Marketing Research: Approaches, Methods and Applications in Europe

Self-assessment questions (answers follow below)

Chapter 1 Client-based market research

1. Who are the main players in the client organization’s immediate micro-environment?

2. What are the main factors in the client organization’s wider macro-environment?

3. What is client-based marketing research?

4. What are the main features on client-based marketing research?

5. Suggest some of the ways in which market researchers can use information derived from marketing research.

6. What are the main types of client-based marketing research?

7. What different research designs might be used for client-based research?

8. What are the key steps in the process of designing research for clients?

9. Suggest a definition for what constitutes a ‘problem’ about which a piece of client-based marketing research might be designed.

10. What do research objectives do?

11. What are the main contents of a research brief?
12. What are the main contents of a research proposal?

13. Before approaching a market research agency, what does the client need to consider?

14. In reviewing briefs received from potential clients and deciding which ones to offer research proposal for, what will the agency need to consider?

15. The European market research industry consists of what main groups of players?
ANSWER SECTION

1. The list could be very long, but the main players are:
   - Customers
   - Competitors
   - Suppliers
   - Distributors
   - Shareholders

2. The list could also be very long, but the main factors are:
   - The economy
   - Culture
   - Technology
   - The legal system
   - Society
   - Politics

3. Client-based marketing research is concerned with the construction, analysis and interpretation of data both on organizations and on their environments, so that information can be provided to assist client organizations in diagnosing, deciding and delivering marketing strategies and tactics.

4. 
   - Solution-oriented
   - Not neutral
   - Interventionist
   - Client-led
   - Contractual
   - Confidential
   - Pragmatic

5. 
   - Help tackle or resolve 'one-off' problems or issues
   - Assist in making plans and setting objectives for the future
   - Monitor changes in the environment as they occur
   - Build up a database or marketing information system that can become a resource for a growing range analyses or database marketing techniques
   - Use as a common 'currency' with which organizations can negotiate with media owners, advertising agencies, distributors, suppliers or other agents whose services they require

6. 
   - Qualitative/quantitative
   - Ad hoc/continuous
   - Customized/syndicated
   - Limited contract/consultancy
   - Consumer/business
7. A bit of a trick question. The text has argued against having any kind of taxonomy of different types of design. A research design is specific to a particular project and will be a unique combination of design elements.

8.  
- Diagnose the problem  
- Clarify decisions that the client has to take  
- Define action standards  
- Specify the information needed  
- Envisage the type of research required  
- Formulate research objectives  
- Produce a research brief  
- Write and present a research proposal

9. A problem is a situation that calls for some kind of corrective action, a choice or a change.

10. Research objectives spell out what the research itself is designed to explore, describe, investigate or explain.

11.  
- A diagnosis of the problem  
- An assessment of company capabilities,  
- A clarification of the decisions that need to be taken  
- A specification of the information required  
- A statement of the objectives of the research  
- An outline of the kind of research envisaged

12.  
- Cover/title page  
- Contents  
- Objectives  
- Research methods  
- Organization and management  
- The agency  
- Fees  
- Appendices

13.  
- Whether research is needed at all  
- Whether a research brief is needed and if so whether the company is able to produce one in-house  
- Whether it can do what research is needed entirely in-house  
- Whether it wants to commission a 'full' study or just part of the activities required, for example, employing only field and tab assistance, or putting a number of questions into an omnibus survey  
- What companies or agencies to approach for a proposal
14. 
- The level of detail in the brief and whether further discussions with the client are needed
- The kind of research envisaged or that the agency thinks is appropriate
- How the data are to be used (and by whom, when and how),
- Any limitations in terms of time and money
- The scope of the research in terms of geographical area, size of sample, the information required, the input to research design needed from the research executive, and the end-product - restricted to data analysis, or to include interpretations and recommendations
- The kind of report required
- The competition - how many other agencies are quoting

15. 
- The suppliers of research services – the agencies
- The research buyers – the clients
- The profession – the market researchers