Marketing Research and the Mission Centered Organization
Chapter Objectives

1. Explain how organizations can benefit by using marketing research
2. Clarify misunderstandings mission centered organizations often have about marketing
3. Define marketing and marketing research
4. Explain the relationship between data, information and knowledge
5. Discuss cultural and ethical considerations when conducting research
Product Uses

- Discover benefits provided to consumers
  - Who do consumers use our services?
  - How can our services be improved?

- What else could be asked?
Choosing price level

- Should we charge for our services?
- What amount are our clients willing to pay?

What else could be asked?
Promotion Uses

- Effectiveness of promotional campaigns
  - Does our promotion motivate action?
  - What media will reach our audience?

- What else could be asked?
Place Uses

- Effect of location on clients
  - Where is the most convenient location to provide services?
  - How can our location be improved?

- What else could be asked?
**Consumer Uses**

- **Understanding our consumer**
  - Who is the main user of our services?
  - What non-users can we reach?

- What else could be asked?
Competitor Uses

- Understanding our competitors
  - Why do clients use our competitors?
  - What competitor actions could we add?

- What else could be asked?
Why are these marketing myths false?

- Marketing is only promotion of a product
- Marketing is an occasional event
- Marketing can manipulate people into taking action
Defining Marketing Research

- Find opportunities and problems
  - What new services can be added?
- Generate, refine and evaluate actions
  - How can these services be provided?
- Monitor the marketing process
  - How effective is our promotion?
- Improve understanding
  - What ways can we communicate?
Relationship Between Data and Knowledge

- **Data**
  - Raw numbers or words that have been gathered during research

- **Information**
  - The cause of the problem

- **Knowledge**
  - What action the organization should take to solve the problem
Critical Thinking

1. Identify pre-existing assumptions

2. Use internal research to challenge assumptions

3. Explore new ideas of the source of problem and its solution
Guidelines for Conducting Ethical Research

- Always search for truth
- Deal honestly with research subjects
- Make sure no harm results
- Communicate research findings
Research Across Cultures

- Respect the culture of the research subjects
- Understand the cultural values involving privacy
- Communicate in the language of the subjects