MARKET RESEARCH





ASSESSMENT 2: THE RESEARCH REPORT

Assessment

Problem Definition Report (30%)

- Research Report (50%)

• Concepts Test (20%) Market Research Report specific to 7207MKT (Report 1; first part of Report 2)

- What is the research problem?
- What is/are the key research question(s)?
 What key concepts evolve from the

research questions and how do they relate?

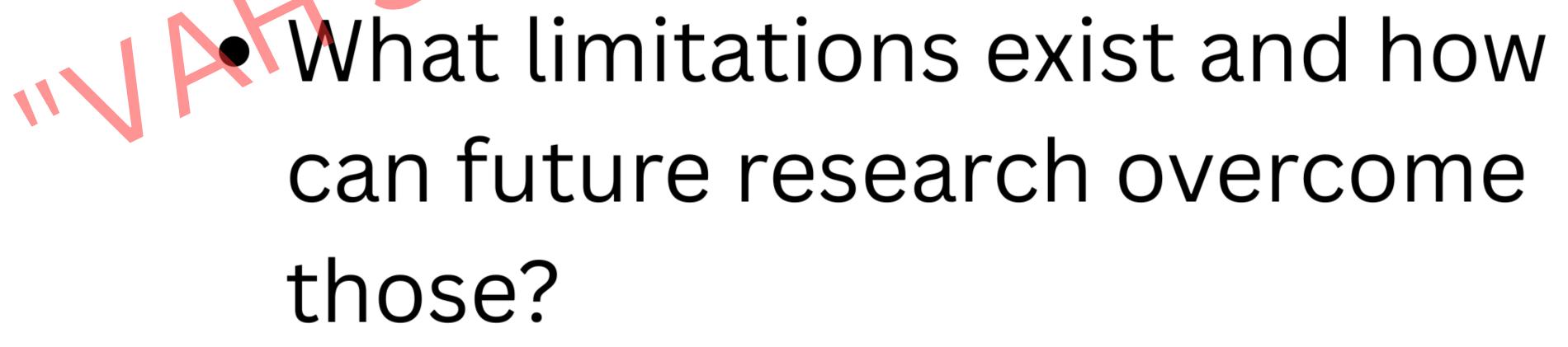
- What literature review/Secondary data analysis do we conduct?
- What gaps exist in the literature that our study should fill?
- What are our hypotheses?

Market Research Report specific to 7207MKT (second half of Report 2)

- How was the data collected?
- What statistical test do we

conduct to test the hypotheses?

- What are the test results? Do we reject or fail to reject
 hypotheses?
- What insights can managers gather from these results and how can they use it in their businesses/organizations?



- What are the final conclusions?
- References

The structure of the report

- TITLE
- INTRODUCTION
- LITERATURE REVIEW
- RESEARCH AIM
- RESEARCH OBJECTIVES
- RESEARCH HYPOTHESES

- METHOD AND RATIONALE
- RESULTS AND DISCUSSION
- CONCLUSIONS, IMPLICATIONS AND RECOMMENDATIONS (BE SURE TO ALSO ADDRESS ANY LIMITATIONS OF THE RESEARCH)

Introduction

• A background to the issue, in this case

the increasing need for blood donation.

 Start here with the worldwide context (e.g. WHO and journal articles) and then move into the Australian context (e.g. voluntary donations).

LITERATURE REVIEW

- BARRIERS/ OBSTACLES
- Review of the literature on barriers to blood donation, including any

demographic issues.

MOTIVATORS

 Review of the literature on motivators for blood donation, including demographic issues related to gender etc.
 Aim, Objectives and Hypotheses
 RESEARCH AIM/ purpose

• RESEARCH OBJECTIVES

- Write 2-3 objectives
- RESEARCH HYPOTHESES
- 1-2 hypotheses for each objective

Some additional tips for choosing objectives and hypotheses

 It should be answerable using the dataset provided- Pls double check whether you can get answers for

those objectives and hypotheses only using the dataset and survey ence provided.

• Should be able to use multiple data analytic techniques

Method Participants

Survey instrument

Procedure

Results and Discussion

- Sample characteristics
 - (Demographic characteristics of the sample – pls use graphs/ tables here)
- Hypothesis testing- test hypotheses

against each research objectives

Other interesting findings (optional)

Conclusions

- What are the key findings in terms of the research objectives and overall aim of the research? • Implications for increasing the
- numbers of actual donors?

- The limitations of this research
 - Some suggestions for future research, if appropriate