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The Marketing Research Process (Module 1)

1. Define Problem: Set research objective
2. Plan Research Design: Determine information source, design technique, sampling methodology, schedule, and cost
3. Plan Sample: Results of a good sample should have the same characteristics as the population. Researchers determine who is to be sampled, how large a sample is needed and how sampling units will be selected
4. Collect Data: Two phases = pretesting and the main study
5. Process and Analysis data: Editing and coding
6. Draw Conclusions and Prepare Report: Ask “What does this mean to management?”

Qualitative Research (Module 3)

Initial research and interpretative research that is not based on numerical analysis.

Phenomenology

Finds the researcher more than likely in the environment and company of the respondent. The researcher’s role is to have a conversation about topics that cannot be addressed with simple questions. The topics are usually complex and sensitive requiring, understanding and empathy. The conversation is usually recorded, transcribed and analysed. Often the analysis is done by several people on the same material to extract the nuances and themes of the story rather than relying on one person’s interpretation.

Ethnography

Represents ways of studying cultures through methods that involve becoming highly active within that culture.

Grounded Theory

A research paradigm that is used in situations where new knowledge needs developing.