

Part One

Chapter 1

The Role of Marketing Research

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LEARNING OUTCOMES

1. Know what marketing research is and what it does for business.
2. Understand the difference between basic and applied marketing research.
3. Understand how the role of marketing research changes with the orientation of the firm.
4. Be able to integrate marketing research results into the strategic planning process.
5. Know when marketing research should and should not be conducted.
6. Appreciate the way that technology and internationalization continue to change the way we do and use marketing research.

CHAPTER VIGNETTE: “Look Ma, No Hands”

What is the future of the automobile. Uber, General Motors, Baidu, Didi, and others are betting on a future where autonomous vehicles (AVs) make hands-off driving a reality. For generations of Americans, a love affair with the automobile grew out of the sense of freedom that the car driving experience embodied. Driving the car meant going where you want to go, when you want to go, the way you want to go. The future of the AV will depend heavily on marketing research. Firms are investing in the technology because they see the potential for sales. Certainly, many consumers may be attracted initially by the added convenience of being able to go places while tending to other tasks like reading news or checking social media. But market research will reveal the deeper motives. This vignette clearly illustrates the importance of e marketing research to understand what consumers want in an automobile.

RESEARCH IN ACTION

This feature allows students to better understand the researcher’s job in determining what information is needed so that data can be analyzed and become an intelligent source of information. This first interaction with the “RESEARCH IN ACTION” feature is to understand the initial stage of research and the critical questions which must be answered.

RESEARCH SNAPSHOT

➤ Do Consumers Want the Real Joe?

Marketing creates value by providing solutions and creating experiences. Providing a solution is associated with utilitarian value while hedonic value results from rewarding experiences. Today, lots of experts espouse consumers’ search for “authenticity,” but sometimes authenticity butts heads with value creation. In the coffee example, “authentic” coffee comes with its own costs.

➤ Engaged to a Robot, I Do or I Don’t?

Marketing research feeds artificial intelligence (AI) systems, which in turn, model consumers’ behavior. Survey research suggests that consumers are skeptical of AI. The move to technology like chatbots may be premature.

➤ **When the Nudge Is Gone!**

Lots of marketing managers today are excited by the idea of nudge marketing. Instead of trying to convince a consumer to use a product, just give them a nudge. A nudge is a psychological push that encourages a certain type of behavior. An example like Blue Apron shows that a nudge must be backed up with a unified message and follow through..

TIPS OF THE TRADE

Throughout the text, a *Tips of the Trade* section is provided to give hints for using and doing marketing research. Here is a summary of this chapter's tips:

- Customers and employees are valuable sources for input.
- Business problems ultimately boil down to information problems.
- Research plays a role before, during, and after key marketing decisions.
- Research that costs more than it can ever return should not be conducted.
- Researchers must stay in touch with changes in media technology.

OUTLINE

I. INTRODUCTION

- A. The firm needs to be in touch with the marketplace overall and with consumers, both its current and potential customers.
- B. Marketing research plays a vital role in firm success by keeping the firm in touch.
- C. Staying in touch also means sifting through the profusion of data that exists today to identify actionable intelligence that assists the firm in making better decisions.

II. WHAT IS MARKETING RESEARCH?

A. Business and Marketing Research

- 1. Companies need to produce benefits that people want to buy, and successful companies must understand the bundle of benefits consumers need. Answering several key questions help provide this understanding:
 - a. *What do we sell?* – This includes not only the benefits that are easily seen, but also the more emotional benefits.
 - b. *How do consumers view our company?* – All too often, companies define themselves too narrowly based only on the physical *product* they sell. Who will the customer do business with if they do not choose your company?
 - c. *What does our company/product mean?* – What knowledge do people have of the company and its products?
 - d. *What do consumers desire?* – How can the company make the lives of its customers better, and how can it do this in a way that is not easily duplicated by another firm?
 - e. *How does our brand touch consumers?* - Does the company understand all the various touchpoints with its current customers and with potential customers?

2. Answering these questions requires information, and marketing research's function is supplying that information. With useful information, decisions can be made with less risk.
 3. The emphasis of marketing research is to shift decision makers from intuitive information gathering to systematic and objective investigating.
- B. Marketing Research Defined**
1. **Marketing research** is the application of the scientific method in searching for the truth about marketing phenomena.
 2. The process includes:
 - a. Idea and theory development
 - b. Problem definition
 - c. Information gathering
 - d. Analyzing data
 - e. Communicating the findings and their implications
 3. This definition suggests that marketing research:
 - a. information is not intuitive or haphazardly gathered
 - b. is accurate and objective, using the scientific method
 - c. is relevant to all aspects of the marketing mix
 - d. is limited by one's definition of marketing
- C. Digital Marketing**
1. **Digital marketing** is a term used to capture all the various electronic, communicative technologies through which marketing enterprises (suppliers, manufacturers, retailers, etc.) work together with customers toward enhancing value from interaction, including exchange and relationships.
 2. Today, so-called smart technologies (phones, tablets, computers) are ubiquitous enabling not only online purchases to be recorded, but app usage, search behavior, and a consumer's whereabouts all become potentially useful data.
 3. Marketing research programs digital technologies to collect information and that information feeds back into marketing research as consumers use various devices and applications.

III. APPLIED AND BASIC MARKETING RESEARCH

- A. Applied Marketing Research**
1. **Applied marketing research** is conducted to address a specific marketing decision for a specific firm or organization.
- B. Basic Marketing Research**
1. **Basic marketing research** is conducted without a specific decision in mind and it usually does not address the needs of a specific organization.
 2. It attempts to expand the limits of marketing knowledge in general, and as such it is not aimed at solving a particular pragmatic problem.
- C. The two types of research are not completely independent.**
1. Some reserve the term *marketing* research to refer to basic research and the term *market* research to capture applied research addressing the needs of a firm within a particular market.
 2. However, there are very few aspects of research that apply to only basic or only applied research.
 3. This text uses the term *marketing research* more generally to refer to either type of research.
- D. The Scientific Method**
1. All marketing research, whether basic or applied, involves the scientific method.

2. The **scientific method** is the way researchers go about using knowledge and evidence to reach objective conclusions about the real world.
3. The method involves developing hypotheses and testing them against empirical evidence (facts from observation or experimentation). From these results, new knowledge is acquired.
4. Its use in basic research leads to inferences and conclusions about phenomena and leads to the establishment of general laws.
5. Its use in applied research ensures objectivity in gathering facts and testing creative ideas for alternative marketing strategies.

IV. MARKETING RESEARCH AND STRATEGIC MANAGEMENT ORIENTATION

- A. In all of business strategy, there are only a few business orientations:
 1. **Product-oriented** – the firm prioritizes decision making in a way that emphasizes technical superiority in the product. Research is not a priority.
 2. **Production-oriented** – the firm prioritizes efficiency and effectiveness of the production processes in making decisions (i.e., to drive costs down). Research is not a priority.
 3. **Marketing-oriented** – the firm follows the **marketing concept**, which focuses on how the firm provides value to customers more than on the physical product or production process.
- B. Developing a **marketing orientation** calls on management to:
 1. Be **customer-oriented**.
 2. Emphasize long-run profitability rather than short-term profits or sales volume.
 3. Adopt a cross-functional perspective.
 - a. A **stakeholder orientation** recognizes that multiple parties are affected by a firm's decisions.
- C. **Customer Orientation**
 1. The consumer should be the primary focus of attention.
 2. The firm creates products and services with consumers' needs in mind.
 3. The creation of value for consumers is the justification for a firm's existence.
 4. Marketing research addressing consumer desires, beliefs, and attitudes is essential.
 5. Although technology firms are usually thought of as product-oriented, that view is changing to a customer orientation.
- D. **Long-Run Profitability**
 1. Implicit in the marketing concept is the assumption of the continuity of the firm.
 2. One way to ensure long-run profitability is to utilize **online sentiment analysis**, which allows researchers to use data to indicate the total positive or negative mentions of a brand on the Internet.
 3. Another aspect of long-run profitability argues against profitless volume or sales volume for the sake of volume alone.
- E. **A Cross-Functional Effort**
 1. Marketing personnel do not work in a vacuum – actions of people in other areas (i.e., production, credit, and R&D) may affect marketing efforts, and the work of marketers will affect activities in other departments.
 2. Problems occur when the marketing department views focusing on consumer needs as its sole responsibility.
 3. It is vital that management conducts marketing research, that researchers produce valid and reliable results, and that those results be communicated to decision makers.

F. Keeping Customers and Building Relationships

1. Effective marketers work to build long-term relationships with their customers.
2. **Relationship marketing** communicates the idea that a major goal of marketing is to build long-term relationships with customers contributing to a firm's success.
3. A sale is not the end of a process; it is the start of the organization's relationship with a customer.
4. Total quality management is a business philosophy that has much in common with the marketing concept.
 - a. A company that employs a total quality strategy must evaluate itself through the eyes of the customer.
5. The notion that quality improvement is every employee's job must be integrated throughout the organization so that marketing and production will be in harmony.

G. Marketing Research: A Means for Implementing the Marketing Concept

1. Marketing research can also help prevent commercialization of products that are not consumer-oriented.
2. By improving efficiency, research also facilitates profitability.
3. Analysis of data may also be a form of marketing research that can increase efficiency.

H. Marketing Research and Strategic Marketing Management

1. The prime managerial value of marketing research is that it reduces uncertainty by providing information that facilitates decision making about marketing strategies and the tactics used to achieve an organization's strategic goals.
2. Developing and implementing a marketing strategy involves four stages:
 - a. Identifying and evaluating market opportunities
 - b. Analyzing market segments and selecting target markets
 - c. Planning and implementing a marketing mix that will provide value to customers and meet organizational objectives
 - d. Analyzing firm performance
3. **Identifying and Evaluating Opportunities**
 - a. Marketing research can be used to monitor the competitive environment for signals indicating business opportunities or problems.
 - b. Market opportunities may be evaluated using many performance criteria.
 - c. Research may be used to develop objective forecasts of demand or changing environments.
4. **Analyzing and Selecting Target Markets**
 - a. Marketing research is a major source of information for determining which characteristics of market segments distinguish them from the overall market.
 - b. **Geo-demographics** refers to information describing the demographic profile of consumers in a particular geographic region.

V. PLANNING AND IMPLEMENTING A MARKETING MIX

- A. Marketing research may be needed to support specific decisions about any aspect of the marketing mix.
- B. It is essential that an overall research plan involve all elements of marketing strategy.
- C. **Product Research**
 1. Takes many forms:
 - a. Concept testing—exposes potential customers to a new product idea to judge the acceptance and feasibility of the concept.

- b. Product testing—reveals a product prototype's strengths and weaknesses or determines whether a finished product performs better than competing brands or according to expectations.
- c. Brand-name evaluation studies—investigate whether a name is appropriate for a product.
- d. Packaging testing—assesses size, color, shape, ease of use, and other attributes of a package.

D. Pricing Research

- 1. Many test markets address the question of how consumers will respond to a product offering two different prices.
- 2. **Pricing** involves finding the amount of monetary sacrifice that best represents the value customers perceive in a product after considering various market constraints.
- 3. Pricing research addresses consumer quality perceptions by its very nature.
- 4. Research has shown that prices can actually be too low.

E. Distribution Research

1. A **marketing channel** (a.k.a. **supply chain**) is a network of interdependent institutions that perform the logistics necessary for consumption to occur.
2. Distribution research:
 - a. Is typified by studies aimed at selecting retail sites or warehouse locations.
 - b. Often is needed to gain knowledge about retailers' and wholesalers' operations and to learn their reactions to a manufacturer's marketing policies.
 - c. May also be used to examine the effect of just-in-time ordering systems or exclusive distribution on product quality.

F. Promotion Research

1. **Promotion** is the communication function of the firm responsible for informing and persuading buyers.
2. **Promotion research** investigates the effectiveness of advertising, premiums, coupons, sampling, discounts, public relations and other sales promotions.
3. Media research helps businesses make decisions about whether television, newspaper, magazines, or other media alternatives are best suited to convey the intended message.

G. The Integrated Marketing Mix

1. **Integrated marketing communication** means that all promotional efforts should be coordinated to communicate a consistent image.
2. Likewise, the elements of the marketing mix itself must work together.
3. From a research standpoint, the **integrated marketing mix** means that research studies often investigate effects of various combinations of marketing mix elements on important outcomes like sales and image.

H. Analyzing Marketing Performance

1. Marketing research may be conducted to obtain feedback for evaluation and control of marketing programs.
2. This is especially important for successful **total value management**, which attempts to manage the entire process by which a consumer receives benefits from a company.
3. **Performance-monitoring research** refers to research that regularly, sometimes routinely, provides feedback for evaluation and control of marketing activity.
 - a. Market-share analysis and sales analysis are the most common, but not the only, forms.
 - b. **Marketing metrics** refer to quantitative ways of monitoring and measuring marketing performance, and they allow the firm to assess the ROI associated with marketing activities.

VI. WHEN IS MARKETING RESEARCH NEEDED?

- A. The determination of the need for marketing research centers on:
 1. Time constraints.
 2. Availability of data.
 3. The nature of the decision.
 4. The value of the research information in relation to costs.
- B. **Time Constraints**
 1. Systematic research takes time.
 2. Sometimes the urgency of a situation precludes the use of research.
- C. **Availability of Data**
 1. When managers lack adequate information, research must be considered.
 2. Data need to be collected from an appropriate source and in a timely fashion.

D. Nature of the Decision

1. The more strategically or tactically important the decision, the more likely it is that research will be conducted.

E. Benefits versus Costs

1. When deciding whether to make a decision without research or to postpone the decision in order to conduct research, managers should ask three questions:
 - a. Is the potential payoff worth the investment?
 - b. Will the information gained improve the quality of the marketing decision enough to warrant the expenditure?
 - c. Is the proposed research expenditure the best use of the available funds?

VII. MARKETING RESEARCH IN THE TWENTY-FIRST CENTURY

A. Marketing research, like all business activity, continues to change, largely due to changes in:

1. Communication technology.
2. Global marketplace.

B. Communication Technologies

1. Virtually everyone is “connected” today.
2. The speed with which information can be exchanged has also increased tremendously.
3. Technology also has made it possible to store or collect data for lower costs than in the past.
4. Technology has made for easier data collection and data analysis.

C. Global Marketing Research

1. Companies that conduct business in foreign countries must understand the nature of those particular markets and judge whether they require customized marketing strategies.
2. Places greater demands for research tools that allow marketers to **culturally cross-validate** research results, meaning that the empirical findings from one culture also exist and behave similarly in another culture.

QUESTIONS FOR REVIEW AND CRITICAL THINKING/ANSWERS

1. What are the two key ways that marketing creates value? How can marketing research facilitate marketing’s efforts at value creation?

While the tools of marketing change over time, the overall role of marketing remains value creation and value creation comes about because marketing helps solve problems and create experiences. Both solving problems and creating experiences requires a firm to somehow be in touch. The firm needs to be in touch with the marketplace overall and with consumers, both its current and potential customers. Marketing research plays a vital role in firm success by keeping the firm in touch.

2. Define digital marketing? How can marketing research be seen as “the nerve center” for the organization?

Digital marketing is a term used to capture all the various electronic, communicative technologies through which marketing enterprises (suppliers, manufacturers, retailers, etc.) work together with customers toward enhancing value from interaction, including exchange and relationships.

Marketing research programs digital technologies to collect information and that information feeds back into marketing research as consumers use various devices and applications. When a consumer creates a product review and shares it on Facebook, that review has the potential to become data in a marketing research project. Marketing strategy helps shape research questions and the resulting research enables the design of the marketing mix. All of these activities feed directly or indirectly into consumption value. And, to the extent that marketing enables value creation, other stakeholders realize value as well. Marketing research serves as the nerve center for the socially engaged marketing firm.

3. Define a marketing orientation and a product orientation. Under which strategic orientation is there a greater need for marketing research?

A product-oriented firm prioritizes decision-making in a way that emphasizes technical superiority in the product. Thus, input from technicians and experts in the field are very important in making critical decisions. In contrast, marketing research is a primary tool enabling implementation of a marketing orientation. The marketing concept is a central idea in modern marketing thinking that focuses on how the firm provides value to customers more than on the physical product or production process. It has evolved over time as product- and production-oriented firms respond to changes in the competitive and economic environments. When a firm adopts the marketing concept, it develops a marketing orientation, which calls on management to: (1) be customer-oriented, (2) emphasize long-run profitability rather than short-term profits or sales volume, and (3) adopt a cross-functional perspective. Thus, marketing research addressing consumer desires, beliefs, and attitudes becomes essential, and results must be communicated to decision makers so that they can shape the firm’s marketing strategy.

4. What are the four key questions helpful in understanding the value equation for a given firm?

The four key questions for understanding the value equation for a given firm are: 1) What do we sell?; 2) How do consumers view our company?; 3) What does our company/product mean?; and 4) What do consumers desire?

5. Define *marketing research* and describe its task. How is it different from research in the physical sciences?

Marketing research is the application of the scientific method in searching for the truth about marketing phenomena. These activities include defining marketing opportunities and problems, generating and evaluating marketing ideas, monitoring performance, and understanding the marketing process. It is very important that the definition recognize that marketing research is more than conducting surveys. This process includes idea and theory development, problem definition, searching for and collecting information, analyzing data and communicating the findings and their implications. While marketing research is focused on information that helps a business to make sound decisions, the physical sciences are focused on information that can help refine and clarify their theories. Marketing research results are often applied directly to a business problem.

6. In what stage of the scientific method is creativity and creative thinking most important? Briefly explain.

Use of the scientific method in applied research ensures objectivity in gathering facts and testing creative ideas for alternative marketing strategies. The early stages of the research process in particular work better when creative thinking is applied. A host of creative thinking tools exist that can and should be applied, to generate hypotheses that can then be tested empirically.

7. Which of the following organizations are likely to use marketing research? Why? How?

All of these organizations can use marketing research. However, the marketing research in each situation will be of a different nature. Some suggestions for discussion are given below.

a. Kellogg's

It is highly likely that a breakfast cereal manufacturer will use extensive marketing research for almost all aspects of the marketing program. In a 12-year period, there were 77 new cereal brands introduced and only 18 of those 77 brands were able to maintain adequate sales. Brands such as Kream Krunch, Pink Panther Flakes, Fruit Brute, and many others have failed in the marketplace. An interesting example of marketing research for product development was the development of Quaker's Halfsies cereal, a cereal with half the sugar of most presweetened cereals. In test marketing, the animated commercials aimed at children were built around a "land of half." This product was developed based on consumer research indicating parents were in a quandary about presweetened cereals. The children wished to have sweet cereals but the parents were concerned about the sugar content of the cereals. To avoid the problem of too much sugar, Halfsies was developed. The product was successful for several years.

b. Waygo

An online auction site will most likely engage in pricing research. This will allow them to determine the best approach for setting baseline bid prices that will attract the most customers. In addition, an online auction site may choose to engage in promotion research, so that the company can create the best promotions that will drive traffic to the website.

c. Fastenol

An industrial marketer of nuts, bolts, and other fasteners, like a consumer goods marketer, has a need to acquire information to reduce uncertainty. The industrial goods marketer will use many of the same marketing research techniques, but there will usually be a difference in the nature of its customers and the nature of its information needs. Industrial marketers, like consumer marketers, need to answer questions such as: What is the size of the market? Who are our current and prospective customers? What attitudes do they hold? The source of data may vary. However, industrial customers are usually contacted on a personal basis. Industrial marketers may focus more on internal sales information on accounts and feedback from salesmen.

d. The Federal Trade Commission

The Federal Trade Commission conducts considerable research on advertising of companies they are investigating. Their communications research attempts to determine whether or not advertising is deceptive, misleading, etc. Visit their web site at <http://www.ftc.gov>.

e. Mayo Clinic

A hospital would be interested in investigating consumers' perceptions and satisfaction with the hospital services.

f. Cengage

A publisher of these types of books could conduct secondary research (e.g., examine demographic trends, analyze university programs to understand their needs, etc.) and primary research (e.g., focus groups, surveys, interviews, etc.) to determine market potential and needs of this market.

g. Google

Google, with its many products and services, will likely engage in all types of marketing research. Product research would allow them to develop new devices that match consumer's desires, pricing research would allow them to develop pricing strategies for those products and services, and distribution research would allow them to maintain an awareness of their marketing channels and supply chains. Promotion research is another area Google will continually investigate, especially because so much of their revenue is from advertising sales. Finally, Google likely conducts ongoing marketing performance research, to assess the effectiveness of their various marketing strategies.

8. An automobile manufacturer is conducting research in an attempt to predict the type of car design consumers will desire in the year 2022. Is this basic or applied research? Explain.

In this situation, the automobile manufacturer needs information to make a specific decision. Although the decision is many years away, this is applied research because the decision is about a particular course of action or policy area.

9. Define online sentiment analysis. How can it be helpful in brand management?

Online sentiment analysis is the ongoing monitoring of positive and negative mentions of a brand in online communications, particularly in social media. This can be extremely helpful for brand management, because it allows managers to assess and understand the strength of the brand, in real time.

10. What is the definition of an *integrated marketing mix*? How might this affect the research a firm conducts?

Integrated marketing mix means that the elements of the marketing mix must work together. From a research standpoint, the integrated marketing mix means that research studies often investigate effects of various combinations of marketing mix elements on important outcomes like sales and image.

11. Comment on the following statements:

- a. Marketing managers are paid to take chances with decisions. Marketing researchers are paid to reduce the risk of making those decisions.

This statement illustrates a role that marketing research plays. A marketing researcher's job is to provide information to reduce uncertainty, but ultimately, the manager is responsible. Marketing managers must ultimately make the decision, and they take the credit or blame for success or failure. Marketing managers may be risking a lot of money, and it may be well worth it to spend a little bit of money on marketing research to learn if the big risk is worth taking.

- b. A marketing strategy can be no better than the information on which it is formulated.

Managers need timely, accurate, and pertinent information to make decisions to identify and evaluate opportunities, analyze market segments, plan and implement the marketing mix, and control marketing performance. With the wrong information (perhaps, that heavy buyers are in the wrong market segment), a strategic plan may be destined to fail no matter how properly it is executed.

- c. The purpose of research is to solve marketing problems.

The purpose of marketing research is to reduce uncertainty and to provide information to allow marketing managers to make decisions. Although the information provided might help the marketing manager make the right decision, it does not *solve* marketing problems in and of itself. Although marketing research may not provide all the information that would be desirable before making the decision, it can provide a framework within which better decisions can be made.

- d. Digital marketing makes marketing research less able to be used.

Marketing research programs digital technologies to collect information and that information feeds back into marketing research as consumers use various devices and applications. When a consumer creates a product review and shares it on Facebook, that review has the potential to become data in a marketing research project. Marketing strategy helps shape research questions and the resulting research enables the design of the marketing mix. All of these activities feed directly or indirectly into consumption value. And, to the extent that marketing enables value creation, other stakeholders realize value as well. Marketing research serves as the nerve center for the socially engaged marketing firm. Digital marketing helps marketing research to be used.

- 12. List the conditions that help a researcher decide when marketing research should or should not be conducted.

The determination of the need for marketing research centers on (1) time constraints, (2) the availability of data, (3) the nature of the decision to be made, and (4) the value of the research information in relation to costs.

- 13. How have technology and globalization of the marketplace affected marketing research?

Marketing research, like all business activity, continues to change. Changes in communication technologies and the trend toward an ever more global marketplace have played a large role in many of these changes. Virtually everyone is "connected" today, the speed with which information can be exchanged has increased tremendously, and changes in computer technology have made for easier data collection and data analysis. Marketing research has become increasingly global as more and more firms take advantage of markets that have few, if any, geographic boundaries. Companies that conduct business in foreign countries must understand the nature of those particular markets and judge whether they require customized marketing

strategies. The internationalization of research places greater demands on the marketing researcher and heightens the need for research tools that allow us to cross-validate research results, meaning that the empirical findings from one culture also exist and behave similarly in another culture.

14. What types of tools does the marketing researcher use more, given the ever increasing internationalization of marketing?

The tools used by the marketing researcher are essentially the same. However, the internationalization of research places greater demands on marketing researchers and heightens the need for research tools that allow us to culturally cross-validate research results, meaning that the empirical findings from one culture also exist and behave similarly in another culture.

14. Apple, Facebook, Coca-Cola, Microsoft, Wal-Mart, Pfizer, Google. Given the introduction to marketing research presented here, rank the companies based on how important you believe marketing research is to each's success. What do you think is each firm's operating orientation?

Student answers will vary according to his or her perception of each company. Answers should include a description of the orientation and how it correlates to each company's strategies.

RESEARCH ACTIVITIES

1. Consider the opening vignette. What are some of the questions that consumer research will need to address to assess U.S. consumers' willingness to support the move to AVs (self-driving technology)? Do a search of the Internet. Is there evidence that each of these questions is being addressed as of now? What, if any, evidence can you find? Would the research change if the focus shifted to India from the U.S.?

Students should think about questions that assess attitudes about AVs, as well as beliefs about safety and comfort with technology. Students will find different sources of information to support the ongoing discussion around self-driving technology. Students should indicate an understanding of basic demographic variables that distinguish the U.S. population from India's population.

2. Find recent examples of news articles from the most recent week involving the use of marketing research in making decisions about each element of the marketing mix. The Wall Street Journal is a good source for such stories.

Students' responses will vary on this exercise. They should include citations or links to their research articles, and a description of the applied results of marketing research in the real world.

3. Find a list of the ten most popular smartphone apps at the current time. Is there anything in common among the apps? Do they indicate any trends about consumers in general or a particular segment of consumers? What is that trend? Which companies may benefit from such a trend?

Students' responses will vary on this exercise. They should include the sources of the list of popular apps, and an overview of the trends, preferably with a description of some quantitative data. The idea is for students to recognize that trends help businesses make good marketing decisions.