

Marketing Research Project

A comprehensive guide to conducting impactful marketing research for graduate students
in SM706



Understanding Research Problems & Objectives

Identifying Research Problems

Research problems emerge from various sources in the marketing landscape. They represent **gaps in knowledge or practice** that require systematic investigation.



Knowledge Gaps

Areas where current understanding is incomplete or outdated



Industry Challenges

Emerging problems that businesses face in rapidly changing markets



Innovation Opportunities

Potential areas for developing new strategies or solutions



Pro Tip: The best research problems are those that matter to both academia and industry practitioners.

Formulating Effective Research Objectives

Clear & Specific

Objectives must be unambiguous and precisely defined. Avoid vague language that could lead to multiple interpretations.

Measurable

Include criteria for success. How will you know when the objective has been achieved?

Relevant

Directly address the research problem and contribute meaningful insights to the field.

Feasible

Realistic given your available resources, timeline, and access to data or participants.

Your choice of objectives should be justified based on their **relevance to current marketing challenges** and practical feasibility within your project constraints.

The Critical Role of Literature Review

Purpose & Foundation

A comprehensive literature review serves as the theoretical backbone of your research project. It **provides the foundation** for understanding existing knowledge while identifying crucial gaps that your research can address.

01

Establish Theoretical Foundation

Build upon established marketing theories and frameworks

02

Identify Existing Findings

Understand what research has already been conducted in your area

03

Locate Knowledge Gaps

Pinpoint areas where further investigation is needed



Literature Review Approaches



Thematic Review

Organize literature by topics or themes relevant to your research question. This approach helps identify patterns and connections across different studies within each theme.



Methodological Review

Compare and contrast different research methods used in previous studies. Evaluate the strengths and limitations of various approaches to inform your methodology choice.



Critical Review

Systematically evaluate the strengths, weaknesses, and limitations of existing research. Challenge assumptions and identify areas for improvement or further investigation.

✅ **Outcome:** A well-executed literature review helps refine your research questions and guides your methodology selection process.

Quantitative vs. Qualitative Methods

Quantitative Methods



- **Primary Techniques**

Surveys, experiments, statistical analysis

- **Best For**

Large samples and measurable variables

- **Strengths**

Generalizability, statistical validity, objective measurement

Qualitative Methods



- **Primary Techniques**

Interviews, focus groups, case studies

- **Best For**

In-depth understanding, context, and insights

- **Strengths**

Rich detail, contextual understanding, exploratory insights

Mixed Methods combine the strengths of both approaches, providing comprehensive insights through methodological triangulation.

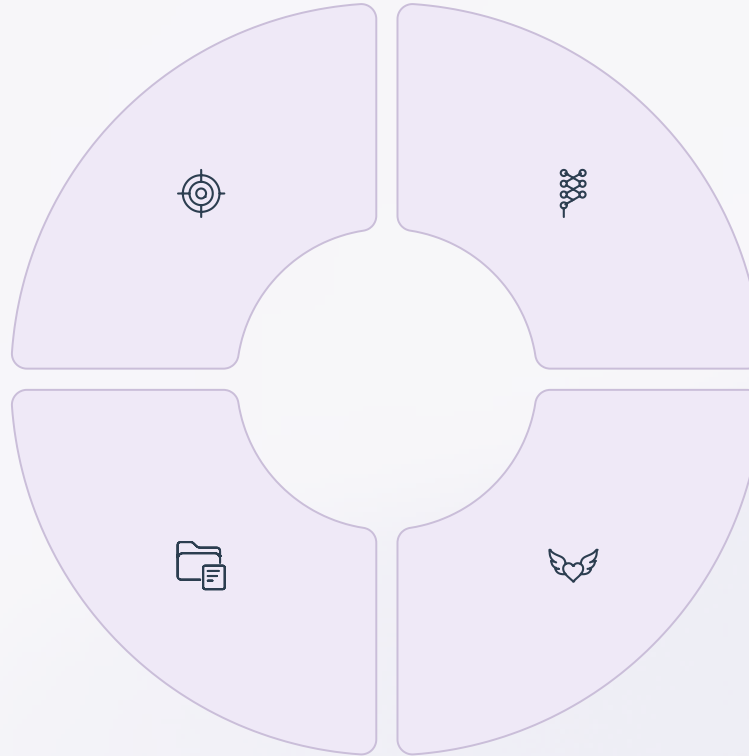
Methodology Selection Framework

Research Objectives

What are you trying to achieve? Exploratory, descriptive, or explanatory research requires different methodological approaches.

Data Requirements

The type and depth of data needed will influence whether quantitative, qualitative, or mixed methods are most appropriate.



Available Resources

Consider your budget, time constraints, and access to participants or data sources when selecting methods.

Ethical Considerations

Ensure your methodology complies with ethical standards and protects participant rights and confidentiality.

Your methodology choice should be **thoroughly justified** based on alignment with objectives, practical constraints, and ethical requirements.

Developing a Comprehensive Research Proposal

Essential Components

1

Research Question(s)

Clear, focused questions that address your identified research problem

2

Literature Review Summary

Concise overview of key findings and identified gaps

3

Methodology & Rationale

Detailed explanation of chosen methods with clear justification

4

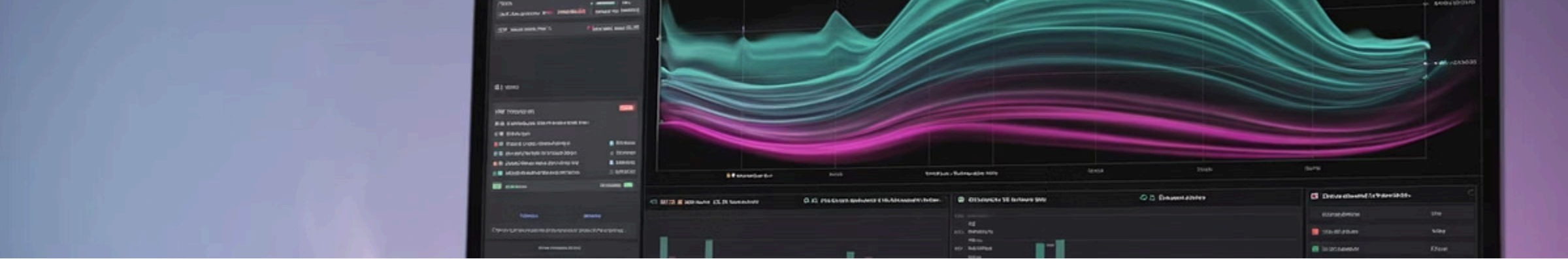
Data Collection & Analysis Plan

Step-by-step approach for gathering and analyzing data

5

Ethical Considerations

Address potential ethical issues and protection measures



Data Analysis Techniques

Quantitative Techniques

Regression Analysis

Examine relationships between variables and predict outcomes

Correlation Analysis

Measure strength and direction of linear relationships

Hypothesis Testing

Statistically test research hypotheses and draw conclusions

Qualitative Techniques

Thematic Analysis

Identify patterns and themes within qualitative data

Coding

Systematically categorize and label data segments

Narrative Inquiry

Analyze stories and experiences to understand meanings



Research Impact & Contribution



Expands Knowledge

Contributes new insights to marketing theory and understanding of consumer behavior, market dynamics, or strategic approaches.



Provides Practical Solutions

Offers actionable recommendations that practitioners can implement to address real-world marketing challenges and improve outcomes.



Supports Strategic Decision-Making

Enables organizations to make more informed, evidence-based decisions that drive competitive advantage and market success.

- ✔ **Remember:** Great marketing research bridges the gap between academic rigor and practical application, creating value for both scholars and practitioners.