

Scholar's Talk Series 6/2021

Introduction to Market Research for Academics: Tips and Guide

**Organised by: Centre for Academic Excellence
and Scholarship (CAES), UTeM**





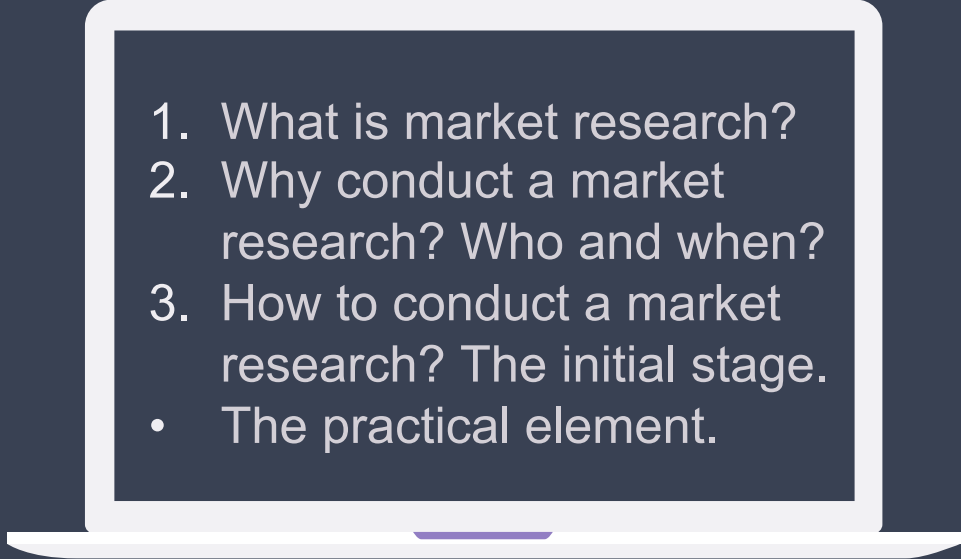
Hello!

Introduction to Market Research for Academics: Tips and Guide

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**Faculty of Technology Management &
Technopreneurship**
Please call me Dr. J 🤗



Presentation content

- 
1. What is market research?
 2. Why conduct a market research? Who and when?
 3. How to conduct a market research? The initial stage.
 - The practical element.

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1.

What is Market Research?



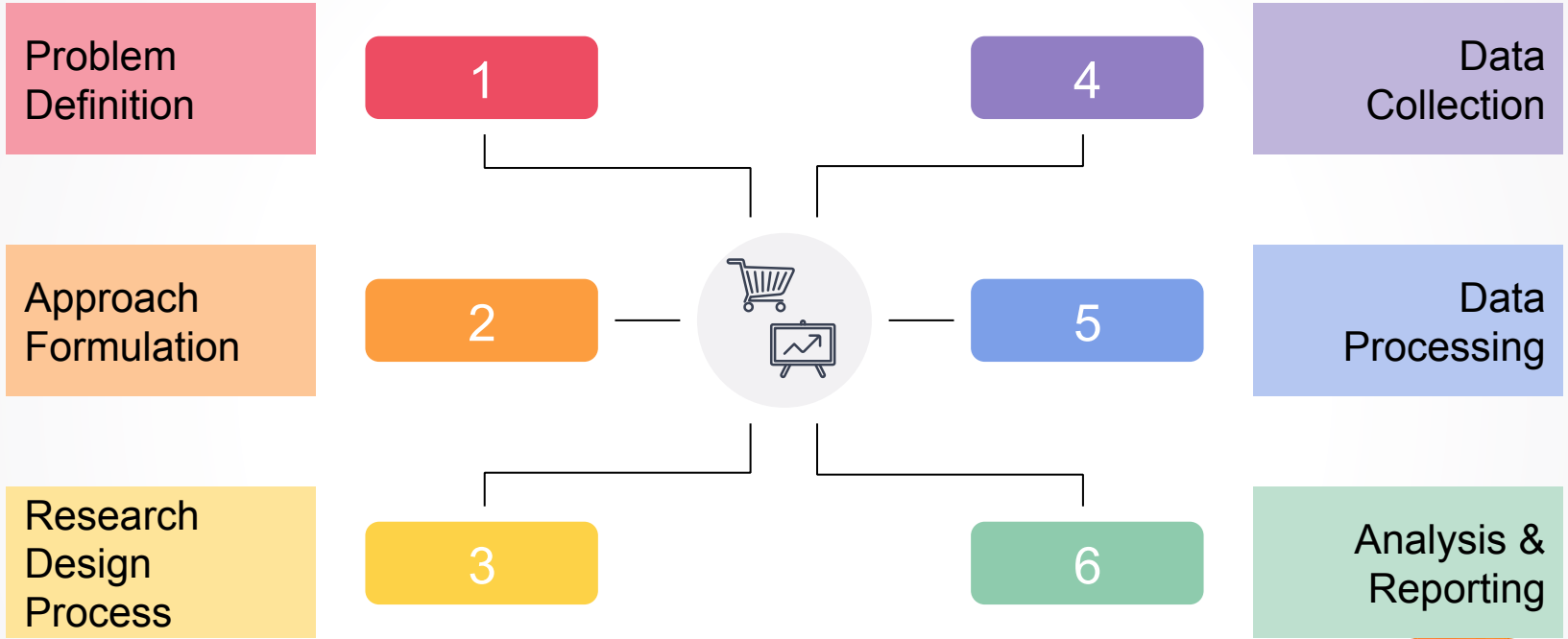
Market Research

The action or activity of gathering information about consumers' needs and preferences.

Four common types of market research techniques include **surveys, interviews, focus groups, and customer observation.**



Market Research Process



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2.

Why conduct a Market Research?

Who and when?

“95% of new products failed”.

Clayton Christensen
Professor
Harvard Business School



VS



Technology push vs. Market pull

Technology push

Research &
Development



Production



Marketing



Need?

Market pull (demand pull)

Research &
Development



Production



Marketing



Expressed
Market
Need



Top 5 reasons for Market Research

1. Opportunities

Spot new business opportunities or ways to expand.



2. Customers

Understand current customers, identify potential and new customers



3. Risks & Challenges

Lower business risks and solve business challenges.



4. Competition

Outsell competitors with the right advertisement and promotional materials.



5. Business strategies

Set realistic goals, help in decision making and develop effective strategies.



When should academics conduct market research?

1. Introduce a new product/innovation
2. Designing/planning to do a research
3. Promoting product/innovation
4. Deciding what programs to organise
5. Designing promotional materials
6. Advertising courses



And many other valid reasons....



How large companies transformed using market research



LEGO

4-year study involving 3,500 girls and their mothers to attract female customers.



APPLE

"Apple Customer Pulse" research group. Online surveys led to different designs and modifications of Apple products



McDonald's

Ongoing market research. Resulted in changing part of their menu to include healthier alternatives, such as apple slices



In a survey of consumers
across the UK, USA and
Australia,
**felt that businesses should
be carrying out market
research** during these
uncertain times.

WHY?

How market research helped companies revolve during the Pandemic



Move to become a full-range **lifestyle platform**.

Hosts can now offer **online events** focused on cooking, meditation, art therapy, magic, songwriting, virtual tours, and many other activities, with users joining for a modest fee.



Now offers original content, in the form of podcasts. The platform saw artists and users upload more than 150,000 podcasts in just one month, and it has **signed exclusive podcast deals with celebrities** and started to curate playlists.

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3.

How to conduct Market Research?

The initial stage.

Common types of market research techniques

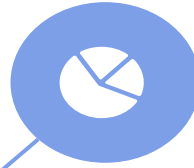
Surveys

When you want a general opinion from large number of customers



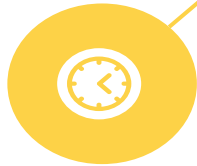
Interviews

When you want in-depth opinion on specific types of customers



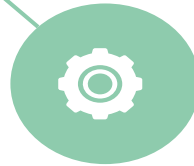
Focus groups

When you want in-depth opinion from a group of customers. In a group setting.



Customer observation

Understanding the customers by looking into their daily activities/use the product












Market Research



MARKETING CAMPAIGN MODEL CANVAS

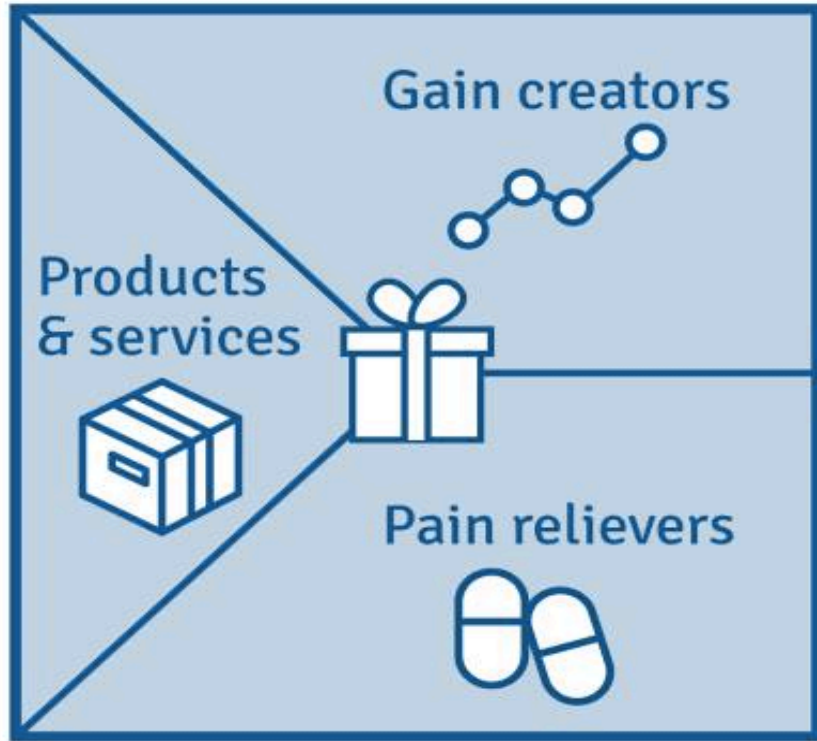
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DATE:

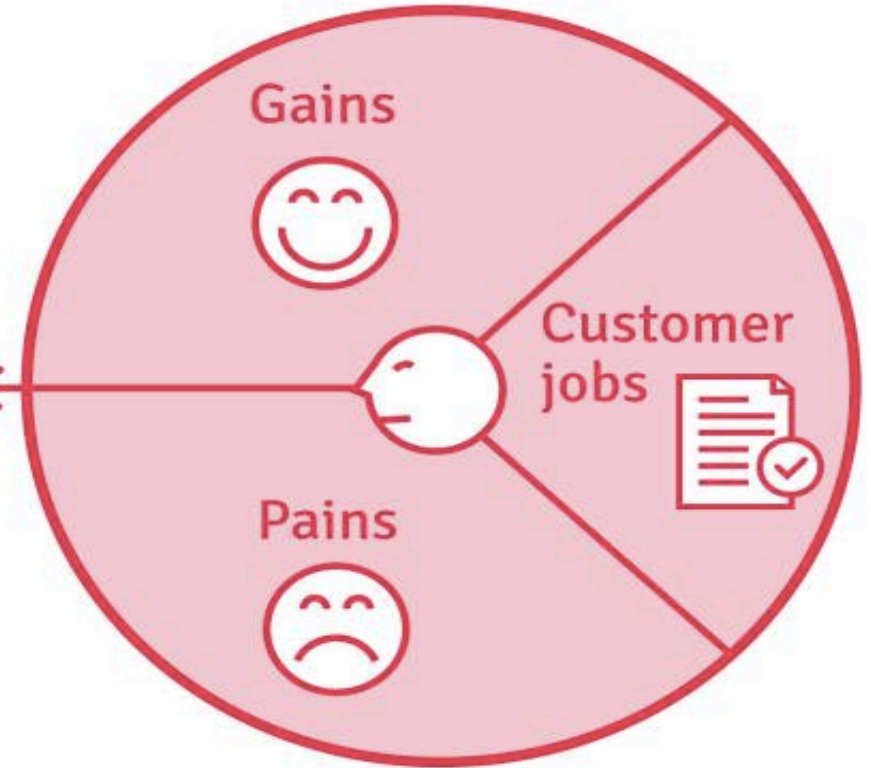
Problem / Prospect's Pain Points 	Key Activities 	Value Propositions 	Content / Promotion 	Prospect Persona(s) 
	Key Metrics 		Channels 	
Cost Structure / Budget 		Projected ROI 		

VALUE PROPOSITION CANVAS

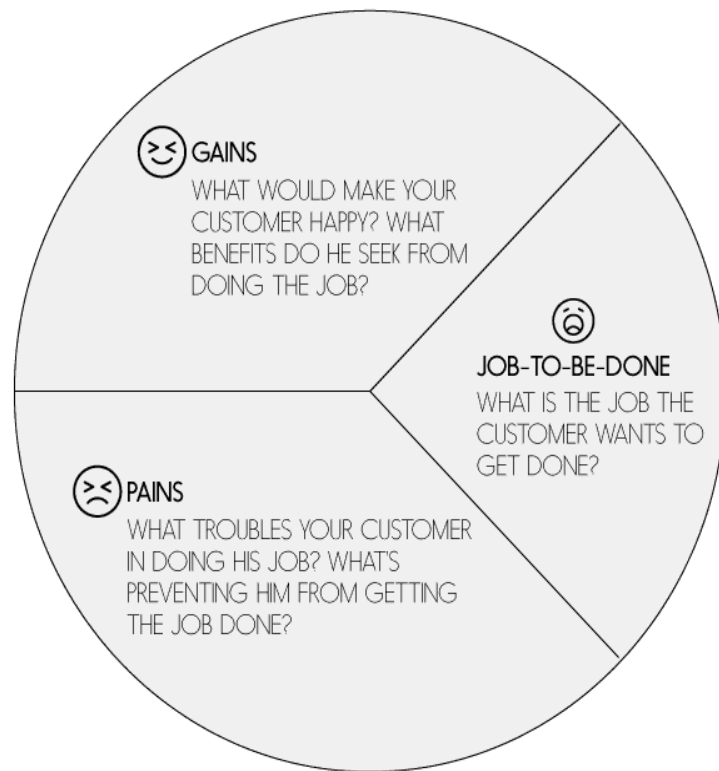
Value Proposition



Customer Profile



VALUE PROPOSITION CANVAS





CUSTOMER PAIN DURING PANDEMIC



mabong

kembung

pelaling

Example of Pain Relievers

Adela

HUSBAND'S GUIDE: JENIS-JENIS SAYURAN



KACANG PANJANG
LONG BEAN



KACANG BUNCIS
FRENCH BEAN



PERIA
BITTER GOURD



SAWI
GREEN MUSTARD



PAK CHOY
PAK CHOY



KANGKONG
WATER SPINACH



BAYAM
SPINACH



DAUN PARSLEY
ENGLISH PARSLEY



DAUN KUNYIT
TURMERIC LEAF



DAUN LIMAU PURUT
KAFFIR LIME LEAF



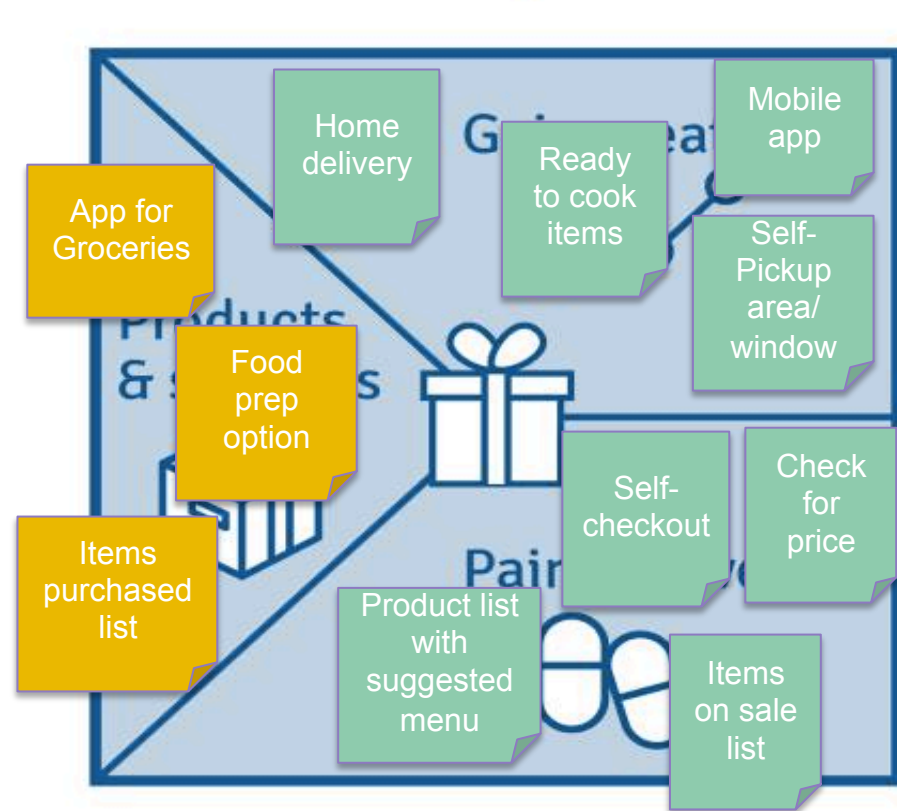
DAUN KARI
CURRY LEAF



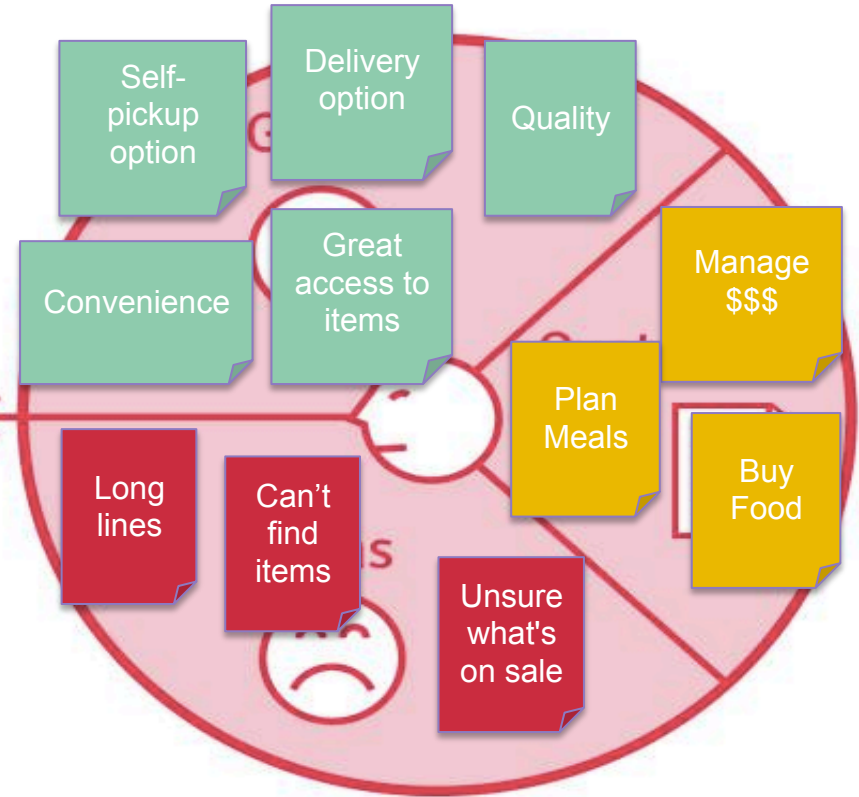
KUAI
CHIVES


VPC: GROCERY SHOPPING EXPERIENCE DURING MCO

Value Proposition



Customer Profile





What are the
key takeaway
points for
today?



Thanks!

Any questions?

