Chapter 25
Communication Research Results: Research Report, Oral Presentation, and Research Follow-Up
LEARNING OUTCOMES

After studying this chapter, you should be able to

1. Define the parts of a research report following a standard format
2. Explain how to use tables for presenting numerical information
3. Summarize how to select and use the types of research charts
4. Describe how to give an effective oral presentation
5. Discuss the importance of Internet reporting and research follow-up
Communication Process

• Communication Process
  Ø The process by which one person or source sends a message to an audience or receiver and then receives feedback about the message.

• Elements that Influence Successful Communication
  Ø Communicator
  Ø Message
  Ø Medium
  Ø Audience
  Ø Feedback
EXHIBIT 25.1 The Communication Process

Who
1. Communicator

Says What
2. Message

In What Way
3. Medium

To Whom
4. Audience

With What Effect
5. Feedback
   Message
   Original communicator
   Medium
   Original audience
EXHIBIT 25.2  Communication Occurs in a Common Field of Experience
What is a Marketing Research Report?

• Research Report
  - An oral presentation or written statement of research results, strategic recommendations, and/or other conclusions to a specific audience.
  - Directed to the client or management who initiated the research.
  - Usually supported by a formal presentation delivered in person or via the Internet.
EXHIBIT 25.4  Adapting Report Format to Required Formality

[Diagram showing the adaptation of report format to required formality, with a diminishing need for formality as the content progresses from title page to summary.]
The Parts of the Report

• Title page should state:
  - The title of the report
    - The title should give a brief but complete indication of the purpose of the research project.
    - Addresses and titles of the preparer and recipient may also be included.
  - For whom the report was prepared
  - By whom it was prepared
  - Date of release or presentation
The Parts of the Report (cont’d)

• Letter of Transmittal
 ➢ Releases or delivers the report to the recipient in relatively formal and very formal reports.

• Letter of Authorization
 ➢ Approves the project, details who has responsibility for it, and describes resources available to support it.

• The Table of Contents
 ➢ Should list the divisions and subdivisions of the report with page references.
 ➢ Is based on the final outline of the report, but it should include only the first-level subdivisions.
August 30, 2009

Mr. Mario Lagasto
President, Leading Edge Food Group
Columbia, IA  50057

Re:  Presentation of Research Identifying Customer Loyalty

Dear Mr. Lagasto:

The report outlined in the research proposal of March 15, 2009 is complete. I have personally supervised the project, conducted the statistical analyses, and prepared this report along with my two senior research associates, Natalia James and David Parker.

The report addresses the key decision statement: In what ways can your restaurants build customer loyalty so that revenues increase through more frequent patronage? The key research questions involve identifying controllable characteristics that end up relating to greater share of wallet. As agreed upon in the proposal, the report offers no specific recommendations for managerial action, but rather, it presents conclusions which should enable you to make informed decisions. Thus, the conclusions conform to the deliverables described in the proposal letter.

We successfully accomplished the research project as described in the outline. We were able to meet our goals for interviewing groups of customers and non-customers in a timely fashion. We are grateful for your business and look forward to working with you as you develop strategic plans of action based on this report. Once you have taken a look at the report, please contact me and we will schedule a formal presentation and question and answer period for your management team.

Sincerely,

Barry J. Babin
President

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The Parts of the Report (cont’d)

• The Executive Summary
  ➢ Briefly explains why the research project was conducted, what aspects of the problem were considered, what the outcome was, and what should be done.

• The Body
  ➢ Introduction section—discusses background information and the specific objectives of the research.
The Parts of the Report (cont’d)

• The Body (cont’d)
  ➢ **Research methodology section**—describes the structure and technical procedures of the project. It may be supplemented with an appendix or glossary of technical terms.
    ❖ Research design
    ❖ Sample design
    ❖ Data collection and fieldwork
    ❖ Analysis
  ➢ **Results section**—presents the findings of the project. It includes tables, charts, and an organized narrative.
The Parts of the Report (cont’d)

• The Body (cont’d)
   **Conclusions and recommendations section**—provides opinions based on the results and suggestions for action.
     The conclusions and recommendations should be presented in this section in more detail than in the summary, and the text should include justification as needed.

• The Appendix
   Contains material that is too technical or too detailed to go in the body—includes materials of interest only to some readers or subsidiary materials not directly related to the objectives.
Basic Marketing Research Report Outline

1. Abstract
2. Introduction
3. Background
   a. Literature Review
   b. Hypotheses
4. Research Methods
5. Results
6. Discussion
   a. Implications
   b. Limitations
   c. Future Research
7. Conclusions
8. References
9. Appendices
Using Tables Effectively

• Graphic Aids
  ➢ Pictures or diagrams used to clarify complex points or emphasize a message.
  ➢ Should always be interpreted in the text.

• Creating Tables
  ➢ Most useful for presenting numerical information, especially when several pieces of information have been gathered about each item discussed.
    ✤ Table number
    ✤ Title
    ✤ Stubheads and bannerheads
    ✤ Footnotes and source notes
EXHIBIT 25.6  Parts of a Table

Table 1024. Retail Sales—New Passenger Cars: 1990 to 2003
[In thousands 9,300 represents 9,300,000, except as indicated. Retail new car sales include both sales to individuals and to corporate fleets. It also includes leased cars.]

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total retail new passenger car sales</td>
<td>9,300</td>
<td>8,635</td>
<td>8,272</td>
<td>8,142</td>
<td>8,698</td>
<td>8,847</td>
<td>8,423</td>
<td>8,103</td>
<td>7,510</td>
</tr>
<tr>
<td>Domestic¹</td>
<td>6,897</td>
<td>7,129</td>
<td>6,917</td>
<td>6,762</td>
<td>6,979</td>
<td>6,831</td>
<td>6,325</td>
<td>5,676</td>
<td>5,527</td>
</tr>
<tr>
<td>Imports</td>
<td>2,403</td>
<td>1,506</td>
<td>1,355</td>
<td>1,380</td>
<td>1,719</td>
<td>2,016</td>
<td>2,098</td>
<td>2,226</td>
<td>2,083</td>
</tr>
<tr>
<td>Japan</td>
<td>1,719</td>
<td>982</td>
<td>726</td>
<td>691</td>
<td>758</td>
<td>863</td>
<td>837</td>
<td>923</td>
<td>817</td>
</tr>
<tr>
<td>Germany</td>
<td>265</td>
<td>207</td>
<td>297</td>
<td>367</td>
<td>467</td>
<td>517</td>
<td>523</td>
<td>547</td>
<td>544</td>
</tr>
<tr>
<td>Other</td>
<td>419</td>
<td>317</td>
<td>332</td>
<td>322</td>
<td>494</td>
<td>637</td>
<td>798</td>
<td>756</td>
<td>722</td>
</tr>
</tbody>
</table>

¹ Includes cars produced in Canada and Mexico.


— Represents zero. ¹Change from prior year.

EXHIBIT 25.7  Reporting Format for a Typical Cross-Tabulation

<table>
<thead>
<tr>
<th>Online Activity</th>
<th>Age Group</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>12–17</td>
</tr>
<tr>
<td>E-mail</td>
<td>89%</td>
</tr>
<tr>
<td>Online games</td>
<td>81%</td>
</tr>
<tr>
<td>Instant messaging</td>
<td>75%</td>
</tr>
<tr>
<td>Downloading music</td>
<td>51%</td>
</tr>
<tr>
<td>Job hunting</td>
<td>30%</td>
</tr>
<tr>
<td>Job research</td>
<td>—</td>
</tr>
</tbody>
</table>

EXHIBIT 25.8  Reporting Format for a Typical Statistical Test

Will investors be more cautious about buying stock in companies with questionable advertising?

<table>
<thead>
<tr>
<th></th>
<th>Business</th>
<th>Advertising Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>57%</td>
<td>46%</td>
</tr>
<tr>
<td>No</td>
<td>27</td>
<td>35</td>
</tr>
<tr>
<td>Not sure</td>
<td>16</td>
<td>19</td>
</tr>
<tr>
<td>( n = 177 )</td>
<td>( n = 154 )</td>
<td></td>
</tr>
</tbody>
</table>

\[ x^2 = 4.933 \quad d.f. = 2 \quad p < .08 \]

## EXHIBIT 25.9  Using a Stubhead Format to Include Several Cross-Tabulations in One Table

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Total Persons</th>
<th>Not a High School Graduate</th>
<th>High School Graduate Only</th>
<th>Some College, No Degree</th>
<th>Associate's</th>
<th>Bachelor's</th>
<th>Master's</th>
<th>Professional</th>
<th>Doctorate</th>
</tr>
</thead>
<tbody>
<tr>
<td>All persons*</td>
<td>$37,046</td>
<td>$18,734</td>
<td>$27,915</td>
<td>$29,533</td>
<td>$35,958</td>
<td>$51,206</td>
<td>$62,514</td>
<td>$115,212</td>
<td>$88,471</td>
</tr>
<tr>
<td>Age:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25 to 34 years old</td>
<td>33,212</td>
<td>18,920</td>
<td>26,073</td>
<td>28,954</td>
<td>32,276</td>
<td>43,794</td>
<td>51,040</td>
<td>74,120</td>
<td>62,109</td>
</tr>
<tr>
<td>35 to 44 years old</td>
<td>42,475</td>
<td>22,123</td>
<td>31,479</td>
<td>36,038</td>
<td>38,442</td>
<td>47,438</td>
<td>66,264</td>
<td>126,165</td>
<td>101,382</td>
</tr>
<tr>
<td>45 to 54 years old</td>
<td>45,908</td>
<td>23,185</td>
<td>32,978</td>
<td>40,291</td>
<td>41,511</td>
<td>59,208</td>
<td>68,344</td>
<td>132,180</td>
<td>92,229</td>
</tr>
<tr>
<td>55 to 64 years old</td>
<td>45,154</td>
<td>23,602</td>
<td>31,742</td>
<td>38,131</td>
<td>39,147</td>
<td>57,423</td>
<td>66,760</td>
<td>138,845</td>
<td>98,433</td>
</tr>
<tr>
<td>65 years old and over</td>
<td>28,918</td>
<td>17,123</td>
<td>20,618</td>
<td>28,017</td>
<td>23,080</td>
<td>41,323</td>
<td>42,194</td>
<td>77,312</td>
<td>56,724</td>
</tr>
<tr>
<td>Sex:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>44,726</td>
<td>21,447</td>
<td>33,286</td>
<td>36,419</td>
<td>43,462</td>
<td>63,084</td>
<td>76,896</td>
<td>136,128</td>
<td>95,894</td>
</tr>
<tr>
<td>Female</td>
<td>28,367</td>
<td>14,214</td>
<td>21,659</td>
<td>22,615</td>
<td>29,537</td>
<td>38,447</td>
<td>48,205</td>
<td>72,445</td>
<td>73,516</td>
</tr>
</tbody>
</table>

*For persons 18 years old and over with earnings.
Using Charts Effectively

• Charts
  ➢ Translate numerical information into visual form so that relationships may be easily grasped.
  ➢ Chart elements
    ✤ Figure number
    ✤ Title
    ✤ Explanatory legends
    ✤ Source and footnotes
  ➢ Charts are subject to distortion.
EXHIBIT 25.10 Using Unequal Intervals
EXHIBIT 25.11  Axis Values Can Influence Interpretation
EXHIBIT 25.12
Distortion of Charts Using Broken Vertical Scales
Using Charts Effectively (cont’d)

• Pie Charts
  ➢ Show the composition of some total quantity at a particular time.
  ➢ Each angle, or “slice,” is proportional to its percentage of the whole.

• Line Graphs
  ➢ Show the relationship of one variable to another.
  ➢ The dependent variable generally is shown on the vertical axis, and the independent variable on the horizontal axis.
EXHIBIT 25.13  Simple Line Graph

Spending on Prescription Drugs

Billions of Dollars

Year


Using Charts Effectively (cont’d)

• Bar Charts

➢ Show changes in the value of a dependent variable (plotted on the vertical axis) at discrete intervals of the independent variable (on the horizontal axis).

➢ Types:

   ❖ Subdivided-bar chart
   ❖ Multiple-bar chart
EXHIBIT 25.14  Simple Bar Chart

Adults Who Have Undergone Cosmetic Treatments

- Teeth whitening, bonding, or other cosmetic dental work: 7%
- Lasik surgery to correct vision: 3%
- Cosmetic surgery*: 3%
- Bariatric surgery for weight loss: 1%
- Facial skin resurfacing treatment**: 1%
- Laser treatment for veins, hair removal, etc.: 1%

*Includes face lift, chin implant, tummy tuck, etc.
**Includes chemical peels, laser abrasion, etc.
EXHIBIT 25.15  Subdivided Bar Chart

2000 Average Retail Price: $1.48/gallon
- Distribution & Marketing Costs & Profits: 12%
- Refining Costs & Profits: 14%
- Federal & State Taxes: 28%
- Crude Oil: 46%

2004 Average Retail Price: $1.85/gallon
- Distribution & Marketing Costs & Profits: 12%
- Refining Costs & Profits: 18%
- Federal & State Taxes: 23%
- Crude Oil: 47%
EXHIBIT 25.16  Multiple-Bar Chart

Recent Best Selling Cars in the U.S.A.

Units Sold

<table>
<thead>
<tr>
<th>Year</th>
<th>Chevy Impala</th>
<th>Honda Civic</th>
<th>Toyota Camry</th>
<th>Honda Accord</th>
<th>Chevy Silverado</th>
<th>Ford F-150</th>
<th>Dodge Ram</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The Oral Presentation

- Oral Presentation
  - A spoken summary of the major findings, conclusions, and recommendations, given to clients or line managers to provide them with the opportunity to clarify any ambiguous issues by asking questions.
  - Keys to effective presentation:
    - Preparation (rehearsal)
    - Adapting to the audience
    - Not lecturing or reading to the audience
    - Use graphic aids effectively
    - Speaking effectively and convincingly
Reports on the Internet

• An easy way to share data is to make executive summaries and reports available on a company intranet.

• Can use the Internet to:
  ➢ Design questionnaires
  ➢ Administer surveys
  ➢ Analyze data
  ➢ Share the results

• Many companies offer fully Web-based research management systems.
The Research Follow-Up

• Research Follow-up
  ➢ Recontacting decision makers and/or clients after they have had a chance to read over a research report in order to determine whether additional information or clarification is necessary.
CASE EXHIBIT 25.1–1  Selected Information about the Sample

<table>
<thead>
<tr>
<th>Sex</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>48%</td>
</tr>
<tr>
<td>Female</td>
<td>52%</td>
</tr>
</tbody>
</table>

**Online Connection at Home**

<table>
<thead>
<tr>
<th>Connection Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dial-up connection only</td>
<td>31%</td>
</tr>
<tr>
<td>Cable modem (with/without dial-up)</td>
<td>18%</td>
</tr>
<tr>
<td>DSL (with/without dial-up)</td>
<td>25%</td>
</tr>
<tr>
<td>Cable or DSL with another method</td>
<td>13%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>4%</td>
</tr>
<tr>
<td>No connection at home</td>
<td>9%</td>
</tr>
</tbody>
</table>

**Self-Ranked Expertise Navigating the Internet**

<table>
<thead>
<tr>
<th>Expertise Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beginner</td>
<td>14%</td>
</tr>
<tr>
<td>Intermediate</td>
<td>40%</td>
</tr>
<tr>
<td>Advanced</td>
<td>34%</td>
</tr>
<tr>
<td>Expert</td>
<td>12%</td>
</tr>
</tbody>
</table>

## Responses to Selected Knowledge Questions

<table>
<thead>
<tr>
<th>Statement</th>
<th>Response*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Companies today have the ability to follow my activity across many sites</td>
<td>True: 80%</td>
</tr>
<tr>
<td>on the web.</td>
<td></td>
</tr>
<tr>
<td>It is legal for an online store to charge different people different</td>
<td>True: 38%</td>
</tr>
<tr>
<td>prices at the same time of day.</td>
<td></td>
</tr>
<tr>
<td>By law, a site such as Expedia or Orbitz that compares prices on</td>
<td>True: 37%</td>
</tr>
<tr>
<td>different airlines must include the lowest airline prices.</td>
<td></td>
</tr>
<tr>
<td>It is legal for an offline store to charge different people different</td>
<td>True: 29%</td>
</tr>
<tr>
<td>prices at the same time of day.</td>
<td></td>
</tr>
<tr>
<td>When a website has a privacy policy, it means the site will not share</td>
<td>True: 59%</td>
</tr>
<tr>
<td>my information with other websites or companies.</td>
<td></td>
</tr>
</tbody>
</table>

*When the numbers do not add up to 100%, it is because of a rounding error. **Boldface** type indicates the correct answer.

CASE EXHIBIT 25.1–3
Responses to Selected Attitude Questions

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Don’t Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>It’s okay if a store charges me a price based on what it knows about me.</td>
<td>8%</td>
<td>91%</td>
<td>—</td>
<td>1%</td>
</tr>
<tr>
<td>It’s okay if an online store I use charges different people different prices for the same products during the same hour.</td>
<td>11%</td>
<td>87%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>It would bother me to learn that other people pay less than I do for the same products.</td>
<td>76%</td>
<td>22%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>It would bother me if websites I shop at keep detailed records of my buying behavior.</td>
<td>57%</td>
<td>41%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>It’s okay if a store I shop at frequently uses information it has about me to create a picture of me that improves the services it provides for me.</td>
<td>50%</td>
<td>47%</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

*When the numbers do not add up to 100%, it is because of a rounding error.

CASE EXHIBIT 25.1–4  Predicting Knowledge Score from Selected Demographics

<table>
<thead>
<tr>
<th></th>
<th>Unstandardized Regression Coefficient (B)</th>
<th>Standardized Regression Coefficient (β)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>0.630*</td>
<td>0.200</td>
</tr>
<tr>
<td>Income</td>
<td>0.383*</td>
<td>0.150</td>
</tr>
<tr>
<td>Self-perceived ability to navigate Internet</td>
<td>0.616*</td>
<td>0.149</td>
</tr>
<tr>
<td>Constant</td>
<td>2.687</td>
<td></td>
</tr>
<tr>
<td>$R^2$</td>
<td>0.148</td>
<td></td>
</tr>
</tbody>
</table>

*Significance <0.001 level.