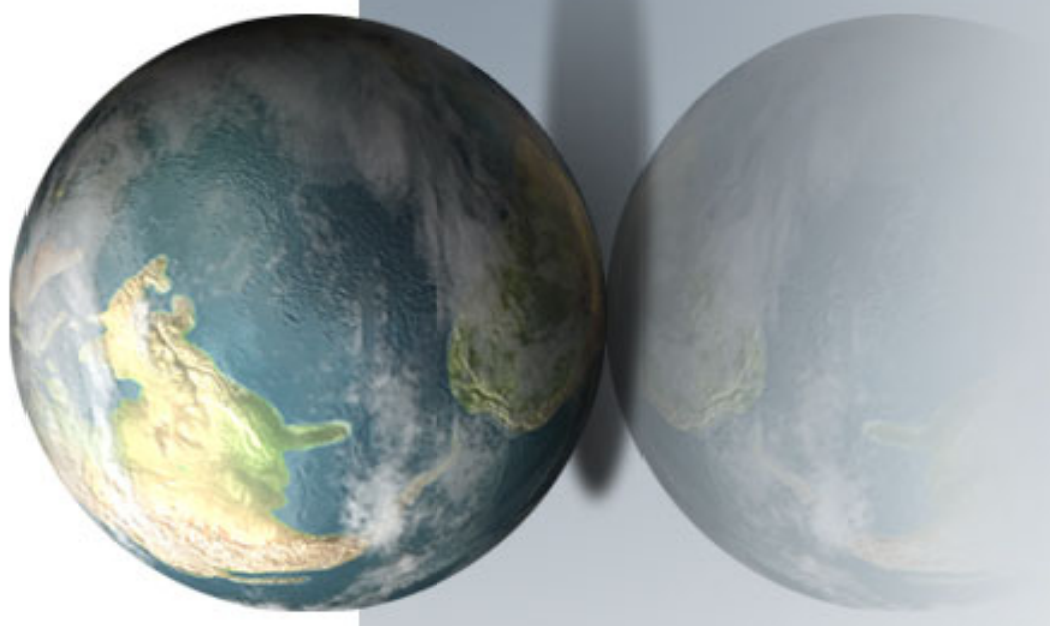


# MNWM3025

## SECOND SEMESTER 2011



# DISCUSSION CLASS STRUCTURE!



- *Guide students through the prescribed material using the slides as point of departure*
- *Discuss any problem areas - identify and we will address specifically*
- *Discuss Assignments and Examination*

# GENERAL ASPECTS OF THE MODULE



- This presentation does not cover all aspects important for study purposes. You need to study all sections marked 'study' in the study guide and relevant sections in the textbook.
- Make sure that you have the correct textbook to study
- The study guide on its own is not sufficient to pass the examination

# GENERAL



- Read all tutorial letters properly
- Take note of contact numbers in tutorial letters
- Take note of page reference guide
- Log onto myUnisa for all tutorial letters
- Call centre changes

# OVERVIEW



- Perspectives on marketing research
- Research process
- Data collection
- Data analysis
- Reporting results

**LEARN THE LANGUAGE OF RESEARCH**

# NATURE OF MARKETING RESEARCH (MR)



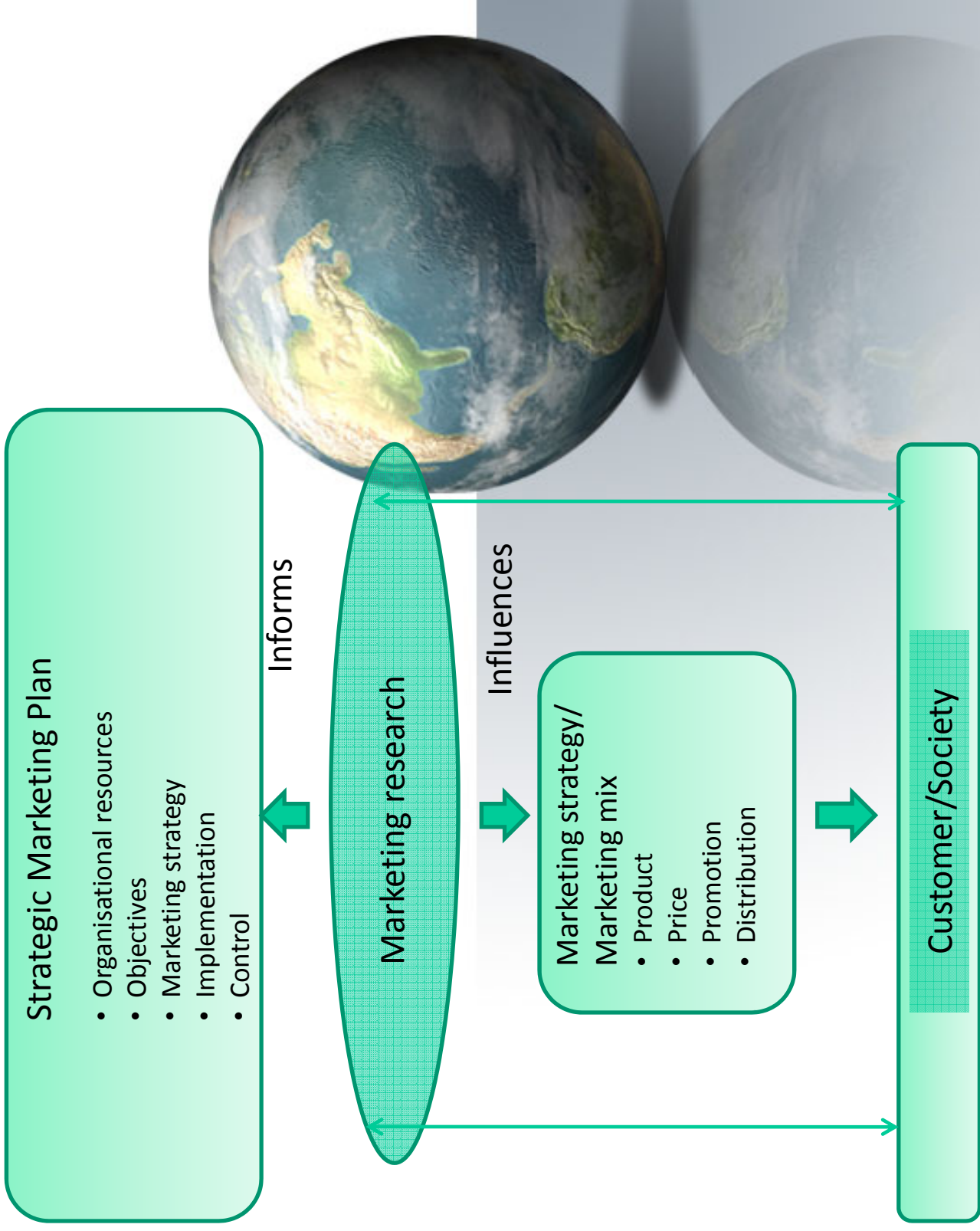
- Systematic and objective process of planning, gathering, analysing and reporting data
- Used to solve a specific problem or opportunity to aid in decision making

# BENEFITS OF MARKETING RESEARCH



- It helps managers in decision-making, because they can be proactive by anticipating changes in the market and in consumer desires
- It helps a manager to present a more accurate definition of marketing problems and opportunities
- It offers a reliable prediction
- It provide a competitive edge
- It result in more efficient expenditure of funds
- It can indicate what the risks of a business can be, and
- The effectiveness of the marketing plan can be monitored

# MARKETING RESEARCH IN PERSPECTIVE





# CHARACTERISTICS OF MR



- Quantitative vs. qualitative
- Applied vs. basic research
- Can be inaccurate
- Time and budget constraints

Scientific method of marketing research is important

# SCIENTIFIC METHOD



- General definition
- Basic steps
- Validity and reliability
- Scientific vs non scientific research
  - Objectivity of the researcher
  - Accuracy of measurement
  - Continuous and comprehensive research

Pg 6 - 7

# ROLE OF MARKETING RESEARCH IN DECISION MAKING



- Provides info
- Functional roles
  - Descriptive
  - Diagnostic
  - Predictive
- Factors influencing use of Marketing Research
  - Time limits
  - Data availability
  - Nature of decision
  - Cost-benefit
  - Lack of resources

# IMPORTANCE OF MARKETING RESEARCH IN DECISION MAKING



- Helps in the drive for quality and customer satisfaction
- Necessary to keep existing customers
- Provides insight to an ever changing market

**All about the customer**

# ETHICAL CONSIDERATIONS



- Participants should be comfortable
- Participants should not be deceived
- Participants should be willing and informed
- Data should be held in confidence

**NB!!!!**

**Influences their willingness to co-operate and therefore the quality of data collected**

# MARKETING INFORMATION SYSTEMS



Is a planned combination of systems for the continuous gathering, filtering, storing, and flow of information for decision making

- Prerequisites for an effective MIS:
  - Quality and value of information
  - Costs

**Needs to be maintained to be useful**

# VALUE OF INFORMATION



High quality information is:

- Relevant
- Useful
- Timeous
- Accurate
- Adequate
- Available

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# MIS (continued)



- Types of MIS systems
  - Simple
  - Extensive
- Components of an extensive MIS:
  - Internal reporting sub-system
  - Marketing intelligence sub-system
  - Marketing research sub-system
  - Statistical sub-system
- Marketing Decision Support System (MDSS)

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# CHAPTER ONE IS ALWAYS VERY IMPORTANT

# MARKETING RESEARCH DESIGNS



- Exploratory
  - Secondary data analysis
  - Experience surveys
  - Pilot studies
  - Case studies
- Descriptive
  - Longitudinal studies
  - Cross-sectional studies
- Causal ←
  - Laboratory experiments
  - Field experiments

Fig 4.1 - NB!

Not casual!!!

Dependant and independent variables

# THE MARKETING RESEARCH PROCESS



- Step 1: Identify and formulate the problem or opportunity
- Step 2: Determine research objectives
- Step 3: Develop a research design
- Step 4: Conduct a secondary research
- Step 5: Select a primary research method
- Step 6: Determine a research frame
- Step 7: Gather data
- Step 8: Process data
- Step 9: Report the research findings
- Step 10: Follow-up

Terminology  
NB!



NB: Know the sequence of the process & detail of each step

# MR PROCESS: PRESCRIBED BOOK VERSUS STUDY GUIDE



The process in the study guide combines two steps that are discussed separately in the textbook - the content/activities remain the same. These steps are (study guide):

## **Step 5: Select a primary research method**

Note: The prescribed book splits this step into

- Select method of primary data collection
- Design the questionnaire

## **Step 8: Process the data**

Note: The prescribed book split this step into:

- Prepare and process the primary data
- Analyse the primary data.



## **Step 10: Follow-up**

- Note: The prescribed book excludes this step

**Either of the two processes can be studied.**

# RESEARCH PROPOSAL



Make sure that you understand, and can discuss the components of the research proposal

# SECONDARY RESEARCH



- Advantages and disadvantages
- Internal data sources
- External data sources
- The Internet

Wikipedia???

Do search engines find the best information?

# EVALAUTION OF SECONDARY DATA



- Purpose
- Accuracy
- Consistency
- Credibility
- Methodology
- Bias

Figure 5.3

Page 79

# SURVEY RESEARCH



- Survey errors
  - Sampling error
  - Systematic errors (non-sampling errors)
    - Sample design errors
    - Measurement errors
      - Response error
      - Non-response error
      - Interviewer error
      - Administrative error



# SURVEY RESEARCH



- Types of surveys
  - Personal
    - Door-to-door
    - Executive interview
    - Mall intercepts
  - Telephone
    - Landline and cellular
  - Mail
  - Internet
    - Computer-aided, self-administered interviews
    - Computer-aided, interviewer administered

Table 7.2

# CHOOSING THE APPROPRIATE SURVEY METHOD



- Representativeness of the sample
- Response rate
- Rate of refusal
- Anonymity
- Use of visual techniques
- Control
- Financial implications (cost)
- Target group
- Nature of questions

## Table 7.2

# OBSERVATION



- Advantages and disadvantages
- Methods (Options?)
  - Human vs. machine
  - Natural vs. contrived
  - Disguised vs. undisguised
  - Structured vs. unstructured
  - Direct vs. indirect

# EXPERIMENTS



## Variable manipulation

- Independent vs dependant variables
- Internal vs. external validity
- Laboratory vs field
- Test marketing

Page 38 of  
study guide  
NB!

Know the  
concepts

# QUALITATIVE RESEARCH



- Focus groups
- Depth interviews
- Projective techniques
  - Word association
  - Sentence or story completion
  - Third-person technique or role playing
  - Cartoon tests

# MEASUREMENT CONCEPTS



- Levels of measurement
- Scaling techniques
  - Open-ended response format
  - Fixed-alternative response
    - Comparative scales
    - Non-comparative scales

# MEASUREMENT CONCEPTS



- Nominal - Used for classification
- Ordinal - Ranking and rating
- Interval - Distance between points equal
- Ratio - Zero point

Table  
9.1

Order,  
distance and  
origin

# SCALING TECHNIQUES



- Comparative scales
  - Paired comparisons
  - Rank order scales
  - Constant sum scales



# SCALING TECHNIQUES



- Non-comparative scales
  - Continuous rating scales
  - Itemised rating scales
    - Likert scale
    - Semantic differential scales
    - Stapel scales

# QUESTIONNAIRE DESIGN



- Considerations
  - Info requirements
  - Question content
  - Question/response format
    - Open ended
    - Closed ended
  - Question phrasing
  - Question sequence
  - Layout
- Reliability issues

Don't forget  
coding

# THE SAMPLING PROCESS



- Define population
- Determine sample frame
- Select sampling technique
  - Probability
  - Non-probability
- Determine sample size
- Execute sampling process

# SAMPLING TECHNIQUES



- Probability sampling techniques
  - Simple random sampling
  - Systematic sampling
  - Stratified sampling
  - Cluster sampling
- Non-probability sampling techniques
  - Convenience sampling
  - Judgmental sampling
  - Quota sampling
  - Snowball sampling

# FIELDWORK



- **Selecting fieldworkers**
- **Training fieldworkers**
- **Supervising fieldworkers**
- **Validating fieldworkers**
- **Evaluating fieldworkers**

# DATA PREPARATION



- Validation
- Editing
- Coding
- Data entry
- Data cleaning

# DATA ANALYSIS



Focus on the  
concepts

- Tabulation
- Graphic representation
- Descriptive statistics
- Inferential statistics

# RESEARCH REPORT



- Title page
- Letter of transmittal
- Table of contents
- Executive summary
- Introduction
- Methodology
- Findings
- Conclusions and recommendations
- Limitations of the study
- List of references
- Appendices

Completeness

Accuracy

Clarity

Conciseness



# ASSIGNMENT QUERIES



- *General queries*
- *Specific question queries*
- *Marks on Myunisa*
- *Tutorial letter 201 and 202 on Myunisa*

# EXAM



- Exam date can be confirmed on Myunisa website
- 2 hours
- 70 marks (15 X 2 MCQ & 40 DISCUSSION)
- Questions split into two parts: theory and application of the theory to the case study

# EXAM STRUCTURE




- Section A (MCQ's)
  - Compulsory
  - 15 multiple choice questions (2 marks each)
- Section B
  - Mini-Case study
  - 3 x 20 mark questions (ANSWER ANY TWO)



**(IMPORTANT- copy the MCQ answers on the mark reading sheet to your answer book)**

# BASIC TIPS - MCQ



- Read the entire question
- Eliminate the most obvious incorrect options
- Mark clearly on mark reading sheet - **one option only**
- Do not waste time on this section 
- Use pencil only

# TYPES OF QUESTIONS



You should be able to:

- Distinguish between concepts
- Discuss and describe concepts
- Apply knowledge; develop something
- Compile a report

# EXAM - LONG QUESTIONS



- Read the entire question
- Identify key words
- Relate answer to the case study for all options
- Give detailed answers - show insight
- **Only answer two questions. Only two will be marked**

# EXAM - LONG QUESTIONS



- Look at structure of answer
- Use paragraphs
- Use numbered headings
- Give practical examples

# WHAT TO STUDY



- All chapters to be studied
- Figures and tables to be studied
- **Tutorial letter 101: Appendix D – Page reference guide**
- Use the study guide to guide
- Work through self-assessment assignments
- Look at assessment questions in study guide



# KEY TOPICS



- Role and benefits of marketing research in marketing
- Marketing information system
- Types of research
- Research process (sketch)
- Research process steps in detail

# KEY TOPICS (continued)



- Research objectives, questions & hypothesis
- Nature of secondary research and data sources
- Types of surveys
- Observation research
- Experimental research
- Qualitative research

# KEY TOPICS (continued)



- Measurement and scaling
- Scaling techniques & examples
- Questionnaire design process
- Sampling process & methods
- Fieldwork process
- Data preparation
- Reporting research results



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