you working in?
7. Reporting Requirements
Identify any requirements you might have
Topline or final report only
Word report and/or PowerPoint
Presentations and/or Workshops
6. Timing
Specify any real constraints that exist. However, please be realistic about whether your objectives can be met within that timeframe.

One tool which helps to facilitate this is the Gantt Chart

A Gantt chart is a horizontal bar chart developed as a production control tool in 1917 by Henry L. Gantt, an American engineer and social scientist. Frequently used in project management, a Gantt chart provides a graphical illustration of a schedule that helps to plan, coordinate, and track specific tasks in a project.
<table>
<thead>
<tr>
<th>Schedule of Activities, Assigned Duties and Timelines Grid</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Develop Work Plan</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Project Personnel</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>December 1, 2, 3, 4, 5, 6, 7, 8, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Gap and YPI data collection instrument developed, tested and submitted for final approval from NCYD</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Lloyd Waller &amp; Gavin Daley</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>December 1, 2, 3, 4, 5, 6, 7, 8, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Prepare List of all youth service</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Shannon Hill, Gavin Daley &amp; Andrew Walcott</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>December 1, 2, 3, 4, 5, 6, 7, 8, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Undertake and Submit Environmental Scan</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Patrick Anglin and Shannon Hill</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>December 1, 2, 3, 4, 5, 6, 7, 8, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Develop, test and present YPI Database</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Patrick Anglin</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>December 1, 2, 3, 4, 5, 6, 7, 8, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>YPI and GAP Data Collection</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Data Collection Team</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>December 1, 2, 3, 4, 5, 6, 7, 8, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Train NCYD Staff to update the YPI Database</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Patrick Anglin and Shannon Hill</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>December 1, 2, 3, 4, 5, 6, 7, 8, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Data Entry</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Data Entry Team</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>December 1, 2, 3, 4, 5, 6, 7, 8, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Prepare Draft Gap Analysis Report and supporting documents</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Kevon Rhiney and Lloyd Waller</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>December 1, 2, 3, 4, 5, 6, 7, 8, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Develop MOUs – Gap and YPI</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Lloyd Waller</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>December 1, 2, 3, 4, 5, 6, 7, 8, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Conduct Gap/YPI Stakeholder Workshop</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Project Team</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>December 1, 2, 3, 4, 5, 6, 7, 8, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Gap analysis training for NCYD staff</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Kevon Rhiney and Lloyd Waller</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>December 1, 2, 3, 4, 5, 6, 7, 8, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Final GAP Report</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Kevon Rhiney and Lloyd Waller</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>December 1, 2, 3, 4, 5, 6, 7, 8, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td><strong>Final YPI Report</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Patrick Anglin and Lloyd Waller</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>December 1, 2, 3, 4, 5, 6, 7, 8, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32</td>
</tr>
</tbody>
</table>
2. Schedule of Planned Activities for Shinique Walters

<table>
<thead>
<tr>
<th>Project Activities</th>
<th>Week 1 (Feb 1-8)</th>
<th>Week 2 (Feb 9-15)</th>
<th>Week 3 (Feb 16-25)</th>
</tr>
</thead>
<tbody>
<tr>
<td>To report on the data collection of 16 surveyors to conduct 63 quantitative interviews (survey) each with Microenterprise entrepreneurs across Jamaica who are operating in the <strong>formal</strong> sector for the period January 26 to February 2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monitor 16 surveyors to conduct 63 quantitative interviews (survey) each with Microenterprise entrepreneurs across Jamaica who are operating in the <strong>formal</strong> sector</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Collect data from 16 surveyors to conduct 63 quantitative interviews (survey) each with Microenterprise entrepreneurs across Jamaica who are operating in the <strong>formal</strong> sector</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>To report on the monitoring of 16 surveyors to conduct 63 quantitative interviews (survey) each with Microenterprise entrepreneurs across Jamaica who are operating in the <strong>formal</strong> sector for the period February 3 to February 25</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
MARKET RESEARCH BRIEF  OUTLINE

The Gantt chart is meant to help with a comprehensive goal of planning and implementing a work breakdown structure, which is the overall structure of the project. Knowing more about what this means can be useful for those who are planning to build a Gantt chart or use a related software resource.

1. Gather necessary information about all steps or processes included in a greater project. This information is what the project manager will use to build the Gantt chart.

2. Build timelines. While looking at all of the assembled information, determine how long each project step or process will take. Add this into the mix, and plot lengths for individual bars that will represent phases or processes.
MARKET RESEARCH BRIEF OUTLINE

3. Lay out all of the bars on the graph. The Gantt chart assembles all pieces relative to a fixed deadline. Within a greater project deadline, the timeline for smaller processes becomes clear for those who are looking at the Gantt chart.

4. Evaluate dependency or relationships between phases or processes. Looking at the Gantt chart can also make it clear which parts of a project are dependent on others. Software tools can have advanced features that can help human decision makers to learn more from viewing the visual Gantt chart.
8. Budget
Any indication of budget is helpful, as it helps define the scale of the project, providing some financial guidelines to work within. It also helps researchers to work on providing the best solution within your means.

One of the best tools for Budgeting is a Financial Plan

A Financial Plan is a comprehensive document that reflects the Project's cost estimate and revenue structure and provides a reasonable assurance that there will be sufficient financial resources available to implement and complete the project as planned. A Financial Plan provides a description of how a project will be implemented over time by identifying project costs and the financial resources to be utilized in meeting those costs.
MARKET RESEARCH BRIEF OUTLINE

Financial Planning Steps

1. Name the Financial Expenses.
3. Construct an Expense Schedule.
4. Define the operation for supervising and controlling expenses