

МИНИСТЕРСТВО ОБРАЗОВАНИЯ РЕСПУБЛИКИ БЕЛАРУСЬ
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МАРКЕТИНГОВЫЕ ИССЛЕДОВАНИЯ
MARKETING RESEARCH

Электронное учебно-методическое пособие
по дисциплине «Иностранный язык (английский)»

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Электронное учебно-методическое пособие является профессионально ориентированным и предназначается для студентов экономических вузов, изучающих маркетинг. ЭУМП разработано с использованием Web 2.0 ресурсов, основано на интерактивном подходе к обучению, нацелено на формирование социокультурных и коммуникативных компетенций, необходимых для успешной деятельности в профессиональной иноязычной среде. ЭУМП может применяться как на практических занятиях по иностранному языку, так и для организации контролируемой самостоятельной работы студентов.

GETTING STARTED



1. *Discuss with your partner the following opinions of businessmen. Explain whether you agree with them or not. Work out arguments to support your ideas:*

1) The stimulus for conducting marketing research is the complex relationship between the business firm and the ever-changing external environment.

2) Marketing research is just waste of time and money. It's time consuming and cost ineffective. Though most businesses are far removed from their customers, they know well who their customers are, what they want, and what competitors are doing. Often marketers rely on salespeople and dealers for information. All these things make marketing research entirely excessive.

3) Most marketing decisions should be made without the use of formal marketing research. In many cases, the time required to do marketing research is not available. In other cases, the cost of obtaining the data is too high or the desired data cannot be obtained in reliable form. Ultimately, successful marketing executives should make decisions on the basis of a blend of facts and intuition.

4) Businesses that have performed well over the years regularly undertake market research to not only stay ahead in the competition but to even not let go of their place in the market against the competitors.

5) For any kind of business whether a start-up or an established one, undertaking market research is crucial to understand the key characteristics of the targeted market as well as to double the sales revenue or income, to increase the profit earned, and also to meet the overall business growth and success.

2. *Work in pairs. Take a careful look at the word-cloud. Use the words and make up sentences of your own to say what you know about marketing research.*



USEFUL VOCABULARY

address (v) –решать, исследовать

analysis (analyses – pl.) (n) – анализ, изучение, исследование

analyze (v) – анализировать, исследовать

assess (v) – оценивать, давать оценку

bias (n) – ошибка в данных, ошибка измерения

blind testing – тестирование вслепую, слепое тестирование (разновидность холл-теста, при котором респондентам не сообщается название продукта, который они тестируют, для исключения влияния торговой марки)

causal research – каузальное исследование

cause and effect – причина и следствие

cause and effect relationship – причинно-следственные отношения, причинно-следственная взаимосвязь

communicate (v) – говорить, сообщать

customer database - клиентская база данных

data (datum, singular) (n) – данные, факты, сведения, информация

data analysis – анализ данных

data collection process – процесс сбора данных

define (v) –характеризовать, определять, описывать

descriptive (adj) – описательный

descriptive research – описательное, дескриптивное исследование

design (v) – планировать, разрабатывать

diagnostic (adj) – диагностический, определяющий

electronic point of sale (EPOS) – электронный кассовый аппарат, комплекс

evaluate (v) – давать оценку, составлять мнение

experiment research – экспериментальное исследование
 exploratory research – поисковое исследование
 face-to-face interview – персональное интервью
 focus group – фокус-группа
 field service firm – агентство по сбору данных
 fieldwork (n) – полевые исследования (сбор данных для научной работы на местах)
 findings (n) – полученные данные, сведения, заключение, выводы
 generate (v) – производить, генерировать, делать
 hall-test – холл-тест (метод исследования для получения данных о предпочтениях тех или иных брендов различными группами потребителей; для проведения теста группа людей приглашаются в специальное помещение, оборудованное для дегустации товаров и/или просмотра рекламы, где им предоставляют возможность протестировать данный товар (либо посмотреть рекламный ролик) и затем объяснить причину выбора той или иной марки товара либо рассказать о реакции на рекламу)
 identify (v) – устанавливать, определять, обнаруживать
 implement (v) – выполнять, осуществлять, реализовывать
 implications (n) – последствия, результаты, смысл
 mail shot - разовая рассылка (рассылка рекламных материалов в прямой почтовой рекламе)
 market place – рынок
 market research – исследование рынка
 marketing action – маркетинговое действие
 marketing research – маркетинговое исследование
 marketing research method – метод маркетингового исследования
 marketing research tool – инструмент маркетингового исследования
 marketing performance (marketing effectiveness) – результативность маркетинга, эффективность маркетинговой деятельности
 method for collecting information – метод сбора информации
 monitor (v) – наблюдать, отслеживать, контролировать
 mystery shopping – тайная, контрольная покупка
 observation research – исследование методом наблюдения
 omnibus research – комплексное исследование (заказываемое сразу несколькими компаниями, причем каждую интересует лишь часть исследования)
 primary (field) research – первичное (полевое) исследование
 projective technique – проективный метод
 promotion – рекламная акция, стимулирование продаж
 postal survey – почтовый опрос
 qualitative research – качественное исследование, исследование качественных показателей
 quantitative research – количественное исследование
 questionnaire (n) – вопросник, анкета, опросный лист
 refine (v) – усовершенствовать, улучшать
 relevant (adj) – релевантный, значимый, актуальный

representative (adj) – репрезентативный
research (n) – (научное) исследование, изучение, исследовательская работа
research (v) – исследовать, изучать, заниматься исследованиями
research design – план исследования
research method – метод исследования
research objective – цель исследования
respond (v) – отвечать
respondent (n) – респондент, обследуемое лицо
response (n) – ответ
retail audit – розничный аудит, аудит розницы
sales promotion – продвижение продаж, стимулирование сбыта
sample (n) – выборка
sample size – объём выборки
sampling (n) – выборочное исследование, составление выборки
secondary (desk) research – вторичное (кабинетное) исследование
specify (v) – точно определять, устанавливать
survey (n) – опрос, анкетирование
survey (v) – проводить опрос, анкетирование
survey research – исследование-опрос (исследование методом опроса)
telephone interview – интервью по телефону
variable (n) – переменная

READING

Text 1

1. Read the text and briefly explain what role marketing research plays in an organization.

MARKETING RESEARCH AND ITS IMPORTANCE

Marketing research is a key to the evolution of successful marketing strategies and programs. It is an important tool to study buyer behavior, changes in consumer lifestyles, and consumption patterns, brand loyalty and to forecast market changes. Research is also used to study competition and analyze the competitor product's positioning and how to gain competitive advantage. Recently, marketing research is being used to help create and enhance brand equity.

The important decision making related to market strategy and other tasks related to marketing depends on findings of marketing research. Marketing research process reduces the chances of errors, misconceptions and uncertainty from decision making process. It is therefore very important to conduct marketing research to identify any changes in market environment, and understand customers and market. It means that this is the process of strategic importance.

Marketing research plays two key roles in the marketing system. First, it provides decision makers with data on the effectiveness of the current marketing mix

and offers insights into necessary changes. Second, marketing research is the primary tool for exploring new opportunities in the marketplace.

The American Marketing Association defines marketing research as the function that links the consumer, customer, and public to the marketer through information - information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issues, designs the method for collecting information, manages and implements the data collection process, analyzes the results, and communicates the findings and their implications.

There is another more simple definition: “Marketing research is the planning, collection, and analysis of data relevant to marketing decision making and the communication of the results of this analysis to management.”

According to Philip Kotler, “marketing research is systematic problem analysis, model building and fact finding for the purposes of important decision making and control in the marketing of goods and services”.

There is clear difference between marketing research and market research – the former covers the broad scope of marketing activity, whereas the latter refers to research into markets, and has come to be seen as a subset of marketing research.

The key factors characterizing marketing research are:

- 1) It encompasses a range of different kinds of research and these can be deployed to help in a variety of ways.
- 2) It provides guidance that supports and enhances the management judgment.
- 3) It is a valuable aid in determining marketing strategy, the marketing mix and identifying marketing opportunities.
- 4) It is a means to an end and can help to improve marketing effectiveness and reduce business risk.

Five key uses for marketing research are to:

- 1) Identify the size, shape and nature of a market, so as to understand the market and marketing opportunities.
- 2) Investigate the strengths and weaknesses of competitive products and the level of trade support a company enjoys.
- 3) Test out strategic and product ideas, which help to define the most effective customer-led strategies.
- 4) Monitor the effectiveness of strategies.
- 5) Help to define when marketing expenditure, promotions and targeting need to be adjusted or improved.

The variety of uses listed above makes it clear that marketing research is important in the planning stage as well as providing a means of checking and refining actions as company’s operations proceed. Companies, especially those for which budgets are tight, are always concerned to ensure research is a worthwhile investment. Best results come when their marketing and sales planning is influenced by the results of research. In other words, when research pays for itself by providing a basis for change and improvement in operational matters.

The significance of marketing research has increased over the years because of severe competition in the market, frequent technological changes, and the emergence of buyer's market.

2. Scan through the text again and search for the English equivalents of the following collocations:

анализировать позиционирование продукта-конкурента; апробировать предлагаемые стратегии и продукты; бюджет ограничен; выявить и определить маркетинговые возможности и проблемы; выбор целевого сегмента рынка; генерировать, совершенствовать и оценивать маркетинговые действия; должны быть скорректированы или улучшены; информация, необходимая для решения этих проблем; контролировать эффективность маркетинговой деятельности; лояльность к бренду; маркетинговые расходы; модели потребления; наиболее эффективные стратегии, ориентированные на клиента; наилучшие результаты достигаются; образ жизни потребителей; основа для разработки успешных маркетинговых стратегий и программ; осуществлять процесс сбора; охватывать широкий спектр маркетинговой деятельности; поведение покупателей; повысить эффективность маркетинга; получить конкурентное преимущество; провести маркетинговое исследование; прогнозировать изменения на рынке; рекламные акции; результаты маркетинговых исследований; систематический анализ проблем; слабые и сильные стороны товаров-конкурентов; снижать вероятность ошибки; сократить бизнес-риски; сообщать о результатах и их значении; увеличить капитал бренда.

3. Insert the appropriate prepositions instead of the gaps and translate the collocations into Russian:

- 1) important ____ the planning stage;
- 2) to identify any changes ____ market environment;
- 3) to offer insights ____ necessary changes;
- 4) severe competition ____ the market;
- 5) research pays ____ itself;
- 6) the primary tool for exploring new opportunities ____ the marketplace;
- 7) the latter refers ____ research ____ markets;
- 8) model building and fact finding ____ the purposes of important decision making;
- 9) communication of the results of the analysis ____ management;
- 10) to provide decision makers ____ data ____ the effectiveness of the current marketing mix;
- 11) the important decision making related ____ market strategy;
- 12) to design the method ____ collecting information;
- 13) a means ____ an end;
- 14) a means ____ checking and refining actions.

4. Match the synonymous verbs:

- | | |
|----------------|--|
| 1) deploy | a) adapt, modify, regulate, tailor |
| 2) encompass | b) create, develop, produce |
| 3) identify | c) determine, find out |
| 4) enhance | d) explore, examine |
| 5) investigate | e) improve, increase |
| 6) monitor | f) include, comprise, involve |
| 7) adjust | g) keep an eye on, track, check, oversee |
| 8) refine | h) make certain, confirm, verify, secure |
| 9) ensure | i) perfect, polish, fine-tune |
| 10) generate | j) utilize, use |

5. Look at the word cloud; use it to reproduce the three definitions of marketing research given in the text:



6. Answer the questions using the information from the text:

- 1) Why is marketing research considered to be an important marketing tool?
- 2) In what way does marketing research help in decision-making?
- 3) What two key roles does marketing research play in the marketing system?
- 4) What is the difference between marketing research and market research?
- 5) What four key factors characterize marketing research?
- 6) What can marketing research be used for?
- 7) Why is marketing research considered to be a worthwhile investment, especially for those companies which budgets are tight?

8) Why has the significance of marketing research increased over the years?

7. *Complete the sentences about marketing research and its importance:*

1. There are two key roles that marketing research plays in the marketing system. First, it Second, it

2. According to the American Marketing Association marketing research is

3. As stated by the American Marketing Association, marketing research specifies ..., designs ..., manages and implements ..., analyzes ..., and communicates

4. There is clear difference between marketing research and market research – the former ..., whereas the latter refers to ..., and has come to be seen as

5. The key factors characterizing marketing research are: 1) It encompasses and these can be deployed to 2) It provides 3) It is a valuable aid in 4) It is a means to an end and can help to

6. Five key uses for marketing research are to: 1) identify ... of a market, so as to understand ...; 2) investigate ... of competitive products and the level of trade support a company enjoys; 3) test out ...; 4) monitor ...; 5) help to define when ... need to be adjusted or improved.

6. The significance of marketing research has increased over the years because of

8. *Translate the sentences from Russian into English using the vocabulary of the text:*

1. В обязанности претендента на должность ведущего маркетолога входят:

- изучение изменений рыночной среды;
- выявление и определение маркетинговых возможностей и проблем,
- разработка наиболее эффективных стратегий, ориентированных на клиента;
- апробация новых маркетинговых программ и продуктов;
- контроль эффективности маркетинговой деятельности компании;
- систематический анализ рынка конкурентов и продуктов-конкурентов,
- проведение маркетинговых исследований;
- корректировка и совершенствование маркетинговой стратегии и маркетингового микса;
- повышение капитала бренда и лояльности к бренду;
- информирование руководства компании о результатах исследований.

2. Деятельность компании охватывает выполнение анализа потребностей рынка, определение рыночных возможностей, поиск путей повысить эффективность маркетинга и получить конкурентное преимущество на рынке.

3. Несмотря на то, что бюджет этого года ограничен, это рыночное исследование определенно является стоящей инвестицией, поскольку позволит сократить бизнес-риски компании в кратчайшие сроки и, тем самым, не только окупится, но и приведет к устойчивому росту прибыли.

Text 2

1. Read the text and be ready to explain the meaning of the highlighted words.

SOURCES OF INFORMATION FOR MARKETING RESEARCH

There are three broad areas of sources of information a business can use: - within the organization (internal secondary data); - outside the organization (external secondary data); - primary research.

Secondary research (desk research)

Information from within the organization

Use of the *customer database* is a major marketing tool for many companies. Many large organizations such as supermarkets use the customer database to research into their customers' buying patterns as well as identifying the market segment more closely. Many marketing activities such as the generation of direct mail rely on an accurate and meaningful database.

The *sales force* is close to the customer and can supply valuable information concerned with attitudes and opinions of the customer particularly to new goods or services. To be of maximum use there needs to be some systematic way of gathering the information; otherwise when a sales person leaves, valuable information leaves at the same time.

It is possible to identify both overall trends and compare trends of different products and services from *past sales*. These trends can then be compared with national or industry trends to see whether the organization needs to take action.

External sources of secondary data

It is possible to gather large amounts of marketing information from secondary sources – secondary data (data previously collected for any purpose other than the one at hand) – either free or at a price, which can give very helpful marketing information.

Both *sales literature* and *websites of competitors* can give useful information on the range of products/services on offer, prices and company information. The website will also give an indication of the extent to which the competitors are engaged in internet selling and distribution.

Competitors' advertisements are particularly useful for finding information on how competitors are communicating the benefits offered by their product or service. *Mail shots* can provide an insight into any particular offers or incentives used to attract new customers.

In many countries, a major source of information is from *government statistics*. *Non-government sources of information* include business sections of 'quality' newspapers and magazines; specialist magazines, both consumer and trade; professional institutes and specialist libraries; trade associations, trade unions and chambers of commerce. There are a great many bought-in *commercial sources* of secondary information that are published regularly.

Retail audits are useful because of their detailed tracking of sales. These data enable both retailers and manufacturers to work out matters such as market share, the performance of new products, the effect of a price change, a sales promotion or a new advertising campaign.

EPOS stands for electronic point of sale. It describes a process carried out by scanning the bar codes at the checkout, typically at retail outlets. This allows researchers to measure quickly and accurately which goods have been sold and at what prices.

Primary research (field research)

Primary data, or information collected for the first time, is used for solving the particular problem under investigation. The main advantage of primary data is that they will answer a specific research question that secondary data cannot answer, but primary research can be expensive and time consuming to undertake.

Primary research can be **quantitative** or **qualitative**. Quantitative research is the one that uses mathematical analysis, whereas findings of qualitative research are not subject to quantitative analysis.

Questionnaires are the usual means of gathering quantitative data. In theory, questionnaire design should be easy and yet it is one of the most difficult tasks to get right. Questions which draw out accurate information from everyone, which can be completed easily by the interviewer, that flow well and leave respondents feeling that they have contributed something worthwhile should be the aim.

The techniques used in qualitative research are often less like interviews and more in the nature of conversations or discussions. They require considerable skill to draw out relevant information, and to analyze the significant facts from them afterwards. Qualitative research can produce rich data, probing into people's unconscious attitudes and needs.

Methods of primary research

1. The market research industry has been built around the core technique of *face-to-face interviewing* – in the street, in the home, and in the office. It is still the bedrock of many studies as it allows the interviewer to use personal skills to elicit the information in a way that enhances accuracy.

In recent years, *CAPI – computer aided personal interviewing* – has given the traditional technique technological advancement and efficiencies.

2. *Telephone interviewing* rose in popularity as a market research tool in the 1980s. Now that almost all households in developed countries have a telephone, this means of contact allows the researcher to easily sample households anywhere in the country; indeed it is a technique that can allow prompt contact internationally also, albeit at higher cost. *CATI – computer aided telephone interviewing* – has enhanced the technique so as to increase quality and provide more detail from the interviews.

3. *Postal surveys*. In many countries, the mail survey is the most appropriate way to gather primary data. However, mail surveys have become less popular with the advent of technologies such as the internet and telephones, especially call centers.

4. *The Internet* can be used in a number of ways to collect primary data. Visitors to sites can be asked to complete electronic questionnaires. Responses will

increase if an incentive such as free newsletter or free membership is offered. Other important data is collected when visitors sign up for membership.

5. *Hall tests*. There are many occasions in marketing research when it is necessary to have people look at (or touch or taste) a product. For all sorts of reasons it may not be possible for this to take place in consumers' homes. When this is the case, hall tests are set up. Target consumers are 'recruited' from busy streets and invited to a nearby hall where the test takes place. A variety of techniques may be used in this context, including questionnaires, but all have in common using the product itself, for example by taste tests or comparisons of different types of packaging.

6. *Mystery shopping*. Many service organizations, such as those in banking, retail, travel, cafés and restaurants, commission this type of research. Mystery shoppers, posing as real customers, collect data on customer service and the customer experience. There are issues surrounding the ethics of this approach to research, as the mystery shopper is acting like a 'spy'.

7. *Omnibus research*. Omnibus studies provide the facility for an organization to buy space for a limited number of questions in a large interview survey that could include questions from companies in sectors as diverse as health care and tobacco. Because the cost of the interviewing and analysis is shared among a number of organizations, it is a particularly cost-efficient means of collecting data.

8. *Diaries* are used by a number of specially recruited consumers. They are asked to complete a diary that lists and records their use of goods and services over a period of time (weeks, months or years). By collecting a series of diaries with a number of entries, the researcher gains a reasonable picture of purchasing behavior.

9. *In-depth interviews*. Using open-ended and unstructured interview guides, the researcher carries out in-depth interviews to 'get beneath' the superficial responses. The in-depth interview permits the researcher to be flexible in the order and style of questioning so that avenues of interest and relevance to a particular respondent can be explored. This can be a valuable technique, but expenditure is increased.

10. *Focus groups* are made up from a number of selected respondents gathered together in the same room. Highly experienced researchers work with the focus group to gather in depth qualitative feedback; groups tend to be made up of from 6 to 12 participants among whom discussion, opinion and beliefs are encouraged.

11. *Projective techniques* are borrowed from the field of psychology and will generate highly **subjective** qualitative information. There are many examples of such approaches, including: – completing 'bubbles' on a cartoon series; – completing a sentence or story; – quick (subconscious) responses to words (word association); – psychodrama (imagine that you are a product and describe what it is like to be operated, used or worn); etc.

2. Reread the text to answer the questions that follow:

- 1) What three broad areas of sources of information can a business use to conduct marketing research?
- 2) Where can a marketer get information for marketing research from within the organization?
- 3) What is the difference between the notions of primary and secondary research?
- 4) What are the secondary sources of marketing information used for marketing research?
- 5) What are the main advantage and weakness of primary information?
- 6) What is the difference between quantitative and qualitative primary research?
- 7) What methods of primary research are used by marketers?

3. Read the definitions below and name the corresponding concepts explained in Text 2:

- 1) Research that aims to discover attitudes and opinions and give insight into why people behave in the way they do; it doesn't use mathematical analysis and, thud, is highly subjective.
- 2) Original research, collected to solve a particular problem.
- 3) In marketing research, a technique where a small representative group (typically between 6 and 12) are brought together to discuss freely a concept or problem. The aim is to gain insight into attitudes and opinions.
- 4) A research method in which respondents answer a questionnaire sent through the mail.
- 5) Information or data that already exists as it has been collected for another purpose, for example government statistics.
- 6) A research method in which respondents' answers to a questionnaire are recorded by an interviewer on the phone.
- 7) A method used externally by marketers to measure quality of service, or compliance with regulation, or to gather specific information about products and services. The consumer's identity and purpose are generally not known by the company being evaluated.
- 8) Research that produces 'hard' data that can be measured and provides answers to questions such as 'who' and 'how many' rather than the depth of insight into why.

4. Work in pairs. Find mistakes in the following sentences and correct them:

1. There are three broad areas of sources of information a business can use: - internal sources of secondary information; - outside sources of secondary information; - primary research.

2. Any data which have been gathered earlier for some other purpose are field data in the hands of the marketing researcher. In contrast, those data which are collected at first hand either by the researcher or by someone else especially for the purpose of the study are known as primary data.

3. In the collection of primary data, a good deal of effort is required – data collection forms are to be designed the printed, field staff is to be appointed and maintained until all the data have been collected, their traveling expenses are to be incurred, the sample design is to be selected, data are to be verified for their accuracy, and finally, all such data are to be tabulated. All these activities would need large funds, which can be utilized elsewhere if primary data alone can serve the purpose.

4. Customer database, sales force and retail audits are major marketing tools for gathering information within the company.

5. Conducting a face-to-face interview a marketer uses open-ended and unstructured interview guides to ‘get beneath’ the superficial responses.

6. Focus groups are targeted at certain groups of respondents and are run at regular intervals. They provide the facility for an organization to buy space for a limited number of questions in a large interview survey that could include questions from companies in diverse sectors.

7. Projective techniques are borrowed from the field of psychology and will generate highly objective quantitative information.

5. Work in pairs. Discuss and match the concepts with the lists of advantages and disadvantages:

1 face-to-face interviewing	<p>A. Strengths:</p> <ol style="list-style-type: none"> 1 It is cheap, and useful information can be gathered on competitor activity. Costs vary but very often a full report on markets or market sectors can be put together very quickly and cheaply. 2. It may provide an answer to the problem – this will save enormous time and effort. <p>Weaknesses:</p> <ol style="list-style-type: none"> 1, Data/information may not answer the specific problem the marketer is seeking to solve. 2. Often information is out-of-date. 3. Sometimes the way in which information has been collected may be suspect (e.g. Who collected the data? Are they independent? Are they trained? How and why was the data collected?) 4. Sometimes the meaning or interpretation of certain words like ‘low alcohol’ or ‘unemployment’ varies. 5. On occasions, information is compiled by someone with a particular view or purpose, for example, to sell a service.
2 telephone interviewing	<p>B. Strengths:</p> <ol style="list-style-type: none"> 1. It is ideal for collecting information from a wide geographic

	<p>spread.</p> <p>2. It can be set up and conducted cheaply.</p> <p><i>Weaknesses:</i></p> <p>1. Low response rate typically around 5% unless incentives are used.</p> <p>2. Respondent may misunderstand/misinterpret questions.</p>
3 postal survey	<p>C. Strengths:</p> <p>1. It is Relatively inexpensive.</p> <p>2. Graphics and visual aids can be used.</p> <p>3. Respondents tend to be willing to give up time to complete forms.</p>
4 the Internet	<p>D. Strengths:</p> <p>1. It allows more depth.</p> <p>2. Physical prompts such as products, pictures and words can be used.</p> <p>3. Respondents can be 'observed' at the same time.</p> <p><i>Weaknesses:</i></p> <p>1. It is relatively expensive because of the cost of the interviewer's time.</p> <p>2. It can take a long period of time to arrange and conduct.</p> <p>3. Some respondents will give biased responses when face-to-face with a researcher.</p>
5 primary research	<p>E. Strengths:</p> <p>1. It is ideal for collecting information from a wide geographic spread.</p> <p>2. It can be set up and conducted relatively cheaply.</p> <p><i>Weaknesses:</i></p> <p>1. Respondents can simply hang up!</p> <p>2. Visual aids cannot be used.</p>
6 secondary research	<p>F. Strengths:</p> <p>1. It provides data that's up to date, relevant and specific to the product.</p> <p><i>Weaknesses:</i></p> <p>1, It is expensive and time-consuming to collect,</p> <p>2. It needs a large sample size to be accurate.</p>

6. Work with your partner and outline any two methods of collecting quantitative information. Discuss their advantages and disadvantages.

7. *Work with your partner and outline any two methods of collecting qualitative information. Describe situations in which they can be used and what for.*

Text 3

1. *Read the text and name the steps in the process of marketing research.*

THE PROCESS OF MARKETING RESEARCH

Conducting marketing research involves a series of logical steps beginning with **problem definition**. Correctly defining the problem is the crucial first step in the marketing research process. If the research problem is defined incorrectly, the research objectives will also be wrong, and the entire marketing research process will be a waste of time and money.

As changes occur in the firm's external environment, marketing managers are faced with the questions, "Should we change the existing marketing mix?" and, if so, "How? Managers might want to know, for example, "Why are we losing marketing share?" or "What should we do about Nike lowering its prices by 10 percent?" In problem definition it is important to be specific, avoiding ambiguities and generalities.

Once the problem is defined, the next logical step is to state what the researcher wants to achieve – **research objectives**. To be meaningful, these objectives should be specific, attainable and measurable. The purpose of these objectives is to act as a guide to the researcher and help him in maintaining a focus all through the research. Well-formulated objectives serve as a road map in pursuing the research project. They also serve as a standard that later will enable managers to evaluate the quality and value of the work by asking, "Were the objectives met?"

The third step in the marketing research process is **creation of the research design**. The research design is a plan for addressing the research objectives or hypotheses. It can be grouped into three categories: exploratory, descriptive and causal research.

An *exploratory study* focuses on the discovery of ideas and is generally based on secondary data. It is preliminary investigation which is conducted when the researcher does not know how and why a certain phenomenon occurs, for example, how does the consumer evaluate the quality of a bank, or a hotel, or an airline? Since the prime goal of an exploratory research is to know the unknown, this research is unstructured. Focus groups, interviewing key customer groups, experts and even search for printed or published information are some common techniques.

A *descriptive study* is undertaken when the researcher wants to know the characteristics of certain groups such as age, sex, educational level, income, occupation, etc. In contrast to exploratory studies, descriptive studies are well structured.

Descriptive studies are conducted to answer who, what, when, where, and how questions. A descriptive study for Starbucks might include demographic and lifestyle characteristics of purchasers of Starbucks baked goods, sandwiches, and buyers of

coffee to take home. Other questions might determine drive time from work or home to the nearest Starbucks and if purchasers pay by cash or credit.

Because descriptive research can shed light on associations or relationships, it helps the researcher select variables for a causal study.

A *causal study* is undertaken when the researcher is interested in knowing the cause and effect relationship between two or more variables. The researcher investigates whether the value of one variable causes or determines the value of another variable, in an attempt to establish linkage between them. Experiments are often used to measure causality. For example, Starbucks would like to know whether the level of advertising (independent variable) determines the level of sales (dependent variable).

The next step is to **select a research method**. There are three basic means of gathering data: survey, observation, and experiment. Survey research is often descriptive in nature but can be causal. Observation research is typically descriptive, and experiment research is almost always causal.

Survey research involves an interviewer (except in mail, Internet and mobile surveys) who interacts with respondents to obtain facts, opinions, and attitudes. A questionnaire is used to ensure an orderly and structured approach to data gathering. Face-to-face interviews may take place in the respondent's home, a shopping mall, a place of business, or virtually any other venue.

Observation research is examining patterns of consumer behavior. It involves observing how a customer behaves in the shopping area, how he or she dresses up and what the customer says when he or she sees the product. This may involve people watching consumers or the use of a variety of machines. Kimberly-Clark (K-C), the maker of Huggies, Kleenex, and other household staples, outfits consumers with mini video cameras. Under the system, K-C discovered that mothers who used Huggies Baby Wash, a bathing lotion, had trouble holding the bottle and needed two hands to open and dispense its contents. K-C redesigned the product with a grippable bottle and a large lid that could easily be lifted with a thumb. The result was a significant increase in market share.

Experiments are the third method researchers use to gather data. Experiment research is distinguished by the researcher's changing one or more independent variables — price, package, design, shelf space, advertising theme, or advertising expenditures — and observing the effects of those changes on a dependent variable (usually sales). The objective of experiments is to measure causality. This method involves experimenting new product ideas, advertising copies and campaigns, sales promotion ideas and even pricing and distribution strategies with the target customer group.

Selection of the sampling procedure is the next separate step in the research process. In the areas of marketing research it is important that results should be as reliable as possible. The aim of sampling is to research small numbers with the confidence that they are truly representative of the population as a whole. This is the basis of all quantitative research. The sample size needs to be large enough to allow various statistical techniques to be performed.

The sixth step in the marketing research process is **collection of the data**. Most survey-based data are now collected on the Internet or on mobile devices.

Fieldwork is the term given to the collection of primary data and covers both qualitative and quantitative methods. Interviewer based data collection is usually done by marketing research field service firms. These firms specialize in collecting data through personal and telephone interviewing on a subcontract basis. They may also conduct retail audits counting the amount of product sold from retail shelves.

After the data have been collected, the next step in the research process is **data analysis**. The purpose of this analysis is to interpret and draw conclusions from the mass of collected data.

For any quantitative research this is the ‘number-crunching’ element, most often involving computer analysis. Precision is necessary here and at the end an accurate picture must be able to be set out. Analysis and interpretation of qualitative research is by its nature less objective, but it is still important to present an accurate picture.

After data analysis is completed, the researcher must prepare the report and communicate the conclusions and recommendations to management. **Writing and presentation of the report** is a key step in the process because a marketing researcher must convince the manager that the results are credible and justified by the data collected.

The researcher usually will be required to present both written and oral reports on a project. The oral report should begin with a clear statement of the research objectives, followed by an outline of the methodology. A summary of major findings should come next. The report should end with a presentation of conclusions and recommendations for management.

2. Answer the questions on the text:

- 1) Why is it important to define the research problem correctly?
- 2) Why is it important for a researcher to formulate objectives well?
- 3) What are the three categories of research design? How do they differ?
- 4) What are the three basic means of gathering data? What is the difference between them?
- 5) What is the aim of sampling?
- 6) What is the purpose of data analysis?
- 7) Why is writing and presentation of the report a key step in the process of marketing research?
- 8) What should an oral report include?

3. Read the following statements and say whether they are true or false. If false, explain why.

- 1) Well-formulated objectives serve as a standard that later will enable managers to evaluate the quality and value of the research work done.

- 2) The culmination of the marketing research process is a statement of the research objectives.
- 3) The research design is a plan for addressing the research objectives.
- 4) An exploratory study focuses on the discovery of ideas and is generally based on primary data.
- 5) A researcher engaged in an exploratory study may have to change his focus as a result of new ideas and relationship among the variables.
- 6) Descriptive research helps select variables for a causal study as it can shed light on associations or relationships.
- 7) Survey research is often descriptive in nature but can be causal. Observation research is typically descriptive, and experiment research is almost always causal.
- 8) Survey research involves an interviewer who interacts with respondents to obtain facts, opinions, and attitudes. Observation research is examining patterns of consumer behavior. The objective of experiments is to measure causality.
- 9) The aim of sampling is to research numerous numbers with the confidence that they are truly representative of the population as a whole (whatever the group is).
- 10) Issues relating to sampling are essential because it is important that results should be as reliable as possible.
- 11) Analysis and interpretation of qualitative research is by its nature less objective, and can present a subjective picture.
- 12) The researcher usually will be required to present either written or oral reports on a research project.
- 13) The oral report should begin with a clear statement of the research objectives, followed by an outline of the methodology. A summary of major findings should come next. The report should end with a presentation of conclusions and recommendations for management.

DEVELOPING VOCABULARY

1. *Work with the set of words on the website Quizlet.com “Marketing research”. Use the link https://quizlet.com/_65in1x.*
2. *Use the definitions and first letters bellow to help you name the terms connected with marketing research.*
 1. A study of what people think or what they do. S_____.
 2. A person who finds out information from the public in order to discover what they want or can afford to buy. M_____ r_____.
 3. A set of questions to find out people's opinions on particular issues, often used in studies of political opinion and preference. P_____.
 4. Something that is given away free to make the customer aware of the product or to make them try the product. S_____.
 5. A set of questions designed to find out what people think about a product or service. Q_____.

6. Information collected from research. The researcher then analyses the information before making conclusions. D_____.

7. Subjectivity or personal opinion affecting the results of a survey. B_____.

8. A name for the person who answers questions in marketing research, often by returning a completed questionnaire. R_____

3. Complete the text “Types of research” with the words below:

customer	market	samples
desk (desktop)	marketing	motivation
behaviour	statistical	field
qualitative	quantitative	

1) _____ research is the process of gathering information about a market, analyzing it and interpreting it. Although the term 2) _____ research is often used to mean the same thing, technically it only refers to research into a specific market.

Consumer research is used to discover 3) _____ patterns (how people act) and 4) _____ needs; it is an essential element of marketing research.

5) _____ research investigates the psychological reasons why individuals buy specific types of merchandise, or why they respond to specific advertising appeals.

There are two main methods of consumer research:

6) _____ research or secondary research: an analysis of the information you can find easily without leaving your desk. Examples include the internet, books, newspapers, magazines, and government statistics;

7) _____ research or primary research: involves talking to people and finding out what they think about a market, a product, a business sector, etc. It is usually carried out by market research institutes.

Consumer research can be either qualitative or quantitative. In 8) _____ research, small group discussions or in-depth interviews with consumers are used to understand a problem better.

9) _____ research involves collecting, or gathering, large 10) _____ of data (for example, on how many people use different products), followed by 11) _____ analysis – examining, or analyzing, the data.

Quantitative research is often used to investigate the findings from qualitative research.

4. A student has made notes while reading a book on marketing research techniques. Complete the notes with the words below:

telephone	mystery	taste
focus	self-administered	online
omnibus	package	interviewer-administered
mail	home	

Research Methodology

- 1) groups: small groups from the target group plus one moderator to mediate or run the session. The moderator prepares questions for the session.
- 2) test: used to test ideas for new packaging; could be in a focus group.
- 3) test: used to test what consumers think about new flavours.
- 4) test: consumers try the products at home, in a real situation.
- 5) A questionnaire is completed (or filled in) by the respondent, and an 6) questionnaire is filled in on behalf of the respondent by an interviewer.
- 7) surveys are carried out by telephoning the respondent and asking questions.
- 8) A survey is sent to the respondent, who completes it and posts it back.
- 9) surveys are administered on the internet.
- 10) shopping: a person poses as a consumer and checks the level of service and hygiene in a restaurant, hotel or shop.
- 11) surveys: a market research institute carries out (or conducts) research for several companies at the same time. A long survey is given to respondents; some institutes have a panel of existing respondents who are accustomed to answering the surveys.

5. Match the types of research in the box with the research problems below:

desktop + secondary	qualitative + field
motivation + primary	quantitative + primary

1 The R&D department want to know why people buy mobile phones so that they can develop a new model that answers all the major needs.

2 The design team want to know how consumers feel about the new layout of the company website before they finalize and launch the new homepage.

3 A manager wants to have financial data on her company, her competitors and the economy in general.

4 The marketing team want to have a lot of data on their consumers: age, shopping habits, email address, etc.

6. Complete the sentences with the words given below:

omnibus	respondent	focus
mystery shopper	package	mail
taste	surveys	
moderator	interviewer	

1. A lot of marketing research institutes carry out telephone _____. They ring people at home and ask them questions.

2. A _____ group is a small discussion group, led by a _____ who asks questions to get detailed and qualitative information.

3. A marketing research institute may prepare a lengthy _____ survey which it posts to consumers at their homes. These _____ surveys have questions from several different companies on them.

4. Some questionnaires are completed by the _____ (self-administered questionnaires) and some are completed by the _____.

5. _____ surveys are usually carried out in-store to assess the levels of service quality and cleanliness.

6. A _____ test is designed to find out what consumers think about packaging, and a _____ test is to find out what they think about the flavour of a product.

7. *Cross out the incorrect sentence in each group.*

1.

- a) We carried out the research last week.
- b) We conducted the research last week.
- c) We collected the research last week.

2.

- a) The respondents completed a questionnaire.
- b) The respondents analysed a questionnaire.
- c) The respondents filled in a questionnaire.

3.

- a) We must run the data quickly.
- b) We must collect the data quickly.
- c) We must gather the data quickly.

4.

- a) It can take a long time to mine data.
- b) It can take a long time to carry out data.
- c) It can take a long time to analyse data.

5.

- a) We are filling in three focus groups.
- b) We are mediating three focus groups.
- c) We are running three focus groups.

8. *Complete the text using these words:*

analyze
tool
measure

internal
habits
researcher

respondents
personal interviewing
sample size

valid
launch
method

gather
opinions
statistics

Oh no, we'd never develop and (1) _____ a product solely on the basis of guesswork. That's much too risky. You can't just trust the intuition of senior managers or product managers; you have to do marketing research. We collect and (2) _____ information about the size of a potential market, about consumers' tastes and (3) _____, their reactions to particular product features, packaging features, and so on.

Lots of people think that marketing research just means going out and asking consumers for their (4) _____ of products, but that's not true. Actually, talking to customers is a relatively minor marketing research (5) _____, because it's very expensive. In fact, (6) _____ is the very last thing we'd do. We usually find that our own accounts department, which keeps records of sales, orders, inventory size, and so on, is a far more important source of information. Our sales representatives are another good source.

There are also a lot of printed sources of secondary data we can use, including daily, weekly and monthly business newspapers, magazines and trade journals, our competitors' annual reports, official government (7) _____, and reports published by private market research companies. We only engage in field work, and (8) _____ primary data from customers, middlemen, and so on, if both (9) _____ research (analysis of data already available in the accounts and sales departments) and secondary data (available in printed sources) are inadequate.

If we do go out and do field work it's usually a survey, which you can use to collect information about product and packaging features, and to (10) _____ the effectiveness of advertising copy, advertising media, sales promotions, distribution channels, and so on.

An effective and relatively inexpensive (11) _____ of survey research is the focus group interview, where we invite several members of the target market (and pay them a small amount of money) to meet and discuss a product concept. The interview is led by a trained market (12) _____ who tries to find out the potential consumers' opinions and feelings about the product.

Focus groups are informative, but they're usually too small for us to be sure that the chosen sample of consumers is statistically (13) _____. Questionnaire research, involving many more (14) _____, is more likely to be statistically significant, as long as we make sure we select the appropriate sampling unit - whether it's a random sample of the population, or a sample of a selected category of people and the (15) _____ is sufficiently large. When we've established a sample, we do the interviews, normally by telephone or mail, sometimes by personal interviewing.

9. A clothing manufacturer, Corallo, wants to know why its sales of jeans are falling at a rate of 10% a year. They have asked Abacus Data Research (ADR), a market research consultancy, to find out.

Choose a phrase from the box to replace each phrase in italics in the letter.

Write the number after the phrase.

Phrase	Number	Phrase	Number
Advertising research		Causal research study	
Consumer awareness		Consumer research	
Focus groups		In-house research	
Marketing research	1	Market research brief	
Observational research		Pilot questionnaire	
Population		Questionnaire	
Representative		Secondary research	

ADR
Abacus Data Research

South Dakota Blvd., Englewood Cliffs, 07632 New Jersey
Tel: 201 654 8787 Fax: 201 654 8732
email: kIeins@adr.com <http://www.adr.coni>

Sam Klein
Corallo Clothing Company
P.O. Box 230
Englewood Cliffs

May 20, 2020

Dear Sam,

Thank you for your letter dated May 15. As I said when we met briefly last week, we at ADR would be very pleased to help you with (1) *studies on your products and their markets*. What I need now is a detailed (2) *description of your objectives for this study* - a statement of exactly what you need to know.

If we set up a (3) *study that aims to explain a particular phenomenon*, in this case why you are experiencing a sales fall, we should of course go direct to consumers and ask their opinions. This type of (4) *study of what consumers think* will be vital. We can do this in three ways:

1 Using (5) *groups of typical consumers that we bring together for detailed questioning*. The members of the panel need to be (6) *typical* of the whole (7) *mass of jeans buyers*.

2 A conventional (8) *paper with a lot of questions* sent out to consumers. Alone, this is less effective, even if we use a (9) *test set of questions* to make sure we are asking the right questions. But it is much cheaper.

3 We can use (10) *studies of actual sales*. But this kind of study is based on figures, rather than on what people say, so it gives only limited information.

A further area to think about is (11) *how much consumers actually know about your company and its products*. We can carry out some (12) *studies into the effects of your advertising*.

Please send us any (13) *studies you have carried out yourselves*, or any (14) *studies using published material* that you have used in the past. This will help our background investigations.

Looking forward to hearing from you.

Yours truly,

Robert R. McCawley
Deputy Vice-President

10. There are 11 types of marketing research below, each followed by 4 statements. Two of the four statements are true, and two are false. Mark the statements 'T' (True) or 'F' (False).

1. Agency research.

- a) It compares one agency with another.
- b) It is carried out by independent agencies, usually experts in particular fields.
- c) It is the opposite of in-house research.
- d) It is research work for governments.

2. Clinical trial.

- a) It is research carried out by clinical agencies.
- b) It is research into the effects of drugs or treatment methods.
- c) Pharmaceutical companies carry out clinical trials.
- d) It is a test to find out if a finished product works.

3. Desk research.

- a) It is research carried out using published material.
- b) It can include information about geography, politics, economics and social conditions.
- c) It involves going out to ask consumers for their opinions.
- d) It is the study of research results using computer analysis.

4. Distribution research.

- a) It is the system of sending research material to different consumers.
- b) It is about sending out information to various research companies.
- c) It is research into the ways products or services are distributed.
- d) It is important when making decisions about where to locate retail outlets or where agents are needed.

5 Exploratory research.

- a) It is about choosing the best research methods.
- b) It is designed to help marketers understand problems.
- c) An example of it is a detailed study of why a particular product is losing sales.
- d) It is the study of new markets.

6. Marketing communications research.

- a) It is the investigation of ways to talk to consumers and the public in general.
- b) It is a kind of marketing research.
- c) It is about the telecommunications sector.
- d) It looks only at the results of communication methods.

7. Marketing research.

- a) It is the same as market research.

- b) It is about looking at the effects of advertising,
- c) It includes market research.
- d) It is about collecting, studying and analyzing information which affects marketing decisions.

8. Omnibus survey.

- a) It is research carried out on behalf of several companies together.
- b) It is research on the performance of many different products.
- c) Omnibus surveys look at several companies and compare their performance.
- d) It is a survey which companies can buy from the government.

9. Pricing research.

- a) It examines the relationship between price and demand.
- b) It is about the cost of research.
- c) It is very important, since price is a key element in determining market share.
- d) It is about profit and loss accounts.

10. Primary research.

- a) It is the first research that companies do.
- b) It is the most important research into a product and its market.
- c) It is original research carried out by a company.
- d) It is contrasted with secondary research, which uses published information that is easily available.

11. Product research.

- a) It looks at the market acceptance of a product.
- b) It involves the design and concept of a product, then testing of the product, then market acceptance of the product.
- c) It is about competitors' products.
- d) It is principally the same as quality testing.

11. Match each word on the left with an appropriate word on the right to make a phrase common in marketing research. Then match each of the phrases you have made to one of the definitions below.

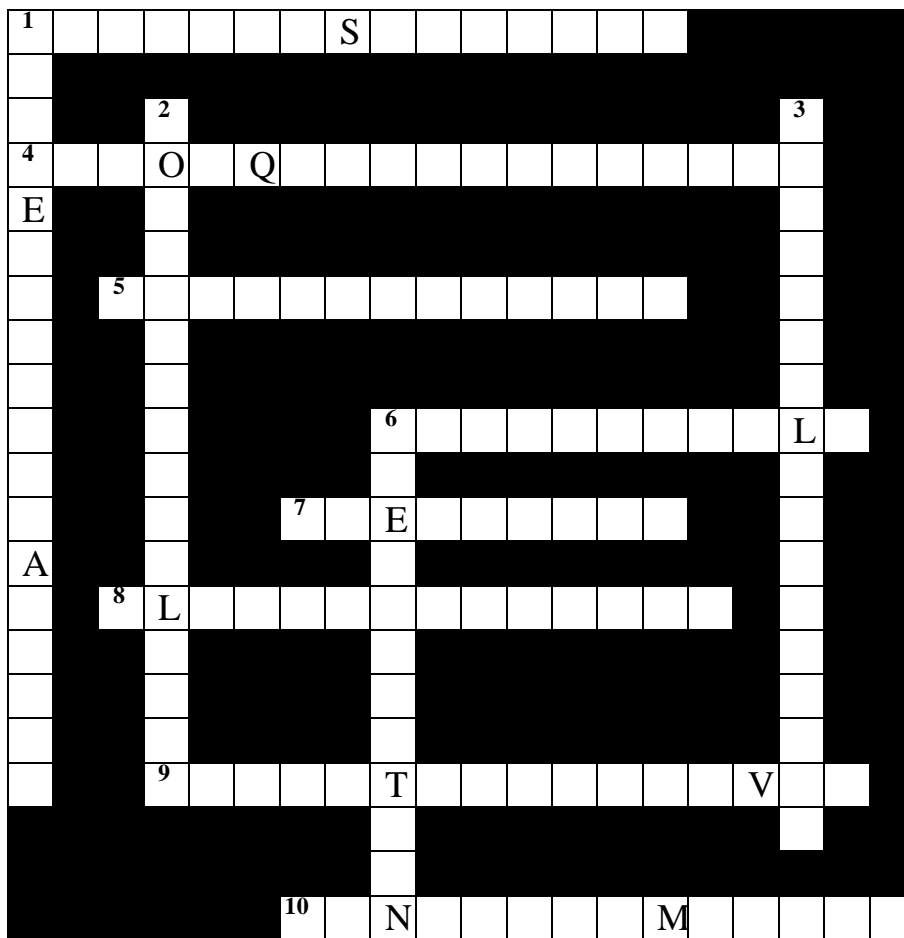
1	closed	a	analysis
2	random	b	population
3	biased	c	trial
4	computer	d	brief
5	clinical	e	awareness
6	consumer	f	sampling
7	personal	g	interview
8	total	h	sample
9	quota	I	question
10	research	j	survey

- 1) a test carried out on a new drug;
- 2) a survey which is not objective and has been designed to give a particular result;
- 3) a detailed description of the objectives of some marketing research;
- 4) a sample in which all the people taking part have been selected by chance;
- 5) a question with a 'yes/no' answer;
- 6) use of ICT (Information Communications Technology) or computers to interpret results;
- 7) what the public know about a company or product;
- 8) choosing a sample because of the particular characteristics of the individuals;
- 9) all the people who could possibly be consumers for a particular product;
- 10) a survey technique based on face to face (or possibly telephone) conversation.

12. Match the definitions (1-10) with the words and phrases (a-j).

1. Research which is designed to provide facts and statistical data. Results are easy to analyze, often by computer.	a) opinion poll
2. A sampling method based on using small groups that are representative of much larger groups.	b) validity
3. Analysis of numerical information to test that results are accurate and reliable.	c) quantitative research
4. A limited study carried out on a small number of people to test your research methods.	d) extrapolation
5. A survey designed to find out what people think, often on politics or environmental issues.	e) statistical analysis
6. A set of questions in which the answers given affect what question(s) will be asked next.	f) pilot survey
7. An original study carried out among the population, not by finding out information from published sources.	g) fieldwork
8. An essential quality for research. Without it, the research is not reliable.	h) unstructured survey
9. Using information gained from a small number of people to estimate how large numbers of (similar) people would behave in similar circumstances.	i) qualitative research
10. Research which is open-ended and gives respondents the chance to express opinions, feelings and attitudes.	j) cluster sampling

13. Fill in the crossword. All the answers are terms used in research methods.



Across

1. A sampling method based on using small groups that are representative of much larger groups. (7, 8)
4. A test set of questions used on a small sample of people. It helps to identify problems in survey design. (5, 13)
5. A method of choosing who to use as research respondents that is based on identifying people with certain characteristics, e.g. males aged 18-25 who drive and have above average income. (5, 8)
6. A survey designed to find out what people think - often on political issues. (7, 4)
7. Original study carried out by going out among the population to watch people, ask questions, etc. This contrasts with finding out information from published sources such as books or reports. (9)
8. A question with a limited number of possible answers, e.g. Yes or No. (6, 8)
9. A formal design for a questionnaire which is not dependent on the answers given. (10, 6)
10. A method of selecting who will be included in a sample which ensures that the sample is representative of the whole population. (6, 8)

Down

1. A study of rival companies and their products. (10, 8)
2. A study of data using information technology hardware and software. (8, 8)
3. Questioning people individually, usually face-to-face. (8, 9)
6. A type of question which allows the person answering to use his or her own words, e.g. 'What do you think about Fresho Soap products?' (4, 8)

14. Follow the link <http://biouroki.ru> and create your own crosswords. Solve the crosswords in pairs or small groups.

15. Create your own word search puzzle with any number of terms studied in this unit with the help of the following website: <http://www.thewordfinder.com/games/wordsearch/fs.wordfinder.php>. Work in pairs or small groups to solve the puzzles.

DISCOVERING LANGUAGE

Conditionals

1. Write **Yes** or **No** to answer the questions about each sentence:

1. If Carl doesn't come to the interview, I'll be really upset.
Is it possible that Carl won't come to the interview? _____
2. If my friend became prime minister, he'd give everyone a million euros.
Is it likely that the friend will become prime minister? _____
Is it possible that the friend will become prime minister? _____
3. If Helen weren't such an experienced marketer, I don't know what the staff would do.
Is Helen an experienced marketer? _____
4. If the company had had enough financial resources, it'd have ordered data collection from a marketing research field service firm.
Did the company have enough financial resources? _____
Did it order data collection from a marketing research field service firm? _____
5. If the company hadn't increased marketing expenses, it wouldn't have made such a record profit.
Did the company increase marketing expenses? _____
Did the company make a record profit? _____
6. If the company had investigated the reasons for the fall in sales thoroughly, it would not have suffered such major losses.
Did the company investigate the reasons for the fall in sales thoroughly? _____
Did the company suffer major losses? _____
7. Had she not convinced the manager in credibility of findings, she might not have been promoted.
Did she convince the manager in credibility of findings? _____
Was she promoted? _____

2. Choose the correct word or phrase:

1. This time in six months I'll work in the same company **unless** / **if** I decide to take a year off first.
2. We'd better send you the studies we have carried out ourselves **unless** / **in case** you need further information.
3. Companies can organize hall tests **as long as** / **in case** it is necessary to have people look at and taste a product.
4. Let's ask site visitors to sign up for membership **unless** / **if** they haven't done it before.
5. **Unless** / **so long** as we get reliable data from mystery shopping, I don't mind how ethical it is.
6. You'd better gather this valuable information now **if** / **in case** the sales person leaves.
7. The entire marketing research process can be successful **provided** / **unless** it isn't a waste of time and money.
8. We are not going to conduct any fieldwork **unless** / **as long as** we haven't found appropriate secondary data.

3. Complete the sentences using the correct form of the words in brackets:

1. If your marketing and sales planning _____ (**influence**) by the results of research last year, you would get much better results now.
2. We _____ (**lag**) behind the competitors at the moment if we had studied their products and marketing activities.
3. If I _____ (**work**) on the customer database so late last night, I wouldn't feel so tired this morning.
4. I _____ (**be**) in terrible trouble right now if you hadn't helped me with the written report on the project.
5. If we _____ (**have**) an electronic point of sale, we _____ (**scanned**) the bar codes at the checkout and _____ (**get**) precise data on sales last month.
6. I _____ (**appoint**) Andy to redesign the existing product when I met him yesterday, if we _____ (**not / already / have**) this idea of a new marketing mix.
7. If Cody _____ (**not / live**) so far away, he _____ (**not / be**) so late for the meeting last Friday.
8. Tracy _____ (**not / need**) extra time for the project last month, if she _____ (**be**) as skillful in data processing as you are.
9. _____ (**you / get**) a job of a marketer when you graduated from the university if it _____ (**not / offer**) you a place?
10. If you _____ (**have**) the same budget as the competitors do, _____ (**you / break**) into new markets by now?

4. Complete the sentences so that the meaning remains the same:

1. If the marketing environment should improve, we'll inform you immediately.

Should _____.

2. Jade will ask lots of various questions if she gets to interview a celebrity.

Should _____.

3. If you were able to choose the method of marketing research, what would you go for?

Were _____?

4. If I was to become a marketer, I'd find conducting marketing research a very challenging task.

Were _____.

5. The world would be much better off if any consumerism disappeared today.

Were _____.

6. If we had used the findings of retail audits sooner, we would have already started a new advertising campaign.

Had _____.

7. I wouldn't have got a job in the international marketing department if I hadn't studied foreign languages at university.

Had _____.

LISTENING

1. Look at the photos. Have you ever had an experience like this? If yes, describe it.



2. You are going to hear short extracts from four different types of research methods. Listen and say which extract (A-D) is a:

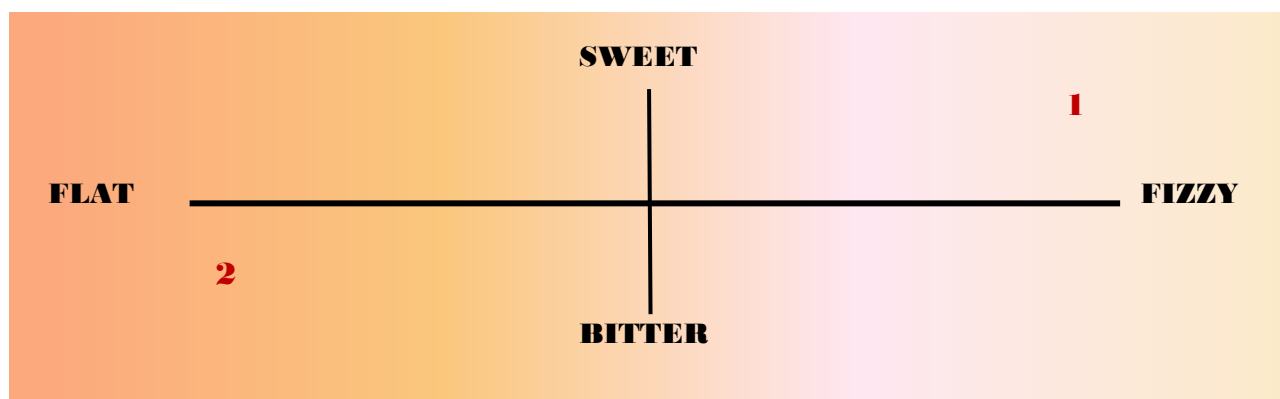
- street survey questionnaire
- dustbin survey

- focus group
- blind testing.

3. Listen to part A again and answer the questions:

- What product are they discussing?
- What does Stephanie like and dislike about it?
- Why doesn't Nigel like them?

4. Listen to part B again and mark where drink number 3 should be placed on the scale:



5. Act out your own short dialogue demonstrating a marketing research method of your choice. Let the rest of the students guess what method you have chosen.

6. Work in pairs. Imagine you run a market research organization. Discuss what research methods you would recommend to clients in the situations listed below. Give your arguments.

A. A manufacturer of a substitute for butter wants to know how to position its product against its competitors. It would like to know what consumers think of the taste compared to rival products, including butter.

B. The managers of an airport want to find out how travelers and passengers perceive the services offered inside the airport terminal.

C. A marketing research organization has to produce monthly reports with information about the buying habits of consumers. It studies the same consumers over the period of several years.


D. The directors of a supermarket chain want to find out why customers prefer their main competitors.

7. Work in groups of three or four. Conduct focus groups to compare and contrast the services or objects listed below. Take it in turns to be the moderator.

1. Local transport services.
2. The food in your cafeteria or canteen.

3. Two or three watches.
4. Two or three posters for a certain band or singer.

8. *Look at the questionnaire. What is it trying to find out?*



① On weekdays, how often do you take the train to this station?
 every day ☐ once or twice a week ☐ once or twice a month ☐

② What was your reason for travelling here today?
 work ☒ social / pleasure ☐ shopping ☐ as part of a longer journey ☐

③ Do you find the new ticket gates
 a easy to use? ☐ b difficult to use? ☐
 (If b, please specify:)

④ Have you had any contact with a member of staff today?
 Yes ☐ (If yes, ask Q5.) No ☐

⑤ Which description best describes the behaviour of the member of staff?
 a friendly / helpful ☐ b efficient ☐ c unfriendly and unhelpful ☐
 (If c, please specify:)

⑥ How do you feel about the facilities at this station?

← EXTREMELY DISSATISFIED SATISFIED EXTREMELY SATISFIED →

⑦ What, in your view, could be done to improve the facilities at this station?

First Research Limited

9. *Listen to a researcher interviewing a traveler. Complete the questionnaire with his answers.*

10. *Listen to some questions from the interview again and complete 1-3.*

1. _____ you could spare a few minutes to answer some questions?
2. _____ what you think of the new ticket gates?
3. _____ how you think the facilities could be improved?

11. *What happens to the word order of the sentence after the introductory phrases?*

12. *How do the questions in 10 above compare with the questions on the questionnaire? Why do you think the researcher modifies them in this way?*

13. Work in pairs. Use these questionnaires to interview each other. Remember not to ask questions too directly.

<p>1 What do you have for breakfast? a cereals <input type="checkbox"/> b coffee <input type="checkbox"/> c bread / toast <input type="checkbox"/> d nothing <input type="checkbox"/> e other <input type="checkbox"/></p> <p>2 What soft drink do you usually buy? _____</p> <p>3 How many litres of this soft drink do you buy each week? a less than 500 ml <input type="checkbox"/> b up to 2 litres <input type="checkbox"/> c over 2 litres <input type="checkbox"/></p> <p>4 How often do you buy chocolate? 1 2 3 4 5 NEVER ←————→ EVERY DAY</p> <p>5 Do you chew gum? Y / N If no, go to Q7.</p> <p>6 What brand of chewing gum do you buy? _____</p> <p>7 What kind of refreshments do you buy at the cinema? _____</p>	<p>1 Do you own a computer? Y / N If no, go to Q3.</p> <p>2 What do you use the computer for the most? a to access the Internet <input type="checkbox"/> b for work <input type="checkbox"/> c to play computer games <input type="checkbox"/> d other <input type="checkbox"/></p> <p>3 How often do you listen to the radio? 1 2 3 4 5 never ←————→ every day</p> <p>4 How often do you buy music? a never <input type="checkbox"/> b once or twice a year <input type="checkbox"/> c once a month <input type="checkbox"/> d more that once a month <input type="checkbox"/></p> <p>5 Would you be interested in joining a music club to get cheap CDs? Y / N</p> <p>6 Do you own any of the following appliances: a a personal stereo <input type="checkbox"/> b a stereo with CD player <input type="checkbox"/> c a portable computer game <input type="checkbox"/></p> <p>7 What kind of magazines do you buy regularly, i.e. once a month or more? <div style="border: 1px solid black; height: 20px; width: 100%; margin-bottom: 5px;"></div> <div style="border: 1px solid black; height: 20px; width: 100%;"></div> </p>
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14. Work in groups. Create your own questionnaire. Ask people in other groups to complete it.

FOCUS ON FUNCTIONS

Conducting Interviews

1. Have a look at 12 characteristics of a successful research interviewer given in the left column of the table below. Match them with the explanations in the right column.

Research interviewers...	It means research interviewers...
1) are knowledgeable	a) give respondents time to finish what they are saying, tolerate pauses, give them time to think
2) give structure	b) respond to what is important for the interviewee, are flexible in the way the questions are asked, respond to the issues raised by the interviewee
3) are clear	c) are not so much disagreeing or even agreeing with the respondent, but rather are prepared to challenge what is said to them, for example, inconsistencies or ambiguities
4) are gentle	d) are ensuring that the respondent appreciates what the research is about, its purposes, and that the respondent's answers will be treated confidentially
5) are sensitive	e) clarify and extend the meaning of what the interviewee says, for example, by summarizing for the interviewee what they have just said
6) are open	f) don't talk too much to avoid making the interviewee passive; don't talk too little to prevent the interviewee from feeling that he or she is not talking along the right lines
7) are steering	g) keep in mind what has already been said earlier on in the interview, relate back what is discussed now to what has been previously said
8) are critical	h) are familiar with the topic of the interview, have experience in conducting interviews
9) remember	i) listen attentively to what is said, empathize in dealing with the interviewee
10) interpret	j) ask simple, easy and short questions
11) are balanced	k) know what they want to find out, use questions, prompts and probes to get the information they are interested in
12) ethically sensitive	l) start the interview with an explanation of its purpose and round off at the end, for example, by asking if the interviewee has any questions or anything to add

2. Watch a short video of a research interview that falls down on many of the criteria of a successful interviewer discussed in 6 (Use the link – <https://edpuzzle.com/media/5c645df53b466a4095d4532a>). See how many of them you can spot. What five questions was the interviewee asked?

3. Work in pairs. Analyze the blunders made by the interviewer and comment on the ways to correct them.

4. Watch the film with some comments on mistakes made by the interviewer (<https://edpuzzle.com/media/5c646351361baf4092b66cbb>) and check your answers in 2 and 3. Complete the sentences below with the words used by the speaker:

- 1) That was a very ____ introduction.
- 2) The interviewer didn't explain the _____ of the interview – who she was or what the research was about.
- 3) There was no consideration of any _____ at all.
- 4) Notice the lack of _____ here.
- 5) The interviewer seems to be simply reading the questions. She's not making any attempt to build any kind of _____ with the interviewee.
- 6) The interviewer just simply accepts the answers to her questions and makes no attempts to give any prompts or any _____ questions.
- 7) For example, she could ask the interviewee why driving is _____ or even better ask her to give an example when it's _____.
- 8) Change of the topic with much better question "What was it like?" However, it seems _____ by the next question "How long did it take?"
- 9) Notice the long pause here. The interviewee is clearly thinking about the stress of learning to drive. But the interviewer offers no _____ at this point, no further investigation. In fact, next question changes the topic again to the test itself.
- 10) Question about stress _____ a 'yes' or 'no' answer and that's exactly what the interviewer gets.
- 11) It needs a follow-up question about, for example, why it was stressful, but this is not _____.
- 12) The interview ends rather suddenly without the interviewer having _____ very much at all about what Amanda, the interviewee, thinks about driving or learning to drive.
- 13) Notice that the interviewee seems rather _____. She's not very forthcoming with information.
- 14) The interview also ends very suddenly. There is no _____ for the interviewee to add anything else which she might have thought of.

5. Watch the second version of the research interview where the researcher makes a much better job of addressing some of the problems outlined in the first version (<https://edpuzzle.com/media/5c645d5cb34fe8409e69ef4f>). Summarize the strong points of the second interview as compared with the first one.

6. Work with your partner and role play a successful research interview.

SPEAKING

1. Look at the word-cloud. Use as many words as you can to tell your group mates what you have learned about marketing research:

1) Select a local enterprise you are familiar with. Identify a marketing problem that it faces. Conduct a small-scale informal investigation:

(a) What research objectives can you set?

(b) What types of research design do you believe would be necessary to achieve the objectives? Why?

2) In 1970, Ford Motor Company introduced its subcompact automobile, the Pinto. Suppose you had been marketing research analysts working for another car manufacturer. What kinds of primary and secondary marketing research would you have conducted to evaluate the success of this new product introduction?

*5. Read **the case study**, discuss it with your partner and give extended answers to the questions below.*

In today's combative marketplace, making any significant progress against skillful and large rivals is nothing short of a colossal achievement. *Case Corporation*, a manufacturer of construction and farm equipment, can make such a claim, but only after spending two years digging itself out of decline – operating losses for 1991 and 1992 reached USD 900,000 – and are finally showing growth. Case's net income increased more than 300 per cent in 1994 to USD 165 million, with a 14 per cent sales increase, and 1995 revenues reached USD 4.2 billion.

Significant headway toward recovery began in 1994 when new CEO, Jean-Pierre Rosso, launched a new era at Case. His matter-of-fact pronouncement: "We need to be asking what the farmer and contractor need", triggered the company's turnaround and kindled a new respect from its customers.

Basic as it may seem, for most of the 1980s, "asking" was not a part of Case's product-driven orientation. Result: underperforming products such a low-horsepower tractors entered the marketplace, fueled by low prices and sales incentives.

Worse yet, when market demand eventually plummeted, dealers found themselves stuck with a glut of unsold Case equipment. To further aggravate the situation, relationships with dealers were increasingly greeted with suspicion.

In the face of those dire conditions, Rosso issued his market-driven directive that pressed Case managers to determine the wants and needs of its customers. One incident showcases the process they used to obtain reliable customer feedback: A contractor was flown in to Case's Burlington, Iowa test site and put to work for three days testing a piece of Case equipment and comparing its performance with that of comparable Caterpillar and Deere machines. Each day managers grilled the customer about features, benefits, and problems.

In another approach, Case sent teams of engineers and marketing personnel to talk to key customers and users of competitors' equipment. Applying what they learned from the feedback, engineers developed prototype machines and shipped them to hundreds of participating users for evaluation. The engineers then incorporated actual field data into final prototypes.

The bottom line: all this market-driven "asking" is a far cry from the Case's reputation during the 1980s of being one of the most mismanaged companies in the field.

Questions:

- 1) Although things seem to be going well for Case, can you identify any potential mistakes they made in doing their research?
- 2) How could they gather secondary data on this product category?

5. *Work in small groups and do the following tasks:*

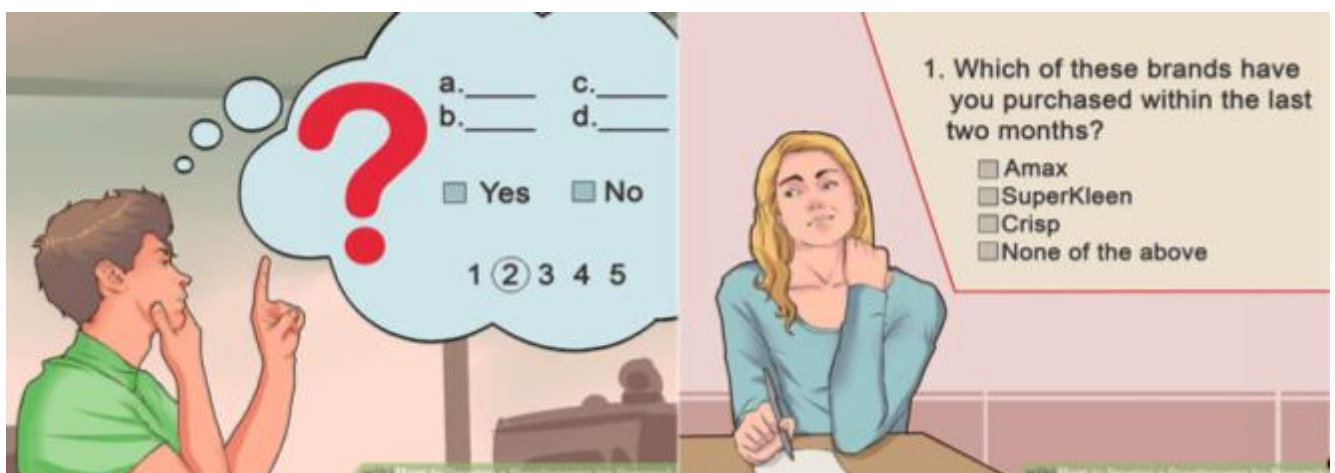
1) A small manufacturer of highly specialized medical laboratory equipment and a manufacturer of a proprietary (nonprescription) cold remedy need information to assist in planning new product introductions. Discuss what advantages and drawbacks of using primary versus secondary marketing information for each firm would be.

2) You are advertising managers of a company that manufactures professional baseball equipment. Your firm employs 50 field salespeople who make periodic calls on sporting goods dealers, large schools and colleges, and professional athletic organizations. You also place full-page advertisements in a trade publication for the sporting goods industry. The president of your company has questioned the use of this publication and has asked you to find out how effective it is in increasing awareness about your products and in stimulating sales. How would you go about this task?

6. **Internet research.** *Search for the key words “successful marketing research interview” to find other tips. Choose the best 3 to compare with these of a partner.*

7. *Give 10 pieces of advice to a new employee of a field service firm on how to be an effective research interviewer and communicate effectively with respondents.*

8. *Depending on the information you wish to gather, there are several possible types of questions to include on your questionnaire, each with unique pros and cons. Study the types of commonly used questions on a questionnaire. Which of them are shown in the pictures below?*



1) Dichotomous question: this is a question that will generally be a “yes/no” question, but may also be an “agree/disagree” question. It is the quickest and simplest question to analyze, but is not a highly sensitive measure.

2) Open-ended questions: these questions allow the respondent to give an answer in their own words. They can be useful for gaining insight into the feelings of the respondent, but can be a challenge when it comes to analysis of data. It is recommended to use open-ended questions to address the issue of “why.”

3) Multiple choice questions: these questions consist of three or more mutually-exclusive categories and ask for a single answer or several answers. Multiple choice questions allow for easy analysis of results, but may not give the respondent the answer they want.

4) Rank-order (or ordinal) scale questions: this type of question asks your respondent to rank items or choose items in a particular order from a set. For example, it might ask your respondents to order five things from least to most important. These types of questions forces discrimination among alternatives, but does not address the issue of why the respondent made these discriminations.

7) Rating scale questions: these questions allow the respondent to assess a particular issue based on a given dimension. You can provide a scale that gives an equal number of positive and negative choices, for example, ranging from “strongly agree” to “strongly disagree.” These questions are very flexible, but also do not answer the question “why.”

9. Design a short questionnaire (no more than 10 questions) intended to reveal whether or not another student is a good prospect for a new laptop computer. Assume the purpose of this questionnaire is to obtain information that could be used to help increase sales of laptops to college students. Make use of different types of questions. Would you use the same questions on a mail questionnaire as in a personal interview? If not, what questions would you use if you were going to mail the questionnaires?

10. Work in pairs. Act as a researcher and use the questionnaire you have designed to interview your partner. Remember the criteria of a successful interviewer, don't ask questions too directly.

*11. Hold a round of **table talks**. Take a sheet of paper and put down on it a topic relating to major concepts of marketing research. The topic should be clear and arguable. Exchange the sheets with other students. Deliver an impromptu speech covering the topic, organize your speech correctly.*

*12. Imagine that you have been asked by a group of businessmen to deliver a **presentation** with the objective to explain the concept of marketing research and its importance in business. Prepare the presentation and speak with it in public.*

*13. Imagine that you have been asked by a business school to **teach an online class** on how to do marketing research. Prepare for the event and in the online class*

share your knowledge of marketing research process, advise the audience about the sources of information for marketing research. Embolden your students to take part in the question-and-answer session at the end of the class.

WRITING

1. Think about how you would carry out market research for a completely new product (for example, a light bulb that works without electricity). What kind of research would you conduct during the development phase of the product, and what kind just before the product launch? What sources of information would you make use of and why? Write a report of at least 300 words. Remember the right structure and cohesion of a written text.

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