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Question 1

What are the 7 steps of Marketing research process, please list and define each of these steps.

Answer:

1. **Define the research problem**
Specify the search objectives
Identify the consumer population of interest
Place the problem in an environmental context
2. **Determine the research design**Determine the secondary and primary data
3. **Choose the method to collect primary data**Determine which survey methods are most appropriate
Determine which observational methods are most appropriate
4. **Design the sample**Choose between probability sampling and nonprobability sampling
5. **Collect the data**
Translate questionnaires and responses if necessary
Combine data from multiple sources
6. **Analyze and interpret the data**Tabulate and cross-tabulate the data
Interpret or draw conclusion from the results
7. **Prepare the research report**
- Executive summary
- Description of the research method
- A discussion of the result of the study
- Limitations of the study
- Conclusions and recommendations 123

Questions 2

What are some advantages and disadvantages of the following data collection methods: mail questionnaires, telephone interviews, face to face interviews, and online questionnaires? (Please provide at least two advantages and two disadvantages for each method.)

**Mail Questionnaires:**

*Advantages:* respondents feel anonymous,

        low cost

        good for ongoing researches.

*Disadvantages*: Take a long time for questionnaires to be returned,

   low rate of response,

  Inflexible questionnaire,

  Unclear whether respondents understand the questions.

**Telephone interviews:**

*Advantages*: Low cost and fast

        High flexibility in questioning

        Limited interviewer follow-up

*Disadvantages*: High likelihood of misunderstanding

  Respondents cannot view materials

**Face to face interviews:**

*Advantages*: Flexibility of questioning

         Can use long questionnaires

         Can determine whether respondents have trouble understanding questions

         Can use visuals or other materials

*Disadvantages*: High Cost

  **Interviewer bias a problem**.

**Online Questionnaires:**

*Advantages*: **No interview bias**

         No geographic restrictions

         Can use visuals or other materials

*Disadvantages*: Unclear who is responding

     Self-selected samples

  No assurance that respondents are being honest.