Chapter 15
Preparing the Marketing Research Report and Presentation

Value of Preparing the Marketing Research Report

◆ If the results of the research project can’t be effectively communicated or used by the client, the project is unsuccessful.
◆ Effectively designing and developing the marketing research report is one way to assure that the time and effort that has gone into the project, will be realized through the communication of the research results.

Written Marketing Research Report

Professional Marketing Research Reports Must Achieve Four Primary Objectives:

- Effectively Communicate the Findings of the Marketing Research Project.
- Provide Interpretations of Those Findings in the Form of Sound & Logical Recommendations.
- Illustrate Credibility of the Research Project.
- Serve as a Future Reference Document for Strategic or Tactical Decisions.
Effectively Communicate the Findings of the Research Report

- The following factors should be communicated:
  - Specific research objectives of the study.
  - Specific questions the study was the answer.
  - Specific procedural information relevant to the collection of secondary data (if necessary).
  - Description of the research methodology employed.
  - Findings displayed in tables, graphs, or charts.
  - Accurate interpretation and summation of findings.
  - Conclusions based on data analysis.
  - Recommendations/suggestions for implementation.

Tasks of the Researcher

- Major task of the researcher is to gather all results pertaining to each research objective, then focus attention on each objective. Must be:
  - Credible - developing a report that is accurate, believable, and professionally organized.
  - Believable - developing a report that is based on clear-logical thinking, precise expression, and accurate presentation.

Format of the Marketing Research Report

| Title Page |
| Table of Contents |
| Executive Summary |
| Introduction |
| Research Methods and Procedures |
| Data Analysis and Findings |
| Conclusions and Recommendations |
| Limitations |
| Appendices |
Format of the Marketing Research Report

- **Title Page**
  - Indicates the subject of the report, name of the person with position and organization, and to whom the report is submitted.

- **Table of Contents**
  - Specific topics of the report in sequential order.
  - Highlight each topical area, subdivision within each area, and corresponding page references.
  - Usually includes table and figures and the page numbers.

Format of the Marketing Research Report: Executive Summary

- **Executive Summary**
  - Illustrates the Major Points of the Report

  - Research Objectives
  - Concise Statement of Method
  - Summary of Findings
  - Conclusions and Recommendations

Format of the Marketing Research Report: Introduction

The Introduction Contains Background Information Necessary In Order for the Full Report to Be Understood and Appreciated.

- **Study’s Scope and Emphasis**
- **Information That Should be Included in the Introduction:**
  - Definition of Terms
  - **Circumstances Surrounding Survey**
  - **Relevant Background History**
Format of the Marketing Research Report: Research Methods

<table>
<thead>
<tr>
<th>Issues Include</th>
<th>Sample and Sampling Process</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt; Research design used?</td>
<td>&gt; Sample population defined and profiled?</td>
</tr>
<tr>
<td>&gt; Types of secondary data or databases used?</td>
<td>&gt; Sampling units used?</td>
</tr>
<tr>
<td>&gt; If primary data collected, what procedure was used?</td>
<td>&gt; Sampling list generated?</td>
</tr>
<tr>
<td>Research Methods and Procedures</td>
<td>&gt; Sample size determined?</td>
</tr>
<tr>
<td>Communicate to the User How the Research Was Conducted</td>
<td>&gt; Probability or nonprobability?</td>
</tr>
</tbody>
</table>

Format of the Marketing Research Report: Data Analysis & Findings

- No matter the data analysis format, provide a brief interpretation of the:
  - technique,
  - why it is being used, and
  - what probable outcomes have occurred.
- Actual results of the study will constitute the majority of this section.

Format of the Marketing Research Report: Conclusion/Recommendation

Conclusions and Recommendations are Derived Specifically From the Results.

**Conclusions:**
Can be Considered Broad Generalizations that Focus on Answering Questions Related to the Study’s Research Objectives.

**Recommendations:**
Generated by Critical Thinking and Must Focus on How the User Can Solve the Problem Through the Creation of a Competitive Advantage.
Format of the Marketing Research Report: Limitations

- Limitations are extraneous events that place certain restrictions on the report and are normally mentioned when communicating results. They can include:
  - Sampling bias,
  - Financial limitations,
  - Time pressures,
  - Measurement error,
  - Demand artifacts.

Format of the Marketing Research Report: Appendix

The Appendix, referred to as the Technical Portion of the Report, is used to house complex, technical information and can contain:

- Questionnaires
- Interviewer Forms
- Statistical Calculations
- Detailed Sampling Maps
- Highly Detailed Tables

Common Problems Encountered When Preparing the Report

- Lack of Data Interpretation
- Unnecessary Use of Multivariate Statistics
- Emphasis on Packaging Instead of Quality
- Lack of Relevance
- Placing Too Much Emphasis on a Few Statistics
Critical Nature of Presentations

The Presentation of Marketing Research Results Can be As Important, If Not More So, Than the Results of the Research Itself Because:

- Research Can’t be Acted Upon If Results Are Not Effectively Communicated.
- A Presentation Is Often the Only Part Seen by Those Commissioning Report.
- Content of Research and Presentation Form of Research are Closely Intertwined.

Using Computer Software for Developing Presentations

- Advantages of Computer Screen Projection
  - Often easier to develop presentation on a computer, importing information from the research project files as needed.
  - Easier to stay organized.
  - Allows for greater use of color and other graphics.
  - Allows for reduced costs.
  - PowerPoint is an example of this type of software.

- Advantages of HTML (HyperText Markup Language)
  - Researchers are able to communicate information to audiences around the world.
  - Graphics and other files can be downloaded and linked together for easy reference.
  - 2 options for developing Web-based presentations:
    - World Wide Web Server, or
    - Personal computer
  - Software for developing Web pages include Claris Home Page.
Comparison of Advantages of Computer Screen Projection

**Advantages**
- Control Over Presentation

Comparison of Disadvantages of Computer Screen Projection

**Disadvantages**
- Audience Must be Physically Present
- Amount of Information is Limited to Main Points
- Animations are Difficult

Comparison of Advantages of Web Page-Based

**Advantages**
- Audience Does Not Have to be Physically Present
- Good Use of Supporting Graphics and Animation
- Can be Linked With Other Web Pages
- Web Itself Can be Used to Make Investigations
Comparison of Disadvantages of Web Page-Based

Disadvantages
- No Presenter Control
- Time Spent to Develop Presentation
- Possible Misunderstandings Among Audience
- Fast Computers Required
- More Computer Skills Needed
- Difficult to Analyze or Correct Problems Quickly

Summary of Learning Objectives
- Understand the primary objectives of a research report.
- Explain how a marketing research report is organized.
- List problems that one may encounter when preparing the report.
- Understand the importance of presentations in marketing research.
- Identify different software options available for developing presentations.
- Understand the advantages and disadvantages of different software options available for developing presentations.