

## 7.4: Steps in a Successful Marketing Research Plan

### Learning Objectives

By the end of this section, you will be able to

- Identify and describe the steps in a marketing research plan.
- Discuss the different types of data research.
- Explain how data is analyzed.
- Discuss the importance of effective research reports.

### Define the Problem

There are seven steps to a successful marketing research project (see Figure 7.3). Each step will be explained as we investigate how a marketing research project is conducted.



Figure 7.3 The Marketing Research Plan (CC BY 4.0; Rice University & OpenStax)

The first step, defining the problem, is often a realization that more information is needed to make a data-driven decision. Problem definition is the realization that an issue needs to be addressed. An entrepreneur may be interested in opening a small business but must first define the problem to be investigated. A marketing research problem in this example is to discover the community's needs and identify a potentially successful business venture.

Researchers often define a research question or objectives in this first step. Objectives of this research study could include identifying a new business that would be successful in the community in question, determining the size and composition of a target

market for the business venture, and collecting any relevant primary and secondary data that would support such a venture. At this point, the definition of the problem may be, “Why are cat owners not buying our new cat toy subscription service?”

Additionally, during this first step, we want to investigate our target population for research. This is similar to a target market, as it is the group that comprises the population of interest for the study. To have a successful research outcome, the researcher should start with an understanding of the problem in the current situational environment.

### Develop the Research Plan

Step two is to develop the research plan. What type of research is necessary to meet the established objectives of the first step? How will this data be collected? Additionally, what is the time frame of the research and budget to consider? If you must have information in the next week, a different plan would be implemented than in a situation where several months were allowed. These are issues that a researcher should address to meet the needs identified.

Research is often classified as coming from one of two types of data, primary and secondary. Primary data are unique information collected by the specific researcher with the current project in mind. This type of research doesn’t currently exist until it is pulled together for the project. Primary data collection includes surveys, observations, experiments, and focus group data gathered for the current project.

Secondary data is any research completed for another purpose that can be used to help inform the research process. Secondary data comes in many forms and includes census data, journal articles, previously collected survey or focus group data on related topics, and compiled company data. Secondary data may be internal, such as the company’s sales records for a previous quarter, or external, such as an industry report of all related product sales. Syndicated data, a type of external secondary data, is available through subscription services and is utilized by many marketers. As you can see in Table 7.1, primary and secondary data features are often opposite—the positive aspects of primary data are the negative side of secondary data.

Primary and Secondary Data for Strengths and Weaknesses

	Strengths	Weaknesses
<b>Primary Data</b>	<ul style="list-style-type: none"> <li>• Can be structured to be exactly what is needed</li> <li>• Under complete control of researchers</li> <li>• Timely, current data</li> </ul>	<ul style="list-style-type: none"> <li>• Expensive to implement</li> <li>• Takes time to compile</li> <li>• May not be generalizable beyond specific research question</li> </ul>
<b>Secondary Data</b>	<ul style="list-style-type: none"> <li>• Generally inexpensive or free</li> <li>• Can be accessed quickly</li> <li>• Available through a variety of sources</li> </ul>	<ul style="list-style-type: none"> <li>• May not match required parameters</li> <li>• Can be outdated</li> <li>• Same data accessible by competitors</li> </ul>

Table 7.1 The Strengths and Weaknesses of Primary and Secondary Data

Four research types can be used: exploratory, descriptive, experimental, and ethnographic research designs (see Figure 7.4). Each type has specific formats of data that can be collected. Qualitative research can be shared through words, descriptions, and open-ended comments. Qualitative data gives context but cannot be reduced to a statistic. Qualitative data examples are categorical and include case studies, diary accounts, interviews, focus groups, and open-ended surveys. By comparison, quantitative data can be reduced to the number of responses. The number of responses to each answer on a multiple-choice question is quantitative data. Quantitative data is numerical and includes information such as age, income, group size, and height.

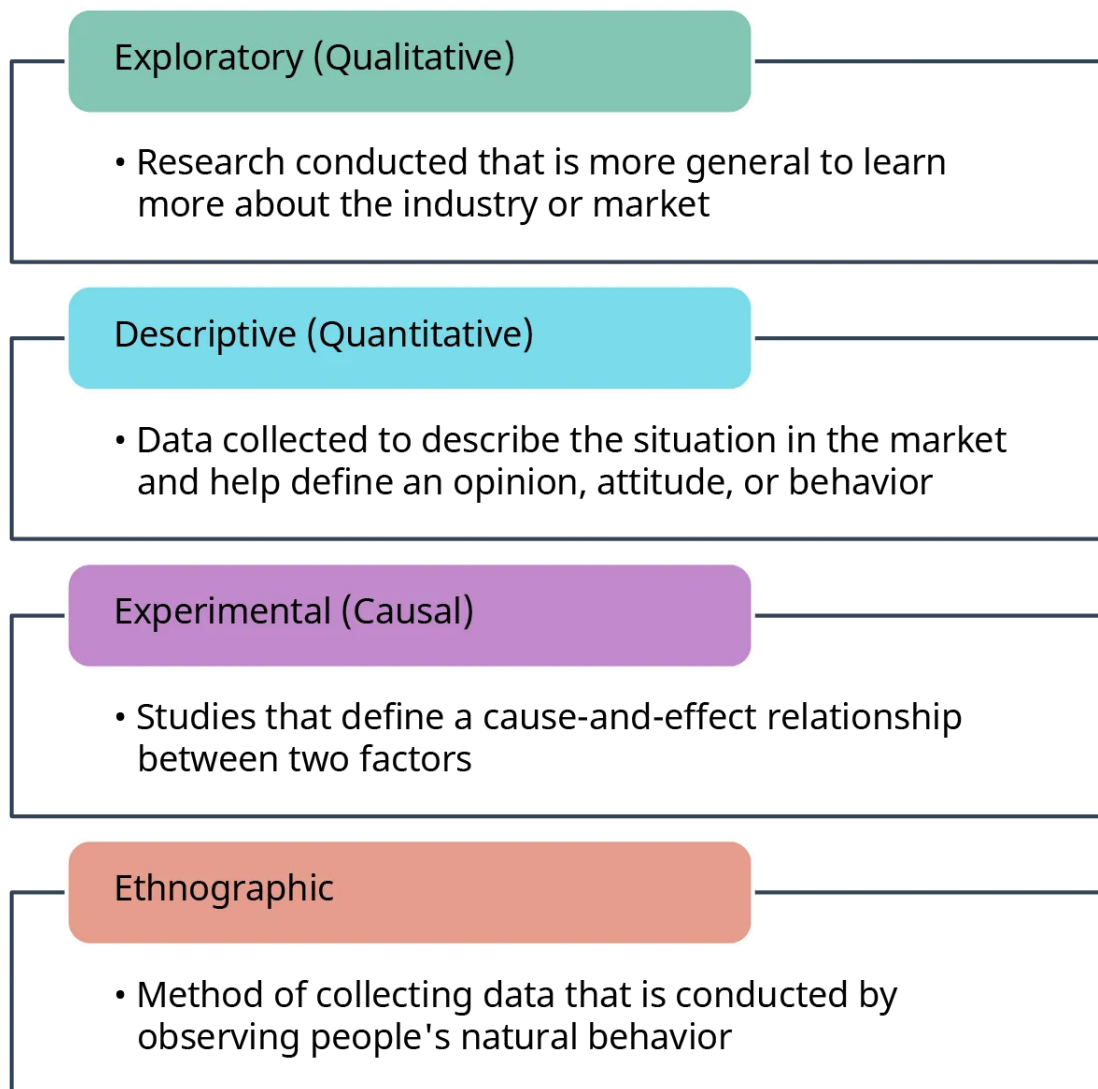


Figure 7.4 Four Research Types (CC BY 4.0; Rice University & OpenStax)

Exploratory research is usually used when additional general information is desired about a topic. When in the initial steps of a new project, understanding the landscape is essential, so exploratory research helps the researcher to learn more about the general nature of the industry. Exploratory research can be collected through focus groups, interviews, and review of secondary data. When examining an exploratory research design, the best use is when your company hopes to collect data that is generally qualitative in nature (Streefkerk, 2021).

For instance, if a company is considering a new service for registered users but is not quite sure how well the new service will be received or wants to clarify exactly how customers may use a future service, the company can host a focus group. Focus groups and

interviews will be examined later in the chapter. The insights collected during the focus group can assist the company when designing the service, help inform promotional campaign options, and verify that the service is going to be a viable option for the company.

Descriptive research design takes a bigger step into data collection through primary research complemented by secondary data. Descriptive research helps explain the market situation and define an “opinion, attitude, or behavior” of a group of consumers, employees, or other interested groups (SurveyMonkey, 2021). The most common method of deploying a descriptive research design is through a survey. Several types of surveys will be defined later in this chapter. Descriptive data is quantitative in nature, meaning the data can be distilled into a statistic, such as in a table or chart.

Again, descriptive data can help explain the current situation. In the opening example of LEGO, the company wanted to describe the situation regarding children’s use of its product. To gather a large group of opinions, a survey was created. The data collected through this survey allowed the company to measure the existing perceptions of parents so that alterations could be made to plans for the company.

Experimental research, also known as causal research, helps to define a cause-and-effect relationship between two or more factors. This type of research goes beyond a correlation to determine which feature caused the reaction. Researchers generally use some type of experimental design to determine a causal relationship. An example is A/B testing, where one group of research participants, group A, is exposed to one treatment and then compared with the group B participants, who experience a different situation. An example might be showing two different television commercials to a panel of consumers and then measuring the difference in perception of the product. Another example would be to have two separate packaging options available in different markets. This research would answer the question, “Does one design sell better than the other?” Comparing that to the sales in each market would be part of a causal research study (SurveyMonkey, 2021).

The final method of collecting data is through an ethnographic design. Ethnographic research is conducted in the field by watching people interact in their natural environment. For marketing research, ethnographic designs help to identify how a product is used, what actions are included in a selection, or how the consumer interacts with the product (Anderson, 2009).

An example of ethnographic research would be to observe how a consumer uses a particular product, such as baking soda. Although many people buy baking soda, its uses are vast. So are they using it as a refrigerator deodorizer, a toothpaste, a polish for a belt buckle, or an ingredient in a cake?

### Select the Data Collection Method

Data collection is the systematic gathering of information that addresses the identified problem. What is the best method to do that? Picking the right method of collecting data requires that the researcher understand the target population and the design picked in the previous step. There is no perfect method; each method has both advantages and disadvantages, so, to pick the best option, the researcher must understand the target population and the research objectives.

Sometimes the data desired are best collected by watching the actions of consumers. For instance, how many cars pass a specific billboard in a day? What website led a potential customer to the company’s website? When are consumers most likely to use the snack vending machines at work? What time of day has the highest traffic on a social media post? What is the most streamed television program this week? Observational research is the collecting of data based on actions taken by those observed. Many data observations do not require the researched individuals to participate in the data collection effort to be highly valuable. Some observation requires an individual to watch and record the activities of the target population through personal observations.

Unobtrusive observation happens when those being observed aren’t aware that they are being watched. An example of an unobtrusive observation would be watching how shoppers interact with a new stuffed animal display using a one-way mirror. Marketers can identify which products were handled more often while determining which were ignored.

Other methods can use technology to collect the data instead. Instances of mechanical observation include vehicle recorders, which count the number of vehicles that pass a specific location. Computers can also assess the number of shoppers who enter a store, the most popular entry point for train station commuters, or the peak time for cars to park in a parking garage.

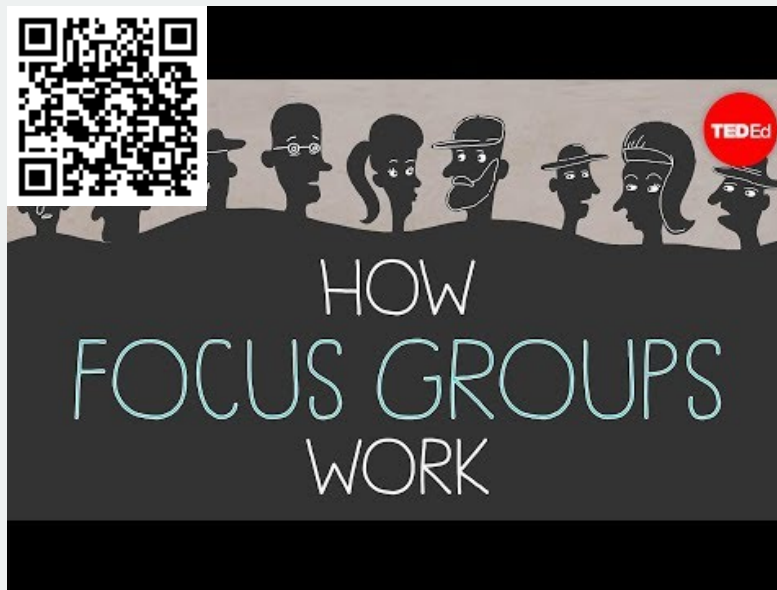
When you want to get a more in-depth response from research participants, one method is to complete a one-on-one interview. One-on-one interviews allow the researcher to ask specific questions that match the respondents’ unique perspectives, as well as follow-up questions that piggyback on responses that have already been completed. An interview allows the researcher to have a deeper understanding of the respondent’s needs, which is another strength of this type of data collection. The downside of personal

interviews is that a discussion can be very time-consuming and results in only one respondent's answers. Therefore, with a large sample of respondents, the interview method may not be the most efficient.

Taking the benefits of an interview and applying them to a small group is the design of a focus group. A focus group is a small number of people who meet the sample requirements, usually 8 to 12. Together, these individuals are asked a series of questions and encouraged to build upon each other's responses, either by agreeing or disagreeing with the other group members. Focus groups are similar to interviews in that they allow the researcher, through a moderator, to get more detailed information from a small group of potential customers (see Figure 7.5).

#### Link to Learning: Focus Groups

Focus groups are common for gathering insights into consumer thinking and habits. Companies will use this information to develop or shift their initiatives. The best way to understand a focus group is to watch a few examples or explanations. TED-Ed has this video that explains how focus groups work.



You might be asking when using a focus group or a survey is best. Learn the differences, the pros and cons of each, and the specific types of [questions you ask in both situations in this article](#).

Preparing for a focus group is critical to success. It requires knowing the material and questions while also managing a group of people. Watch this video to learn more about how to prepare for a focus group and the types of things to be aware of.



One advantage of a focus group over individual interviews is that synergy can be generated when a participant builds on another's ideas. Additionally, for the same amount of time, a researcher can hear from multiple respondents instead of just one (QuestionPro, 2022). Of course, as with every data collection method, there are downsides to a focus group as well. Focus groups can potentially be overwhelmed by one or two aggressive personalities, and the format can discourage more reserved individuals from speaking up. Finally, like interviews, the responses in a focus group are qualitative and are difficult to distill into an easy statistic or two.



Figure 7.5 A focus group is a research method for collecting customer data that involves a moderator asking questions of a small group of people who represent the target market. (credit: "Meeting" by UBC Learning Commons/flickr, CC BY 2.0)

Combining a variety of questions on one instrument is called a survey or questionnaire. Collecting primary data is commonly done through surveys due to their versatility. A survey allows the researcher to ask a large group of respondents the same set of questions. Response rates of surveys are calculated by dividing the number of surveys completed by the total number attempted. Surveys are flexible and can collect a variety of quantitative and qualitative data. Questions can include simplified yes or no questions, select all that apply, questions that are on a scale, or a variety of open-ended questions. We will cover four types of surveys (see Table 7.2), each with strengths and weaknesses defined.

#### Strengths and Weaknesses of Surveys

	Strengths	Weaknesses
Mailed Surveys	<ul style="list-style-type: none"> <li>• Ability to reach a large population</li> <li>• Convenience of respondent</li> </ul>	<ul style="list-style-type: none"> <li>• Time delays</li> <li>• Expensive</li> </ul>



	Strengths	Weaknesses
<b>Phone Surveys</b>	<ul style="list-style-type: none"> <li>• Respondents can ask questions</li> <li>• Collection in real time</li> </ul>	<ul style="list-style-type: none"> <li>• Time intensive</li> <li>• People don't answer calls from numbers they don't know</li> </ul>
<b>In-Person Surveys</b>	<ul style="list-style-type: none"> <li>• Respondents can ask questions</li> <li>• Follow-up questions can be asked based on answers</li> </ul>	<ul style="list-style-type: none"> <li>• Time intensive</li> <li>• People avoid talking with strangers</li> </ul>
<b>Electronic Surveys</b>	<ul style="list-style-type: none"> <li>• Less time intensive than other methods</li> <li>• Less expensive</li> </ul>	<ul style="list-style-type: none"> <li>• Identification as spam</li> <li>• Low response rate</li> </ul>

Table 7.2 The Four Survey Method Options

Let's start with mailed surveys—surveys that are sent to potential respondents through a mail service. Mailed surveys used to be more commonly used due to the ability to reach every household. Sometimes, a mailed survey is still the best way to collect data. For example, every 10 years, the United States conducts a population census (see Figure 7.6). The first step in that data collection is to send a survey to every household through the U.S. Postal Service (USPS). The benefit is that respondents can complete and return the survey at their convenience. The downsides of mailed surveys are the expense and the timeliness of responses. A mailed survey requires postage, both when it is sent to the recipient and when it is returned. That, along with the cost of printing, paper, and both sending and return envelopes, adds up quickly. Additionally, physically mailing surveys takes time. One method of reducing cost is to send with bulk-rate postage, which slows down the survey delivery. Also, because of the convenience to the respondent, completed surveys may be returned several weeks after being sent. Finally, some mailed survey data must be manually entered into the analysis software, which can cause delays or issues due to entry errors.

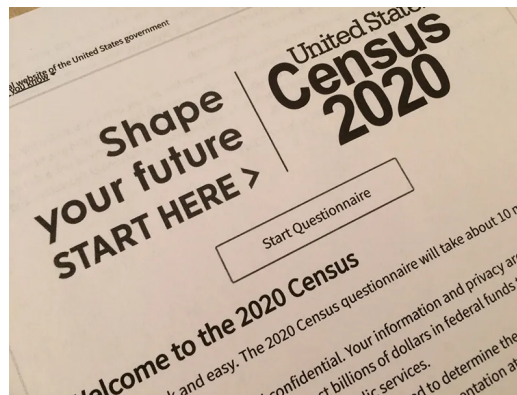


Figure 7.6 A mailed survey, such as the U.S. Census, is a research method for collecting customer data that utilizes the mail, which provides companies with a way to reach many households. (credit: "Census" by KSRE Photo/flickr, CC BY 2.0)

Phone surveys are completed during a phone conversation with the respondent. Although the traditional phone survey requires a data collector to talk with the participant, current technology allows for computer-assisted voice surveys or surveys to be completed by asking the respondent to push a specific button for each potential answer. Phone surveys are time intensive but allow the respondent to ask questions and the surveyor to request additional information or clarification on a question if warranted. Phone surveys require the respondent to complete the survey simultaneously with the collector, which is a limitation as there are restrictions on when phone calls are allowed. According to the Telephone Consumer Protection Act, approved by Congress in 1991, no calls can be made before 8:00 a.m. or after 9:00 p.m. in the recipient's time zone (National Archives and Records Administration, 2021). Many restrictions are outlined in this original legislation and have been added to since due to ever-changing technology.

In-person surveys are when the respondent and data collector are physically in the same location. In-person surveys allow the respondent to share specific information, ask questions of the surveyor, and follow up on previous answers. With this method, surveys can be collected in various ways: through door-to-door collection, in a public location, or at a person's workplace. Although in-person surveys are time intensive and require more labor to collect data than some other methods, in some cases it's the best way to collect the required data. A door-to-door, in-person survey is the follow-up used for the census if respondents do not complete the mailed survey. A downside of in-person surveys is the reluctance of potential respondents to stop their current activity

and answer questions. Furthermore, people may not feel comfortable sharing private or personal information during a face-to-face conversation.

Electronic surveys are sent or collected through digital means and is an opportunity that can be added to any of the above methods as well as some new delivery options. Surveys can be sent through email, and respondents can either reply to the email or open a hyperlink to an online survey (see Figure 7.7). Additionally, a letter can be mailed that asks members of the survey sample to log in to a website rather than to return a mailed response. Many marketers now use links, QR codes, or electronic devices to easily connect to a survey. Digitally collected data has the benefit of being less time intensive and is often a more economical way to gather and input responses than more manual methods. A survey that could take months to collect through the mail can be completed digitally within a week.



## Board Game Café

### Board Games

4. Do you enjoy playing board games?

- ☐ Yes
- ☐ No
- ☐ Prefer not to respond

5. What is your favorite board game?

6. Would you be interested in using a daily one-time fee, pass to use the "library" (which includes board games) at the Board Game Café?

- ☐ Very interested
- ☐ Interested
- ☐ Somewhat interested
- ☐ Not interested
- ☐ Prefer not to respond

Figure 7.7 Online Survey Example (CC BY 4.0; Rice University & OpenStax)



## Design the Sample

Although you might want to include every possible person who matches your target market in your research, it's often not feasible, nor is it of value. If you did decide to include everyone, you would be completing a population census. Getting everyone to participate would be time-consuming and highly expensive, so instead, marketers use a sample, whereby a portion of the whole is included in the research. It's similar to the samples you might receive at the grocery store or ice cream shop; it isn't a full serving, but it does give you a good taste of what the whole would be like.

So, how do you know who should be included in the sample? Researchers identify parameters for their studies, called sample frames. A sample frame for one study may be college students who live on campus; for another study, it may be retired people in Dallas, Texas, or small-business owners with fewer than 10 employees. The individual entities within the sampling frame would be considered a sampling unit. A sampling unit is each respondent who would be considered to match the sample frame established by the research. If a researcher wants businesses to participate in a study, then businesses would be the sampling unit.

The number of sampling units included in the research is the sample size. Many calculations can be conducted to determine the correct sample size. Issues to consider are the population size, the confidence level that the data represents the entire population, the ease of accessing the units in the frame, and the budget allocated for the research.

There are two main categories of samples: probability and nonprobability (see Figure 7.8). Probability samples are those in which every sample member has an identified likelihood of being selected. Several probability sample methods can be utilized. One probability sampling technique is called a simple random sample, where not only does every person have an identified likelihood of being selected to be in the sample, but every person also has an equal chance of exclusion. An example of a simple random sample would be to put the names of all group members into a hat and simply draw out a specific number to be included. A raffle would be a good example of a simple random sample.

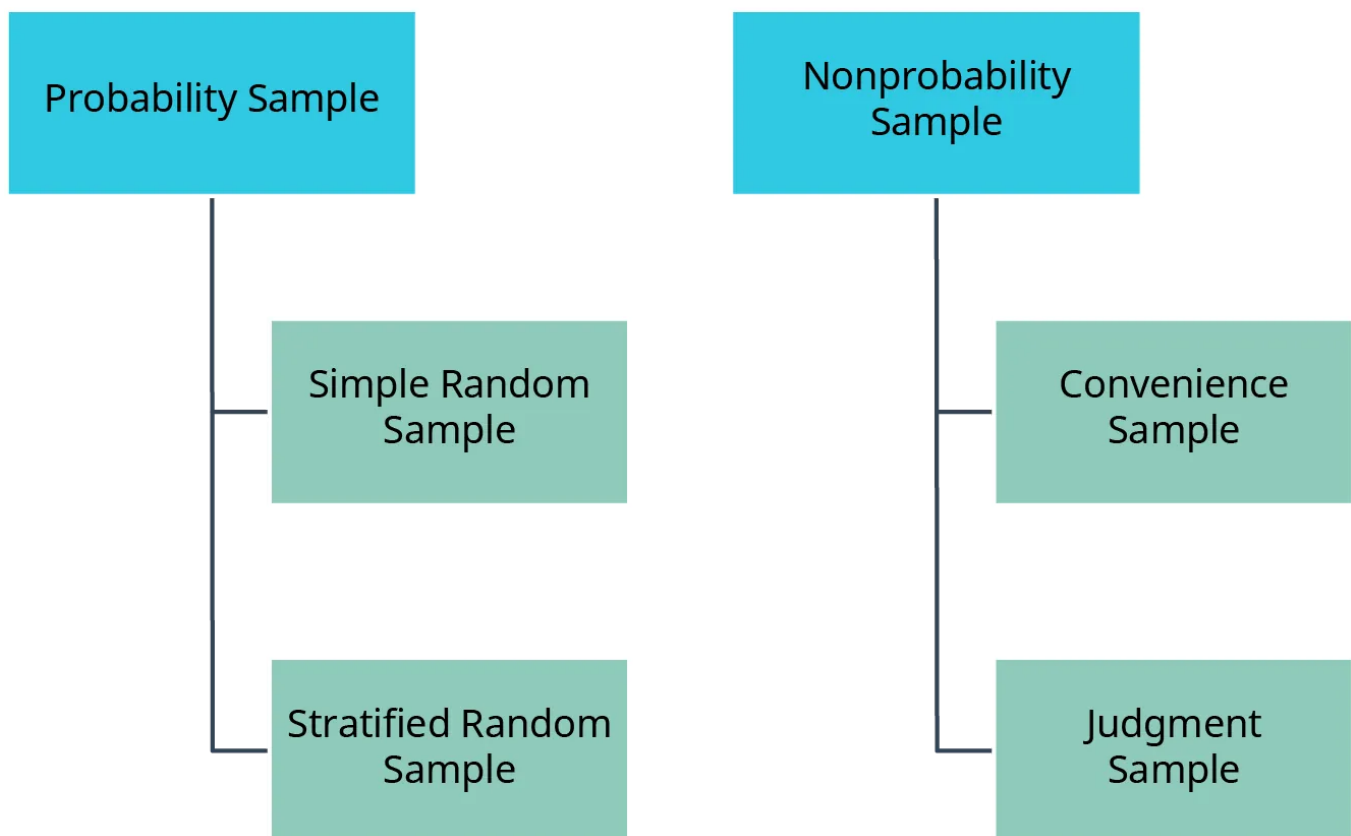


Figure 7.8 Type of Samples (CC BY 4.0; Rice University & OpenStax)

Another probability sample type is a stratified random sample, where the population is divided into groups by category, and then a random sample of each category is selected to participate. For instance, if you were conducting a study of college students from your school and wanted to make sure you had all grade levels included, you might take the names of all students and split them into

different groups by grade level—freshman, sophomore, junior, and senior. Then, from those categories, you would draw names out of each of the pools or strata.

A nonprobability sample is a situation in which each potential sample member has an unknown likelihood of being selected for the sample. Research findings from a nonprobability sample cannot be applied beyond the sample. Several examples of nonprobability sampling are available to researchers, and we will look at two more closely: convenience sampling and judgment sampling.

The first nonprobability sampling technique is a convenience sample. Just as it sounds, a convenience sample is when the researcher finds a group through a nonscientific method by conveniently picking potential research participants. An example might be asking other students in a class you are taking to complete a survey that you are doing for a class assignment or passing out surveys at a basketball game or theater performance.

A judgment sample is a type of nonprobability sample that allows the researcher to determine if they believe the individual meets the criteria set for the sample frame to complete the research. For instance, you may be interested in researching mothers, so you sit outside a toy store and ask an individual carrying a baby to participate.

### Collect the Data

Now that all the plans have been established, the instrument has been created, and the group of participants has been identified, it is time to start collecting data. As explained earlier in this chapter, data collection is the process of gathering information from a variety of sources that will satisfy the research objectives defined in step one. Data collection can be as simple as sending out an email with a survey link enclosed or as complex as an experiment with hundreds of consumers. The method of collection directly influences the length of this process. Conducting personal interviews or completing an experiment, as previously mentioned, can add weeks or months to the research process, whereas sending out an electronic survey may allow a researcher to collect the necessary data in a few days (Bhandari, 2021).

### Analyze and Interpret the Data

Once the data have been collected, they can be analyzed. Data analysis is the distillation of the information into a more understandable and actionable format. The analysis itself can take many forms, from the use of basic statistics to a more comprehensive data visualization process. First, let's discuss some basic statistics that can be used to represent data.

The first is the mean of quantitative data. A mean is often defined as the arithmetic average of values. The formula is

$$\frac{\text{Sum of}}{\text{Values}}$$

A common use of the mean calculation is exam scoring. Say, for example, you have earned the following scores on your marketing exams: 72, 85, 68, and 77. To find the mean, you would add up the four scores for a total of 302. Then, to generate a mean, you would divide that number by the number of exam scores included, which is 4. The mean would be 302 divided by 4 for a mean test score of 75.5. Understanding the mean can help to determine, with one number, the weight of a particular value.

Another commonly used statistic is median. The median is often referred to as the middle number. To generate a median, all the numeric answers are placed in order, and the middle number is the median. Median is a common statistic when identifying the income level of a specific geographic region (Statistics.com, 2021). For instance, the median household income for Albuquerque, New Mexico, between 2015 and 2019 was \$52,911 (United States Census Bureau, 2021). In this case, there are just as many people with an income above the amount as there are below.

Mode is another statistic that is used to represent data of all types, as it can be used with quantitative or qualitative data and represents the most frequent answer. Eye color, hair color, and vehicle color can all be presented with a mode statistic. Additionally, some researchers expand on the concept of mode and present the frequency of all responses, not just identifying the most common response. Data such as this can easily be presented in a frequency graph, such as the one in Figure 7.9 (Statistics.com, 2021).

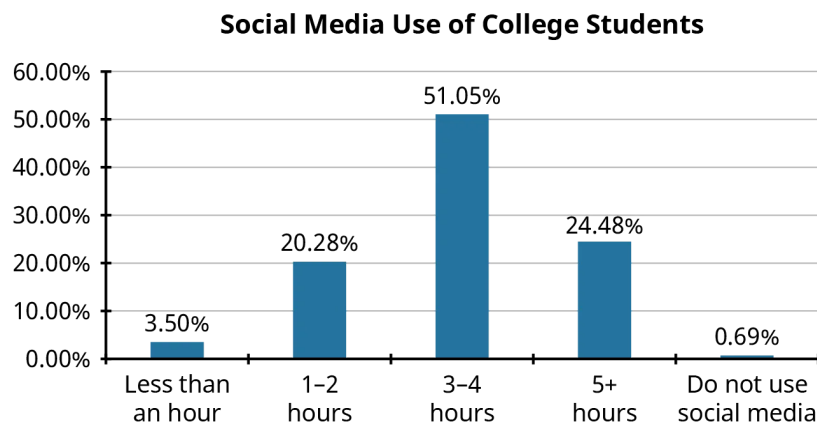


Figure 7.9 Frequency Graph (CC BY 4.0; Rice University & OpenStax)

Additionally, researchers use other analyses to represent the data rather than to present the entirety of each response. For example, maybe the relationship between two values is important to understand. In this case, the researcher may share the data as a cross-tabulation (see Figure 7.10). Below is the same data as above regarding social media use cross-tabulated with gender—as you can see, the data is more descriptive when you can distinguish between the gender identifiers and how much time is spent per day on social media.

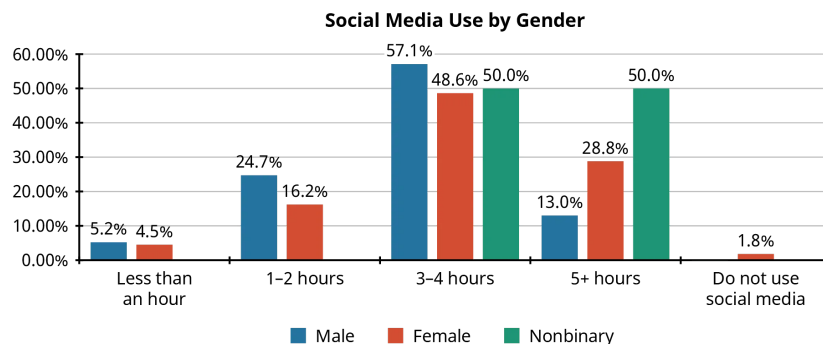


Figure 7.10 Cross-Tabulation (CC BY 4.0; Rice University & OpenStax)

Not all data can be presented in a graphical format given the nature of the information. Sometimes, with qualitative methods of data collection, the responses cannot be distilled into a simple statistic or graph. In that case, quotations, otherwise known as verbatims, can be used. These are direct statements presented by the respondents. Often you will see a verbatim statement when reading a movie or book review. The critic's statements are used in part or in whole to represent their feelings about the newly released item.

#### Link to Learning: Infographics

As they say, a picture is worth a thousand words. For this reason, research results are often shown in a graphical format in which data can be taken in quickly, called an infographic.

Check out [this infographic on what components make for a good infographic](#). As you can see, a good infographic needs four components: data, design, a story, and the ability to share it with others. Without all four pieces, it is not as valuable a resource as it could be. The ultimate infographic is represented as the intersection of all four.

Infographics are particularly advantageous online. [Refer to this infographic on why they are beneficial to use online](#).

## Prepare the Research Report

The marketing research process concludes by sharing the generated data and providing recommendations for future actions. What starts as simple data must be interpreted into an analysis. All information gathered should be conveyed to make decisions for future marketing actions. One item that is often part of the final step is to discuss areas that may have been missed with the current project or any area of further study identified while completing it. Without the final step of the marketing research project, the first six steps are without value. Only after the information is shared through a formal presentation or report can those recommendations be implemented and improvements made. The first six steps are used to generate information, while the last is to initiate action. During this last step is also when an evaluation of the process is conducted. If this research were to be completed again, how would we do it differently? Did the right questions get answered with the survey questions posed to the respondents? Follow-up on some of these key questions can lead to additional research, a different study, or further analysis of data collected.

## Methods of Quantifying Marketing Research

One way to share information gained through marketing research is to quantify the research. Quantifying the research means compiling a variety of data into a more easily understood quantity. This is a simple process if you want to know how many people attended a basketball game, but if you want to quantify the number of students who made a positive comment on a questionnaire, it can be a little more complicated. Researchers have a variety of methods to collect and then share these different scores. Below are some of the most common types used in business.

### Awareness

Is a customer aware of a product, brand, or company? What is meant by awareness? Awareness in the context of marketing research is when a consumer is familiar with the product, brand, or company. It does not assume that the consumer has tried the product or has purchased it. Consumers are just aware. That is a measure that many businesses find valuable. There are several ways to measure awareness. For instance, the first type of awareness is unaided awareness. This type of awareness occurs when no product, brand, or company prompts are given. If you were collecting information on fast-food restaurants, you might ask a respondent to list all the fast-food restaurants that serve a chicken sandwich. Aided awareness would be providing a list of products, brands, or companies, and the respondent selects from the list. For instance, if you give a respondent a list of fast-food restaurants and ask them to mark all the locations with a chicken sandwich, you are collecting data through an aided method. Collecting these answers helps a company determine how the business location compares to those of its competitors (SurveyMonkey, 2021).

### Customer Satisfaction (CSAT)

Have you ever been asked to complete a survey at the end of a purchase? Many businesses complete research on buying, returning, or other customer service processes. A customer satisfaction score, also known as CSAT, is a measure of how satisfied customers are with the product, brand, or service. A CSAT score is usually on a scale of 0 to 100% (Qualtrics, 2022). But what constitutes a “good” CSAT score? Although what is identified as good can vary by industry, normally anything in the range from 75 to 85% would be considered good. Of course, a number higher than 85 would be considered exceptional (Nicastro, 2021).

### Customer Acquisition Cost (CAC) and Customer Effort Score (CES)

Other metrics often used are customer acquisition cost (CAC) and customer effort score (CES). How much does it cost a company to gain customers? That’s the purpose of calculating the customer acquisition cost. To calculate the customer acquisition cost, a company would need to total all expenses that were accrued to gain new customers. This would include any advertising, public relations, social media postings, etc. When a total cost is determined, it is divided by the number of new customers gained through this campaign.

The final score to discuss is the customer effort score, also known as a CES. The CES is a “survey used to measure the ease of service experience with an organization” (QuestionPro, 2021). Companies that are easy to work with have a better CES than a company that is notorious for being difficult. An example would be to ask a consumer about the ease of making a purchase online by incorporating a one-question survey after a purchase is confirmed. If a number of responses come back negative or slightly negative, the company will realize that it needs to investigate and develop a more user-friendly process.

## Knowledge Check

It’s time to check your knowledge on the concepts presented in this section. Refer to the Answer Key at the end of the book for feedback.

1.

Sagar is completing a marketing research project and is at the stage where he must decide who will be sent the survey. What stage of the marketing research plan is Sagar currently on?

- a. Defining the problem
- b. Developing the research plan
- c. Selecting a data collection method
- d. Designing the sample

2.

A strength of mailing a survey is that \_\_\_\_\_.

- a. you can send it to all households in an area
- b. it is inexpensive
- c. responses are automatically loaded into the software
- d. the data comes in quickly

3.

Bartlett is considering the different types of data that can be pulled together for a research project. Currently they have collected journal articles, survey data, and syndicated data and completed a focus group. What type(s) of data have they collected?

- a. Primary data
- b. Secondary data
- c. Secondary and primary data
- d. Professional data

4.

Which statistic can be used to show how many people responded to a survey question with “strongly agree”?

- a. Mean
- b. Median
- c. Mode
- d. Frequency

5.

Why would a researcher want to use a cross-tabulation?

- a. It shows how respondents answered two variables in relation to each other and can help determine patterns by different groups of respondents.
- b. By presenting the data in the form of a picture, the information is easier for the reader to understand.
- c. It is an easy way to see how often one answer is selected by the respondents.
- d. This analysis can be used to present interview or focus group data.

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