Lecture 1 - Intro to marketing research & research process
Course overview
- Able to understand basic concepts of market research
- Critique & identify good vs. bad research
- Quantitative & Qualitative research
- Skills to conduct a market search report (Group assignment)
- *Computer program SPSS* - data program, user friendly
- Tutorials weeks 2-5 & 12-13 | SPSS labs weeks 6-11

Marketing Research - functions that link the consumer & marketer through information, it's systematic & objective, understanding of how customers will react to certain products.
- The systematic & objective identification, collection, analysis, dissemination & use of information that is undertaken to improve decisions related to identifying & solving problems (opportunities).
- Problems often lead to opportunities in business e.g. Reebok researched that consumers were exercising more at home, spending less time in the gym which decreased demand for their products. This research leads them to produce more shoes & equipment suited for homes, in order to satisfy needs.
- Monitors marketing performance - how we're doing compared to competitors? use of primary & secondary information
- Performance evaluation
- Problem identification (opportunities & trends) - help identify problems which are not necessarily apparent on the surface but exist or are likely to arise e.g. lack of management understanding or marketing etc.
  o Designed to analyse market potential, market share, brand or company image, market characteristics & sales e.g. Polo may undertake research to determine the size of market for men's shirts. This may reveal a problem that although Polo shirts have been increasing, they have not been keeping up with the market's rapid growth, losing market share to competitors such as Tommy Hilfiger.
  o Wanting to enter into a new market; little understanding of that particular market, want to gain more information
  o Business trends research, market characteristics, forecasting etc.
- Problem solving research (if a manager needs information before making a decision, 7p's) - undertaken to help solve specific marketing problems. Once a problem or opportunity has been identified e.g. McDonald's research discovered that in-store atmosphere & decor were becoming increasingly important part of customer's dining experience (problem identification) & the solution was the introduction of 'forever young' by remodeling restaurants (problem solving).
  o Segmentation research
  o 4p's - product, pricing, promotional
  o Distribution research

Role of marketing research in marketing
- *Customer groups -* consumers, employees, channel members, suppliers