



Understanding What Customers Want: Marketing Research Basics for TDM Professionals

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To get more people to vanpool, all we
need is . . .

- a new logo.
- a glossy brochure.
- a clever tag line.
- radio ad saturation.
- more Tweets.



This idea is based
on the assumption
that marketing is
ONLY promotion.

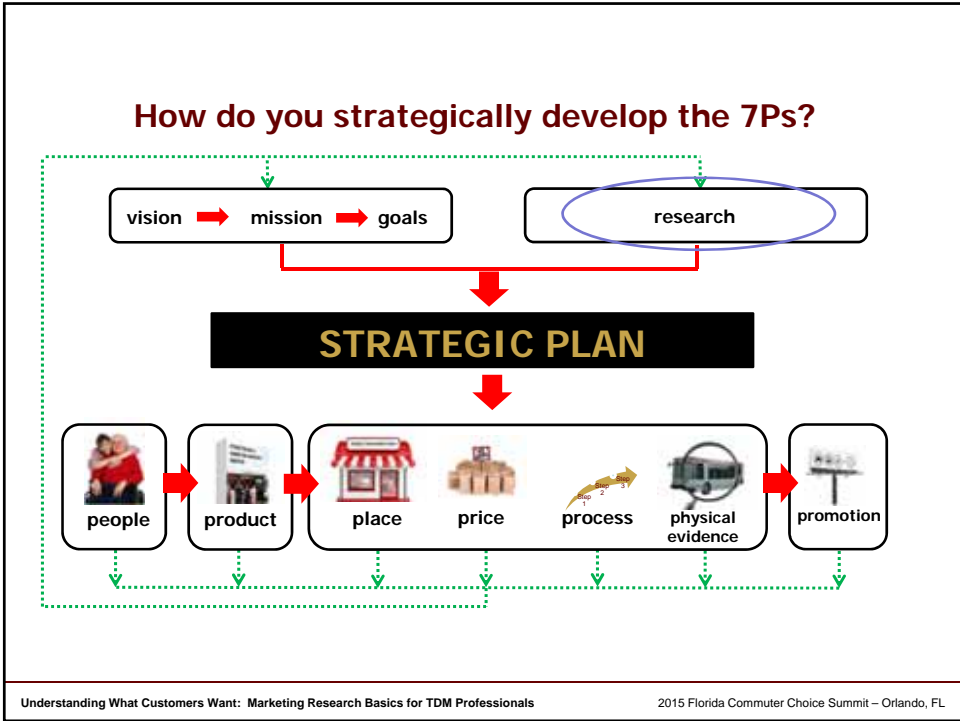
The 7Ps of Services Marketing



Why is promotion the last piece of the marketing mix?

“ A great ad campaign will make a bad product fail faster. It will get more people to know it’s bad. ”

Bill Bernbach,
Marketing Industry Legend



Why is market research so critical?

Pricing Promotion

Want to save **\$2000** a year?

Tallahassee Lessons

Riding public transit and carpooling saves money.
AGREE

Public transit/carpooling are good for the environment.
AGREE

How do you get to work?
DRIVE ALONE

Green Promotion

Carpool and turn your car into a real **GREEN MACHINE!**

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Why do we need marketing research?

What is marketing research?

How do we conduct marketing research?

Why do we need marketing research?

Why Do We Need Marketing Research?

“The aim of marketing is to make selling
unnecessary.”

Peter Drucker

“The aim of marketing is to know and
understand customers so well the product
or service fits them and sells itself.”

Peter Drucker

Why Do We Need Marketing Research?

**What makes these
good products?**

**Why do so many
people buy them?**



Why Do We Need Marketing Research?

They Deliver Benefits!

They Deliver Value!

Why Do We Need Marketing Research?

val·ue
Noun

1. the regard that something is held to deserve; the importance, worth, or usefulness of something. _
2. (Luke's Definition) what you get minus what you give



Why Do We Need Marketing Research?

So how does marketing research relate to discussions of value, costs, benefits?



What is Marketing Research?

What is Marketing Research?

What is Marketing Research?

Marketing research is "the process or set of processes that links the consumers, customers, and end users to the marketer (firm) through information"

What is Marketing Research?

Marketing Research Process

1. Problem Definition
2. Research Design
3. Sampling
4. Data Gathering
5. Data Analysis
6. Report Preparation

What is Marketing Research?

Types of Marketing Research

Exploratory

- Best suited for the beginning of your research plan
- Takes place before the survey is created
- Used to better understand your customer

What is Marketing Research?

Types of Marketing Research

Descriptive

- Preplanned and structured
- Determine who, what, when, where, and why
- Provides you with statistically inferable data

What is Marketing Research?

Exploratory

- Key Informant Interviews
- Focus Groups
- Secondary Data
- Observation

Descriptive

- Observation
- Survey Method

How do we conduct marketing research?

DESCRIPTIVE RESEARCH

Descriptive Research

Best used when:

- You have an understanding of the issue
- You need an accurate description of something that is occurring

Descriptive- Observation

Advantages

- high ecological validity
- cheap
- can answer “who”
“what” “when”

Disadvantages

- doesn't explain
“why”
- relies on observer
interpretation

How Do We Conduct Marketing Research? DESCRIPTIVE RESEARCH

Descriptive- Survey Method

Advantages

- findings are generalizable
- cheap[er]
- little subjectivity

Disadvantages

- susceptible to bias
- inflexible
- difficult to design

How Do We Conduct Marketing Research? DESCRIPTIVE RESEARCH

Descriptive Research in the Transportation World

Research Element	Video Data	Bicyclist Survey	Resident Survey
Change in Ridership	X	X	X
Design Evaluation	X	X	X
Safety	X	X	X
Perceptions of Residents			X

How do we conduct marketing research?

EXPLORATORY RESEARCH

How Do We Conduct Marketing Research? EXPLORATORY RESEARCH

Exploratory Research

Best used when:

- You have don't have an understanding of the issue
- You need answers to help you know what steps are next

How Do We Conduct Marketing Research? **EXPLORATORY RESEARCH**

Exploratory- Focus Groups

Advantages

- provides “next steps” in the process
- deep insight
- understandable results

Disadvantages

- expensive
- moderator bias
- not generalizable
- group think

How Do We Conduct Marketing Research? **EXPLORATORY RESEARCH**

Exploratory- Secondary Data

Advantages

- inexpensive
- time saving
- basis for comparison

Disadvantages

- accuracy is unknown
- might be outdated
- units of measurement

Exploratory- In-Depth Interviews

Advantages

- rich data
- allows for clarification of questions
- explore topics in depth

Disadvantages

- time consuming
- subjective interpretation
- requires qualified interviewer

In conclusion



- Know your research question/objective
- Leverage the strengths of different research strategies
- Use the information you currently have available



Questions?