

7207MKT

MARKET RESEARCH REPORT



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 limitations exist and how can future research overcome those?
- 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 using the dataset and survey 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