

7 Steps in Marketing Research Process

Step#1
Determine the needed information



Step#2
Conduct a preliminary investigation



Step#3
Weigh the costs and benefits of formal research



Step#4
Research design-how data will be collected



Step#5
Develop questionnaire or other data collection forms



Step#6
Conduct the formal study



Step#7
Analyze the data and report the results

The Marketing Research Process

Huangqi Zhang



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