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## Chapter 13

### Communicating Marketing Research Findings

McGraw-Hill Irwin

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### Learning Objectives

- Understand the objectives of a research report
- Describe the format of a marketing research report
- Discuss several techniques for graphically displaying research results
- Understand the importance of presentations in marketing research

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### Value of Communicating Research Findings

- If the results of research projects cannot be effectively communicated to the client, the project is not a success
  - No matter how well they are designed and implemented

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## Marketing Research Reports

- Objectives
  - To effectively communicate the findings of the marketing research project
  - To provide interpretations of those findings in the form of sound and logical recommendations
  - To establish the credibility of the research project
  - To serve as a future reference document for strategic or tactical decisions

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## Marketing Research Reports

- The client should be given a detailed description of:
  - Research objectives
  - Research questions
  - Literature review and relevant secondary data
  - Description of the research methods
  - Findings displayed in tables, graphs, or charts
  - Interpretation and summary of the findings
  - Conclusions and recommendations

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## Marketing Research Reports

- The research report or presentation must establish credibility
  - **Credibility:** The quality of a report that is related to its accuracy, believability, and professional organization
    - **Believability:** The quality of a report that is based on:
      - Clear and logical thinking
      - Precise expression
      - Accurate presentation

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## Format for Marketing Research Reports

- Title page
- Table of contents
- Executive summary
  - Research objectives
  - Concise statement of method
  - Summary of key findings
  - Conclusion and recommendations
- Introduction
- Research method and procedures
- Data analysis and findings
- Conclusions and recommendations
- Limitations
- Appendixes

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## Title Page

- Indicates the subject of the report and the name of the recipient
  - Along with his or her position and organization
  - Any numbers or phrases to designate a particular department or division also should be included

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## Table of Contents

- Lists the topics of the report in sequential order
- Common to include tables and figures and the pages where they can be found

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## Executive Summary

- Must be complete enough to provide a true representation of the document but in summary form
- Purposes:
  - Convey how and why the research was undertaken
  - Summarize the key findings
  - Suggest future actions

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## Introduction

- Contains background information necessary for a complete understanding of the report
- Communicates:
  - Definition of terms
  - Relevant background information
  - The study's scope and emphasis

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## Research Methods and Procedures

- Communicates how the research was conducted
- Issues addressed:
  - Research design used
  - Types of secondary data included
  - Procedure used to collect primary data, if any
  - Sample and sampling processes

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### Data Analysis and Findings

- Body of the marketing research report consists of the study's findings
- Presentation of findings will be different for each project because data analysis requirements differ for each project
  - Reporting frequencies - Through tables, bar charts, or pie charts

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### Exhibit 13.5 - Findings Illustrating Simple Readable Results of Frequencies

Frequency of Eating at Santa Fe Grill

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Infrequently	49	19	19	19
Somewhat Infrequently	62	25	25	44
Occasionally	43	17	17	61
Somewhat Frequently	59	23	23	84
Very Frequently	40	16	16	100.0
Total	253	100.0	100.0	

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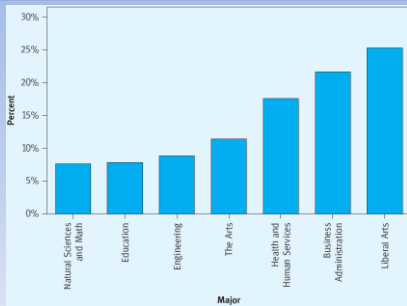
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### Exhibit 13.6 - A Simple Bar Chart



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### Exhibit 13.19 - Illustration of Conclusions in a Marketing Research Presentation

#### Conclusions

- Four primary factors are related to satisfaction with and eating at the Santa Fe Grill—food quality, service, value, and atmosphere.
- Food quality is the most important factor influencing satisfaction with and eating at the Santa Fe Grill.
- Service at the Santa Fe Grill is the second-most important factor influencing satisfaction with and eating at the restaurant.
- Perceptions of the Santa Fe Grill food quality and service are favorable.
- Perceptions of value and atmosphere are relatively less favorable.
- Perceptions of the Santa Fe Grill on all four factors—food, service, value, and atmosphere—are significantly less favorable for the less frequent patrons.
- Perceptions of the Santa Fe Grill on two factors—food and service—are significantly less favorable than they are for Jose’s Southwestern Café.
- More frequent patrons of the Santa Fe Grill have lifestyles that characterize them as Innovators and Influencers.
- Employees of Santa Fe Grill do not evaluate their team coworkers very favorably.

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### Exhibit 13.20 - Illustration of Recommendations in a Marketing Research Presentation

#### Recommendations

- Advertising messages should emphasize food quality and service, since these are the most important factors influencing satisfaction.
- If advertisements include people, they should be characterized as innovative in their lifestyles.
- Focus group research needs to be conducted to learn why perceptions of value and atmosphere are less favorable than perceptions of food quality and service.
- The focus group research also needs to examine why perceptions of less frequent patrons of the Santa Fe Grill are significantly less favorable than those of more frequent patrons.
- The current study collected data from customers of the Santa Fe Grill and Jose’s Southwestern Café. In the future, data should be collected from noncustomers.
- Focus group research needs to be conducted to learn why employees are not very favorable about their coworkers.

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### Limitations

- Weaknesses in research methodology that might affect confidence in research conclusions
- Limitations of marketing research include:
  - Sampling bias
  - Financial constraints
  - Time pressures
  - Measurement error

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## Appendixes

- A section following the main body of the report
  - Used to house complex, detailed, or technical information

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## Guidelines for Preparing Oral Presentations

- Visual component should not detract from the information being communicated
- Be friendly, honest, warm, and open your oral communication
- Delivery should be knowledgeable and confident
- Have a well-organized and inspiring dialogue prepared
- Be an effective active listener

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The end!

Communicating Marketing Research Findings

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