

THE FIRST STEP IN THE MARKETING RESEARCH: DEFINING THE PROBLEM

IMPORTANCE

Defining the problem is the core basis for the rest of your marketing research steps.

To be your marketing research successful, you need to perfectly know what is the problem. You need a clear understanding, diagnosis and formulating of the research problem.

HOW TO DEFINE THE RESEARCH PROBLEM?



1

SPECIFY THE MARKET RESEARCH OBJECTIVES

Good practice in defining goals is to use infinitive verbs such as:

- To identify
- To analyse
- To establish
- To develop
- To describe
- To estimate
- To compare
- To collect

2

REVIEW THE BACKGROUND OF THE RESEARCH PROBLEM

It includes reviewing the nature of the problem and the environment.

Ways and tasks to gather information for the background:

- Discussions with decision makers
- Discussions and interviews with experts
- Interviews with customers
- Secondary data analysis
- Qualitative research



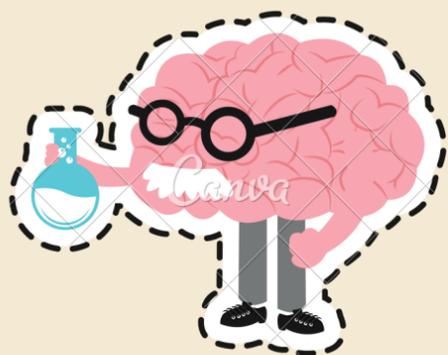
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IDENTIFY THE VARIABLES AND THEIR RELATIONSHIPS

A variable is anything that has a quantity or quality that varies. Variables are associated with the research problems.

Best practices:

- Investigate which variables affect the solution to the research problem.
- Define which variables are crucial to the solution.
- Estimate the degree to which each variable can be controlled.
- Identify the functional relationships between the variables.



4

STATE THE RESEARCH QUESTIONS

Research questions investigate specific components and express the marketing research objectives in terms of questions.

There are many ways to help you identify your questions such as doing some online searches, consider questions used in previous similar researches and etc.

