PRESENT MARKETING RESEARCH
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INTRODUCTION

- The final report is the most important part of the research
- Wilson’s six-point suggestion for the presentation of research focuses on the audience’s needs:
  1. Respect the importance
  2. What do they need from report?
  3. How does your report meet this need?
  4. Underpin the key information with evidence
  5. Remind them of the key points of the report
  6. Make recommendations as to action
The initial understanding of the report writing

- Report provides a ‘permanent’ record of the quality of the research
- Researcher should take into account the audience-thinking sequence that people go through when communicating with them
- Report should contain several elements and can be constructed in a logical manner
AUDIENCE THINKING SEQUENCE

- **Respect the client’s importance** (don’t waste time with irrelevant, badly structured, poorly presented information)
- **Consider the client’s needs.** Think of what the client requires from the research (rationale of the research and research objectives)
- **Demonstrate** how information can help client. The client needs to make marketing decision
- **Explain** the detail that underpins the information Provide charts, tables, statistics, and other form of evidence that support the findings, and which anticipate any questions may arise
- **Remind clients of the key points.** ‘tell them what you’ve told them’ in summary format
- **Suggest** what the client should do now. The report is likely to offer a range of options, and the client should ultimately decide, but the report usually provides recommendations about possible courses of actions, and issues to be addressed
THE MARKETING RESEARCH WRITTEN REPORT FORMAT

- Title page
- Contents page
- The Executive summary
- Introduction
- Situation analysis and problem definition
- Research methodology and limitations
- Findings and analysis
- Conclusions and recommendations
- Appendices
DESCRIPTION OF WRITTEN REPORT

- *The title page* – should include the name and contact details of the agency and the researcher, client details and date of presentation
- *The contents* – list the major headings and sub-headings, list of tables and figures, and their associated page numbers
- *The Executive summary* – tight précis of the subject matter of the report, its recommendations and conclusions
- *The introduction* should outline the key objectives of the research, the reasons for the research, and its constraints. Also contain the profiles and responsibilities of the researchers
DESCRIPTION OF WRITTEN REPORT (CONT)

- *The research Method* – briefly outline the methods used, information about where samples have been obtained, topic discussion guides or questionnaire, (any changes (if so) since the proposal stage)

- *The research findings and Analysis* – main body of the report (should be constructed to present the solution of the problem)

- *The conclusions* – the implication of the findings for the client (with reference to initial problem)

- *Appendices and Index* – supporting data and information (tabs, graphs, lists of secondary sources, the questionnaire, discussion documents)
GENERAL GUIDANCE

- A marketing research report should reflect on understanding the problem, gained from diligent, well-planned and appropriate analysis of the situation.
- Report should be as short as possible (but contain the necessary information)
- The recommendation should be a logical conclusion constructed on the research findings
- Findings should be accurate,
- Statistics contained should be based on statistical principles using appropriate tables and graphs to illustrate the information derived from the data
The Report Preparation and Presentation Process

1. Problem Definition, Approach, Research Design, and Field Work
2. Data Analysis
3. Interpretations, Conclusions, and Recommendations
4. Report Preparation
5. Oral Presentation
6. Reading of the Report by the Client
7. Research Follow-Up
THE EXECUTIVE SUMMARY

- Short summary of the whole report and its recommendations
- Should be written after the report is made, but should start the report.
EXAMPLE OF THE REPORT

- Abstract
- Ex.summary
- Acknowledgements
- Introduction
  - Industry background – the market
    - A changing distribution network
    - Changing consumer values
    - The franchised dealer
  - The organization background
    - The brand
    - The future (some predictions)
Research objectives

Research methodology
- Sampling procedure and size
- Research methods
  - In-depth interviews
  - Staff focus groups
  - Customer focus groups

Data analysis and evaluation
Research findings

- Primary research overview
- Strategic direction of the brand
- Staff perception of the brand
- Staff and customer value
- Loyalty and interaction of staff
- Effective communication
- Measurement as a behavioral driver
- Customer value of experience
- Brand decision making
Appendices

- App A: in-depth interview guide
- App b: staff focus group discussion guide
- App C: customer focus group discussion guide
- App d: CD Rom recording in-depth interview
- App F: video footage of focus group

Terms of reference
THE ORAL PRESENTATION

- Introduction
- Introduce the research team
- Agenda
- Research background and objectives
- Methodology
- Key findings
- Conclusion and recommendation
- Questions???
Use client language in title — avoid "research-eze"

- "Practices Followed in Selecting Long-Distance Carriers" is better than "Long-Distance Service Study"

- "Customers' Reactions to an Expanded Financial/Insurance Relationship" is better than "Relationship Study"
CONCLUSIONS

Conclusions concerning, for example:
* customer behavior
* customer attitudes or perceptions
* the nature of the markets studied

Generally, in studies with samples designed to represent the market. Avoid interesting results that are not relevant to the conclusions

• May be in the form of statement or paragraphs
• Use subheadings to identify conclusions covering different subjects or market segments
RECOMMENDATIONS

• Recommendations regarding actions that should be taken or considered in light of the research results:
  * Add/drop a product
  * What to say in advertising—advertising positioning
  * Market segments to select as primary targets
  * How to price product
  * Further research that should be considered

• Should be related to the stated purpose of the research

• Sometimes omitted, for example:
  * Client staff members want to author the recommendations
  * Study designed merely to familiarize client with a market

• Most clients are interested in our suggestions, in spite of the fact that we may not be familiar with internal financial issues and other internal corporate factors
USE OF GRAPHICS: TABLES

- Tables should be presented with title and a number.
- The table should show the figures of samples and subsamples which were used in the research.
- 75% is an impressive statistical figure, but if the full picture is that the sample was only 10 people, it is less so.
# U.S. Auto Sales 2002-2005

## Table 22.1

### U.S. Auto Sales 2002-2005

<table>
<thead>
<tr>
<th>Mfg</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>GM</td>
<td>2,843,860</td>
<td>2,908,689</td>
<td>3,057,872</td>
<td>2,930,568</td>
</tr>
<tr>
<td>Ford</td>
<td>1,777,6356</td>
<td>1,878,149</td>
<td>1,938,841</td>
<td>1,791,225</td>
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<tr>
<td>Chrysler</td>
<td>679,586</td>
<td>834,132</td>
<td>811,824</td>
<td>786,180</td>
</tr>
<tr>
<td>Toyota</td>
<td>760,159</td>
<td>741,826</td>
<td>765,143</td>
<td>793,974</td>
</tr>
<tr>
<td>Honda</td>
<td>768,845</td>
<td>716,440</td>
<td>762,242</td>
<td>740,487</td>
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<tr>
<td>Nissan</td>
<td>417,970</td>
<td>482,646</td>
<td>537,228</td>
<td>520,258</td>
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<tr>
<td>Other</td>
<td>965,058</td>
<td>955,977</td>
<td>1,117,367</td>
<td>1,072,272</td>
</tr>
</tbody>
</table>

### Total

|        | 8,213,1138 | 8,598,990 | 8,990,517 | 8,634,964 | 8,526,753 |

*Includes all other producers.

Pie Chart of 2006 U.S. Auto Sales

33% GM
20% Ford
13% Other
9% Nissan
9% Honda
9% Toyota
10% Chrysler
Stratum Chart of Total U.S. Auto Sales

Units

10,000,000
9,000,000
8,000,000
7,000,000
6,000,000
5,000,000
4,000,000
3,000,000
2,000,000
1,000,000

Others
Nissan
Honda
Toyota
Chrysler
Ford

0 1,000,000 2,000,000 3,000,000 4,000,000 5,000,000 6,000,000 7,000,000 8,000,000 9,000,000 10,000,000

2002 2003 2004 2005 2006
Pictograph for 1996 U.S. Auto Sales

Each Symbol Equals 1,000,000 Units

<table>
<thead>
<tr>
<th>Company</th>
<th>Units</th>
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<tbody>
<tr>
<td>GM</td>
<td>2,757,671</td>
</tr>
<tr>
<td>Ford</td>
<td>1,737,252</td>
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<tr>
<td>Chrysler</td>
<td>832,663</td>
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<tr>
<td>Toyota</td>
<td>793,592</td>
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<tr>
<td>Honda</td>
<td>786,154</td>
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<tr>
<td>Nissan</td>
<td>500,377</td>
</tr>
<tr>
<td>Others</td>
<td>1,119,074</td>
</tr>
</tbody>
</table>
Histogram of 2006 U.S. Auto Sales

Make
GM    Ford    Chrysler    Toyota    Honda    Nissan    Others

Million of Units

3.0
2.5
2.0
1.5
1.0
0.5

GM has the highest sales, followed by Ford, with Chrysler, Toyota, Honda, Nissan, and Others in decreasing order.