



Chapter 7 Review

Build It – Marketing Research

Overview

As Marketing Manager at Live Athletics, your next objective is to conduct market research to gather information that will inform your marketing strategy. The first step in the market research process, however, is defining the problem that marketers are trying to solve for customers. Defining the benefits a product gives its customers can help marketers focus their marketing research efforts on collecting information that directly relates to this issue. After analyzing company data provided to you by Live Athletics, you arrive at the following problem:

Live Athletics solves the problem of a lack of high-quality, low-cost footwear for the amateur athlete. Live Athletics' customers value athletic performance, and the company's shoes and other apparel offer a way to achieve their goals.

Instructions

Answer the questions in Parts 1 through 3 to perform marketing research by obtaining and analyzing primary and secondary data. Use the problem defined in the Overview above as the basis of your efforts. The results of this research will help guide your thinking as you develop marketing strategies later in the project.

Part 1: Primary Research

To obtain primary research related to the problem defined above, create a survey to gain information about Live Athletics' customers.

1. List five questions you can use to survey Live Athletics' customers. Consider what information will help you understand how the company solves its customers' problem. For example, you may ask about participants' favorite sports or features of shoes they find most important.
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2. On a separate piece of paper, compose your survey. Conduct the survey by providing it to 10-15 classmates or friends and asking them to act as Live Athletics customers.
3. Execute a spreadsheets application to record the results of your survey. Include the survey questions, answers, and any information you collected about each participant.

Part 2: Secondary Research

Apply your web-search skills to gather secondary research about the environment Live Athletics operates within.

1. Use the internet to research business statistics and industry data about the athletic footwear industry. Consider what information will be useful in addressing the stated problem and locate a database containing that information. For example, you may use the US Census Bureau to discover details about the population based on age, location, etc. In the space below, summarize the information you have found and list your source(s).

Part 3: Analyzing and Presenting Data

To analyze and interpret your findings, look for trends and themes that shed light on the stated problem.

1. Using a spreadsheet application, create a table, chart, or graph to summarize and illustrate your research findings. You may use your survey results in Part 1 or statistical information you gathered in Part 2.
2. Interpret the table, chart, or graph you made to articulate what the information reveals about the stated problem. For example, does a bar chart of favorite sports indicate that more customers play soccer or basketball? Does a table of consumer data reveal the average age of customers in the athletic apparel industry? In 3-4 sentences, describe your interpretation below. Then present your graphic and interpretation to a partner.