

**INDIAN INSTITUTE OF TECHNOLOGY ROORKEE**

**NPTEL**

**NPTEL ONLINE CERTIFICATION COURSE**

**Marketing Research**

**Lec – 38**

**Report Preparation & Presentation**

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Welcome everyone to the session of marketing research and analysis, today we will discuss about the report writing and report preparation. After researcher has completed his research the final outcome or the final you know the tangible thing that comes out of the research study is the report preparation, could be any report, could be a marketing research report because the subject is marketing research and analysis could be marketing research, report could be any science report, could be any report in social science and other areas, could be anywhere.

So when you talk about the report preparation and presentation it is extremely important for a researcher to be very, very careful in preparing this report because ultimately whatever he has done or she has done the outcome is only this report, he has got nothing else to prove other than this report so the researcher has to be very careful. So what should you do while keeping a report, while you know making a report, how should you, what should you keep in mind and all these things we will discuss it today.

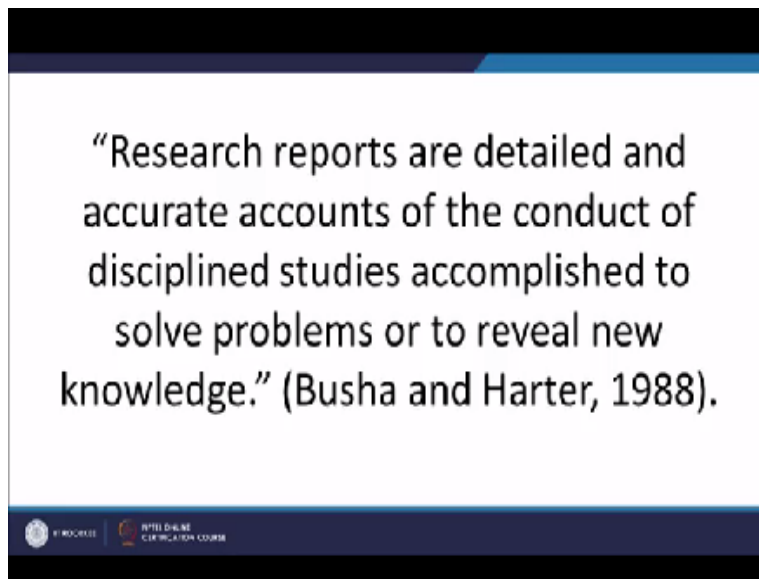
So what is a report basically, how would you define a report? Let us say a report is the final summation or the integration of all the findings and the detail you know study at the end of the day, but it is not only the finding but the report has many other things to it. The report starts with basically and you can say the topic, the title of the research report, the introduction to the study, the literature, the research design, the methodology, the analysis, the findings, their discussion, the references used.

The tables and the graphs used, everything all together is very important to be put forth in the report. Generally I have seen students make wonderful work but they are very poor at report

writing and report preparation as a result what happens is they don't get the justified result or the marks or the outcome what they should have got at the end of the day.

On the other hand there are also few very intelligent students who have not done a very great work but they make the report in such a way that the report looks awesome, it looks fantastic and as a result everybody appreciates the work. So what is this research report?

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Research reports are detailed and accurate accounts of the conduct of disciplined studies accomplished to solve problems or to reveal new knowledge said by Busha and Harter in 1988. So what are they saying, it is a detailed and accurate account of the conduct of disciplined studies. So if you have done a study, a disciplined study you know a study on let's say the marketing problems, the product development in a market, the pricing mechanism done in a market, so and so.

So to solve the new problem or to reveal new knowledge then this is nothing but is called as a research report. So what is the meaning of research report?

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# 1. Meaning of Research Report:

- Research report writing is the oral or written presentation of the evidence and the findings in such detail and form as to be readily understood and accessed by the reader and as to enable him to verify the validity of the conclusions..
- According to American Marketing Society, Its purpose is to Convey to interested persons the whole result of study in sufficient detail and to enable each reader to comprehend the data and to determine himself the validity of the conclusions. It is covers, Disseminations, Presents the conclusions for the information and knowledge to others, to check the validity of the generalizations, to encourage others to carry on research on the same or allied problem.

The research report writing is the oral or written presentation of the evidence and the findings in such detail and form as to be readily understood and accessed by the reader and as to enable him to verify the validity of the conclusions. Now what does it means? it means that your report is such a thing, like for example when a child gets report card the parent by looking at the report card immediately says whether the child is properly studying or not studying, whether he is taking interest in particular subject or not taking interest in another subject or something, so all this is nothing but just by watching the report card.

Similarly when a reader is reading a research report it should be helpful to give him an idea what is the study all about and it should help him in validating to verify and validate the conclusions. So this is not easy, obviously not easy because that means you have tried to put forth your idea, your abstract thinking and all in a written format and if this written format is not very well done then the reader will be confused and your study would be less valid in nature.

According to the American marketing society its purpose is to convey to people interested the whole result of the study in sufficient detail and to enable each reader to comprehend the data and to determine himself the validity of the conclusions.

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## 1. Meaning of Research Report:

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So the reader himself after studying the report would come to a position to say whether the conclusion are valid it itself or not. It covers disseminations, presents the conclusion for the information and knowledge to others to check the validity of the generalizations, to encourage others to carry on research on the same or the allied problems or similar problems, so this is what basically a research report does. So let's see the importance of the report and the presentation.

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**Importance of the Report and Presentation**

For the following reasons, the report and its presentation are important parts of the marketing research project:

1. They are the tangible products of the research effort.
2. Management decisions are guided by the report and the presentation.
3. The involvement of many marketing managers in the project is limited to the written report and the oral presentation.
4. Management's decision to undertake marketing research in the future or to use the particular research supplier again will be influenced by the perceived usefulness of the report and the presentation.

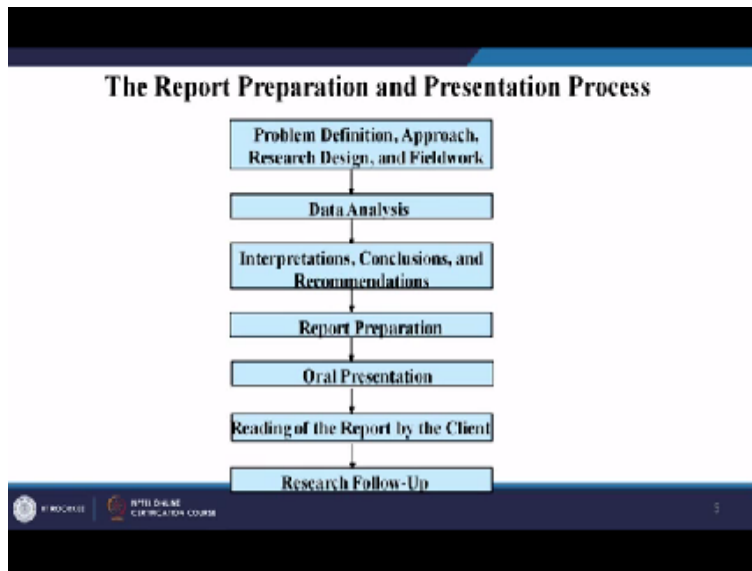
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So as it started with the tangible products of the research effort, that is the only tangible thing, you don't have any thing else to show the world apart from your research report, that is why reports are maintained for a very, very long time and it will be helpful anytime in your career. Management decisions are guided by the report and the presentation so if your research study has been done and the report has been provided with the help of this report the management decides what strategy, what actions to take and not to take.

The involvement of many marketing managers in the project is limited to the written report and the oral presentation. Management's decision to undertake marketing research in the future or to use a particular research supplier again will be influenced by the perceived usefulness of the report.

So for example supposed you have hired a report agency and this agency has made a report and on basis of that report you decide whether to continue with the agency or not to continue with the agency. So this just is one way to influence your client, to impress your client and to influence others. So as I started.

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The product, the report preparation and the presentation process, so initially when you start writing a report first it starts with this six steps, so what are they? We have discussed it more again and again in initial classes also product, problem definition, approach, research design, and field work, data analysis, interpretation conclusion and recommendations. So the researcher interprets the data, concludes the data and then he starts recommending, he makes the presentation, report preparation, he makes the report preparation, a tangible hard copy or could be soft copy also.

Then oral presentation, reading of the report by the client and finally the research follow up. So in the entire six steps you see where we have in the first step we have clubbed most of the work of the research study and the others we have asked to conduct this how to conduct the study to prepare the report, to make the oral presentation and maybe you know present yourself in front of your client, maybe your teacher or anywhere. So structure of this research report, how should a structure be?

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**Structure of Research Report**

- Generally, a research report, whether it is called dissertation or thesis
- 1) The Preliminary i.e. preface pages
- 2) The text of the report / Main body of the report
- 3) The Reference material.

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Generally a research report which is called a dissertation or thesis, PhD, all PhD students would be highly interested in this subject because at the end of the day they have to make a dissertation report or a thesis and how should this thesis be? Generally I have seen that there is always a confusion, there is a war of thoughts in between faculties, researchers, what should be the thickness of the research report, how should it look and all.

Generally earlier days I had used to see when I have seen my teachers or my elders the reports and all, they used to be very thick, heavy volumed and big in size, but that is not desirable. A research report should be as suggested by many good organizations, many good institutions like the IIT's and all, there has to be a maximum of maybe let us say in between 100 to 150 pages, this is just my own thought process I am saying, you might agree or not agree but if you are writing too much that means sometimes the researcher brings in a lot of anomalies into the study and not so properly thought process involved in the study.

So the more concise the report it is better, so the three stages are the preliminary or the prefix pages, the text of the report that is the main body of the report and the reference material that you have used. When you make a report citing the work of others it is extremely, extremely important otherwise there is a chance that you might be sued in terms of plagiarism, but beyond that it is not wise or honest to do that first the preliminary section.

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CHAPTER 1-INTRODUCTION	
1.0	Introduction
1.1	Background of the study
1.2	Problem Statement
1.3	Purpose and objective of the study
1.4	Research Questions
1.5	Definition of Terms
1.6	Significant of the study
1.7	Conclusion

The preliminary section consists of these things if you see the title page, so what is the title page? Now the title page should be including the title of the study. Now the title of the study should not be extremely long and very complex, it should be as simple and as clear as possible, then certification, candidate declaration, preface including the acknowledgements, table of content, list of tables, how many tables, which page and all, list of figures that you have used, list of abbreviation.

Because many a times when i was doing my PhD we have seen that our professor was very, very particular on the abbreviations you have used because many a times the researcher understands the abbreviation but he feels that it is okay and he doesn't take into account that others might not be able to follow the same thing.

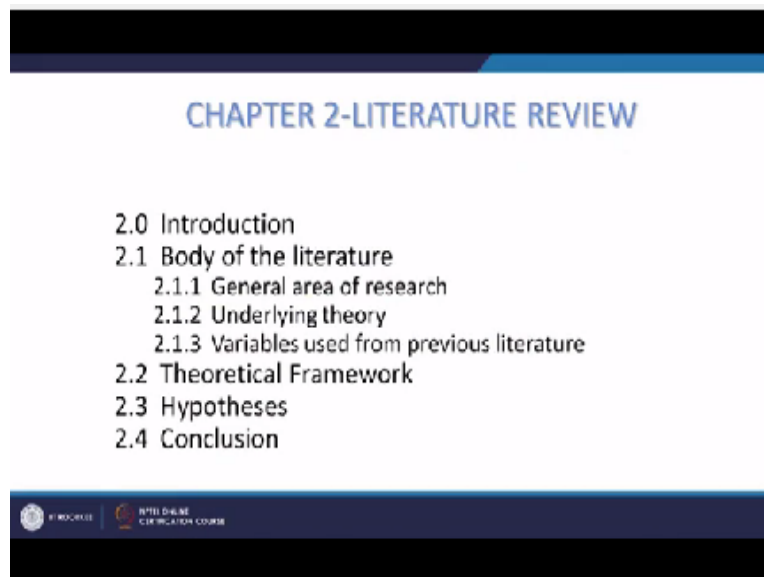
So as a result it becomes very complex and complicated, maybe you have been studying or reading the page number 75 and suddenly you come with an abbreviation, you don't know where to look for, so that becomes difficult, so abbreviation should be there in the first, in the preliminary section itself.

Then the introduction, in the introduction the background of the study, the problem statement how did this problem arise, what is the purpose and objective of the study, what are the possible research questions that you have come across or you have developed as a part of the study, what are the definitions of the terms being used in the study and what is the significance of the study, finally the conclusion.



It is better to have a conclusion at the end of each chapter, this is for all thesis writers, maybe M Tech thesis or research reports or even PhD thesis or whatever, and conclusion at the end of the study each chapter is extremely important or wise to do that. Chapter 2 is your literature review.

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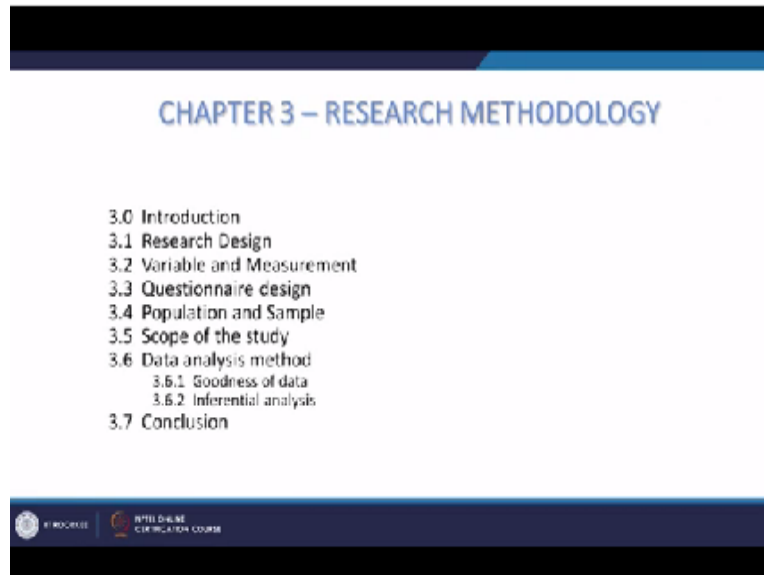
What is this literature review all about? Literature review is the literature that you have cited of all those researchers who have done a study in the particular area, so suppose you are been doing a research on let us say distribution so all people who have done research on the similar area what they had to say in a particular circumstance would be part of the literature, okay, so the body of the literature would be a general area, underlying theory.

So what are all the underlying theory behind this research is very important, what are the variables used from the other literatures, previous literatures, your theoretical framework, your hypothesis that you have developed and again your conclusion. So the literature review is basically nothing but respecting those researchers who have worked in your area and trying to give them the value of work worth they had done.

So as a researcher you need to support their work or discuss their work and something that is relevant to yours and then come out with the variables what you have used from their literature, their earlier literature and what are the underlying theory on basis of which your research is

dependent on or the researcher would be or the foundation of your research would be built on, it is very important to discuss. The third is the research methodology section.

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In research methodology section we talk about, although we have done it in length but still when you are writing a research report it is very important to understand them. In the research methodology section you talk about the research design so what research design am i going to use, what are the variables? Research design I have already spoken about it so it includes all those like the kind of research, the sample, the scale everything.

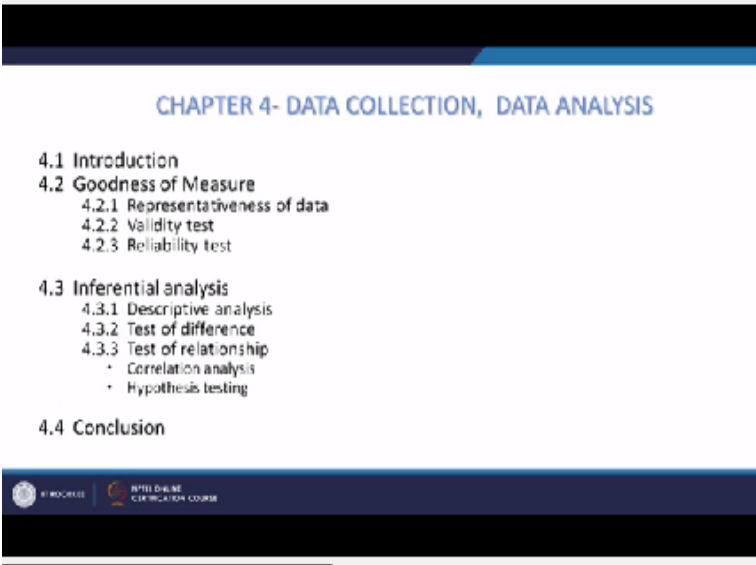
So with the variable and the measurements, so what variables have you used, why did you select those variables, and what is the rationality of selecting those variables, this is very important from a researchers point of view to explain why this variable and not this variable. Again i have said when you are building relationships, for example you are trying to prove a hypothesis, in those cases it becomes extremely important for a researcher to justify the reason for developing a hypothesis.

So earlier I used to say that A --->B---->C and then it --->D and these relationships whatever comes, they have to be theoretically rightly justified okay, otherwise it should be not be done. Then comes the questioner design instrument the way you want to collect the data, population, sample, scope and then the data analysis and then finally again the conclusion.

Finally the data collection and the data analysis in which we are checking for the goodness of measure, the representativeness of the data, the validity of the tests, whether the instrument that we are using are they valid enough or not valid, how reliable are they?

So those things have to be checked, validity, reliability, we have already done, we have talked about, in earlier classes we have talked about constant validity, distinct validity, composite reliability, so these are terms which we have used.

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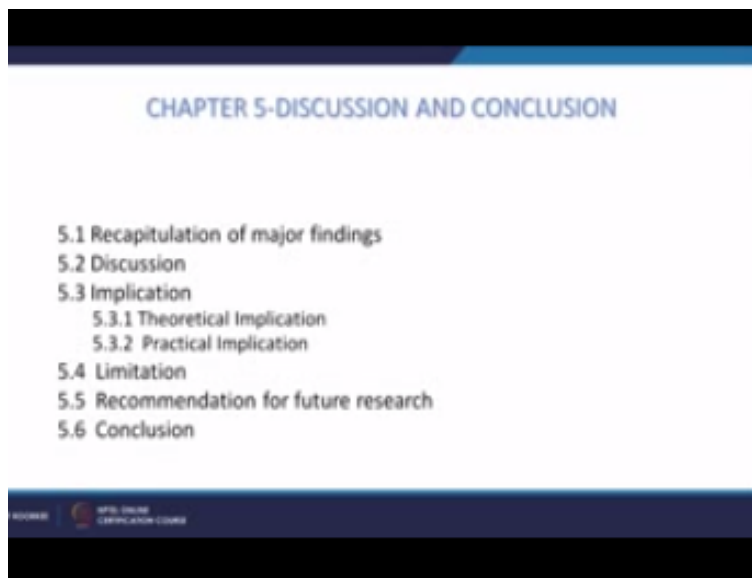
**CHAPTER 4- DATA COLLECTION, DATA ANALYSIS**

- 4.1 Introduction
- 4.2 Goodness of Measure
  - 4.2.1 Representativeness of data
  - 4.2.2 Validity test
  - 4.2.3 Reliability test
- 4.3 Inferential analysis
  - 4.3.1 Descriptive analysis
  - 4.3.2 Test of difference
  - 4.3.3 Test of relationship
    - Correlation analysis
    - Hypothesis testing
- 4.4 Conclusion

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Finally we talk about the inferential analysis, the descriptive analysis; you know the correlation analyst types of relationship and the hypothesis testing and again the conclusion. So every chapter is followed with conclusion and the final chapter is the discussion and conclusion the most important chapter, in fact you can say the crux of the matter lies here. Whatever the researcher has done the finding comes in the discussion stage so here he discusses with the scientific world what is his work all about.

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So discussion, implication, theoretical practical implication, so sometimes it is called theoretical and managerial implication, also in management, limitations and future research scope, and again the conclusion. So the final reference material the reference material is.

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**REFERENCE MATERIAL**

The reference material is generally divided as follows

- 1. Bibliography (APA Style or ..)
- 2. Appendices (SPSS output & Data Stream)
- 3. Glossary of terms (if any)
- 4. Index (if any)

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Generally divided as the bibliography so what kind of a style you are using so, if you are following a particular style let's say the American psychological association style, APA style we say then you have to follow the entire study on that way or the Howard style or some other style. Whatever style you are following the same style has to be followed across the research report otherwise it is not well taken, the appendices should be having your tables, you know the output data, sets and all these things should be there.

You know the output data sets and all, all these things should be there, glossary of terms if any and indexing if any, these are all part of the reference materials page.

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**Elrick & Lavidge Guidelines**  
**Conclusions**

Conclusions concerning, for example

- customer behavior
- customer attitudes or perceptions
- the nature of the markets studied

Generally, in studies with samples designed to represent the market. Avoid interesting results that are not relevant to the conclusions

- May be in the form of statement or paragraphs
- Use subheadings to identify conclusions covering different subjects or market segments

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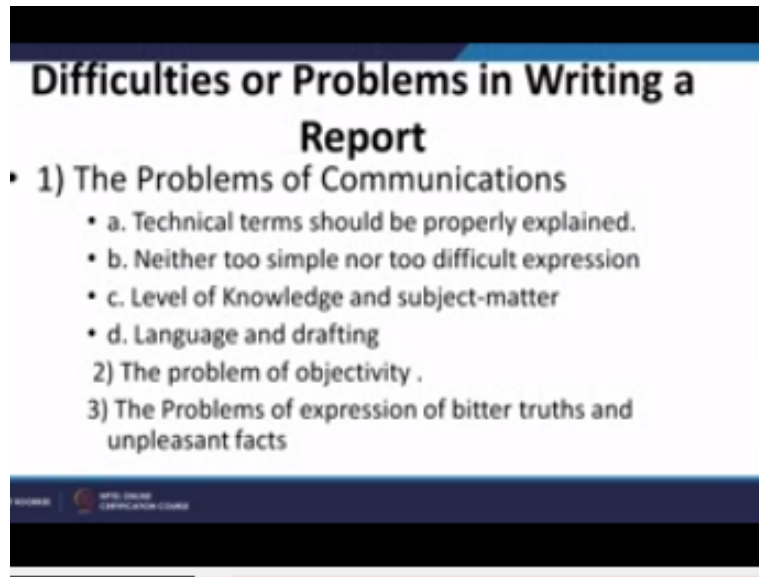
Okay, when you talk about the title page, this is somewhat given by Elrick & Lavidge guidelines, the title page, it says avoid research-eze, that is followed in selecting long distance carriers, for example it is better than long distance service study, now what is it saying? Now when you are making a title page please be very careful because your title page is the one which the world is going to read.

So if your title page is clumsy, it is not very clear then your study would get a little lower value, so similarly customer reactions to an expanded financial insurance relationship is better than relationship study because if you say only relationship study it does not mean what relationship are you talking about, rather it has to be more clear, insurance relationship financial relationship, what are you talking about and in conclusion similarly it says, conclusions concerning for example

Customer behavior, customer attitude or perceptions or the nature of the marketers studied so generally in studies with the samples designed to represent the market avoid interesting results that are not relevant to the conclusion, now this is something very important, it is a very good writing, piece of information. Suppose you have, many a times researchers do this followed this strap, if you have not done a study or if something is not coming as a part of your data or there is no backing or substantial scientific backing then please, please do not cite such data.

Do not write anything regarding that because they are not relevant to your study, so maybe in the form of statement or paragraphs, use subheadings to identify conclusions covering different subjects or market segments.

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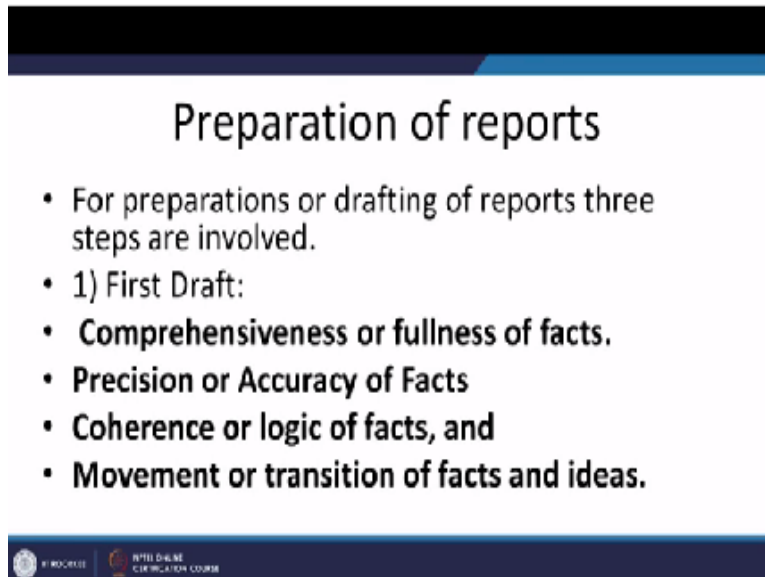


What are difficulties or problems while writing a report, the problem is of communication. Many a times while writing a report even we are finding difficulty in the technical terms; they should be properly explained, so if you are using a technical term kindly explain it properly because the world might not understand it. It should be neither too simple nor too difficult expression; simple is still okay, not too difficult sure. Label of knowledge and subject matter of the reader so who is going to read your report, accordingly or you know subject matter should be there and it should be explained in that way.

Language and drafting, how nicely you are drafting, how good your language is makes the report more beautiful, more interesting to read. The problem of next half of the problem, of communication, the problem of objectivity. Now many a times while writing a report the researcher finds it difficult to maintain its objective what is the objectivity of the study, so he sometimes misses the path and goes to another field or another area which actually is not his major objective of the study, so one should be very careful while deciding what is the objective and you should stick to your objective.



The problem of expression of bitter truths and unpleasant facts, now that is very interesting, also truths are good it is always important to say the truth but how do you say the truth is important, so if the truth is bitter and it is unpleasant you should know how to express it okay.

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**Preparation of reports**

- For preparations or drafting of reports three steps are involved.
- 1) First Draft:
  - **Comprehensiveness or fullness of facts.**
  - **Precision or Accuracy of Facts**
  - **Coherence or logic of facts, and**
  - **Movement or transition of facts and ideas.**

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So preparation of drafts, there are first draft, second draft, third draft, so the first draft includes the comprehensiveness or fullness of the facts, precision or accuracy of the facts, logical flow and the movements and transition of the facts and ideas. Similarly when you are talking about, in the first stage, in the first report.

This is the first report, the second report I think is there, well the second and third report is basically nothing but in the second report you try to expand the thing and check for any other inputs into it or something. Sometimes it is not necessary to have a second and third report also but it is better to have always more than one report because it is always you have improved up on it. So when you are writing the report you should be understanding these things, a report should be written for a specific reader or readers the marketing managers who will use the results.

Now if you are writing for the marketing managers it might not be, the same report might not be very interesting for a scientific community, similarly something written for a scientific community might not be very interesting for a marketing manager so you need to understand who is your reader accordingly you have to write the report, easy to follow, the report should be



easy to follow, it should be structured logically and written clearly, presentable and professional appearance.

Now it is very, very vital, many a times I have seen my students conducting a writing research report and then not been very particular about their appearance, they feel packaging is nothing but it is very, very wrong because after all we also judge our work by the way it looks from outside, so you need to give special emphasis on how your report is looking.

Objectivity is a virtue that would guide the report writing, that is what we discussed, the rule is tell it like it is, so what is your objective, what are you doing, accordingly you should be doing it. Reinforce text with tables and graphs, it is important to reinforce your key information in the text, suppose for example you are given some dataset or some data analysis, please try to provide the information in the text through tables and graphs, pictures, maps with a visual output so that it becomes much simpler for the researcher to read and understand.

Terse, the report should be terse and concise that means it should be brief, brevity should not be achieved at the expense of completeness, that is the trade off, brevity, to be brief, to be concise sometimes in order to be more specific to narrow it down you should not doing it at the expense of completeness, so there has to be a trade off.

Trying to explain too much also, sometimes you start writing unnecessary things which is not wanted and neither you should be trying to make it extremely brief also, so guidelines of the tables.

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### Guidelines for Tables

- **Title and number.** Every table should have a number and title.
- **Arrangement of data items.** The arrangement of data items in a table should emphasize the most significant aspect of the data.
- **Basis of measurement.** The basis or unit of measurement should be clearly stated
- **Leaders, rulings, spaces.** *Leaders*, dots or hyphens used to lead the eye horizontally, impart uniformity and improve readability. Instead of ruling the table horizontally or vertically, white spaces are used to set off data items. Skipping lines after different sections of the data can also assist the eye. Horizontal rules are often used after the headings.

Now important, every table should have a number and title both, at the pictorial level that means at the table level and within the, in the main chapter also. The arrangement of the data items in a table should emphasize the most significant aspect of the data, the data items in a table should emphasize the most significant, so you can bold it, you can highlight it, so that one can easily see that and understand.

Basis of measurement, the unit of measurement should be clearly stated and many a times the unit of measurement is missed by mistake, that is a crime one should not do it. Leaders, dots or hyphens should be used to lead the eye horizontally, impart uniformity and improve readability. Instead of reading the paper horizontally or vertically white spaces are used to set off data items. Skipping lines after different sections of the data can also assist the eye so these are something, the techniques as a writer you should use so that it becomes clear, more visible to the reader.

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**Guidelines for Tables (cont...)**

- **Explanations and comments: Headings, stubs, and footnotes.** Designations placed over the vertical columns are called headings. Designations placed in the left-hand column are called stubs. Information that cannot be incorporated in the table should be explained by footnotes.
- **Sources of the data.** If the data contained in the table are secondary, the source of data should be cited.

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Explanations and commands, headings, stubs and footnotes. Designations placed over the vertical columns are called headings similarly the stubs are the left hand columns, information that cannot be incorporated in the table should be explained by footnotes. Suppose there is some information in the table that you are not able to provide there because of lack of space or something please give a footnote, very important.

Sources of data, if you are not giving it then you are doing a crime. If the data contained in the table are the source should be cited.

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## Characteristics of good report

- 1) Attractive
- 2) Clear Topic
- 3) Balanced Language
- 4) No repetition of facts
- 5) Statement of scientific facts
- 6) Practicability
- 7) Description of the difficulties and the shortcomings

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So this is the characteristics of a good report, so how should a good report look like finally? It should be attractive, so attractive from all angles, everything is clear, concise, presentable, everything is clear, topic is clear because the topic is the one through which the reader is searching your topic maybe on Google or somewhere so the topic has to be very clear.

Balanced, language has to be balanced, you cannot use a highly extremely difficult language for somebody to understand nor you can use a language which is highly unscientific and looks very loose so that the researcher starts losing interest, he says this is something like a very common report. Don't repeat facts, duplication of facts should be avoided in report writing. Statement of the scientific facts, so you have to give the statement behind the scientific facts.

Practicability the report should be highly practicable in nature and description of the difficulty and the shortcomings, if there is any difficulty, any shortcoming it should be explained properly, this is what a good report becomes, looks like.

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**Good Report & Conclusions**

- Review of literature
- **Treatment of quotations**
- **Size and Physical Design**
- **Footnotes**
- **Use of Abbreviations**
- **Use of Statistics, Charts and Graphs**
- **Bibliography, Index & Appendices**
- **Conclusions:** In spite of all that has been stated above, one should always keep in view the fact report-writing is an art which is learnt by practice and experience.

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So these are the things one has to be careful, review of literature, treatment of quotations, size and physical design, footnotes, abbreviations, use of abbreviations, use of statistic charts and graphs, bibliography, index and appendices and conclusions. If you are following this all this which I have said then there is no doubt that your report will look much, much better and clean, okay. Now coming to the oral presentation.

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## Oral Presentation

- The key to an effective presentation is preparation.
- A written script or detailed outline should be prepared following the format of the written report.
- The presentation must be geared to the audience.
- The presentation should be rehearsed several times before it is made to the management.
- Visual aids, such as tables and graphs, should be displayed with a variety of media.
- It is important to maintain eye contact and interact with the audience during the presentation.

The key to an effective presentation is preparation, so they say if you want to present somebody, you have written your report but now you have to present the report so when you present it orally a written script or detailed outline should be prepared following the format of the written report. The presentation must be geared to the audience so when you are making oral presentation so the ppt or whatever material you are making it has to follow certain guidelines and then the presentation must be made according to the audience who is going to listen to that.

The presentation should be rehearsed several times obviously, the more you prepare the better it is. Visual aids are a must, should be displayed with a variety of media, it is important to maintain eye contact with the audience during the presentation, so this is the oral presentation side and I am just trying to brief you. When you are doing oral presentation look in the eye, when you look, when you are more involved obviously the researcher, the audience feels that the researcher is involved and he is contributing something seriously.

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## Oral Presentation

- Filler words like "uh," "y'know," and "all right," should not be used.
- The "**Tell 'Em**" principle is effective for structuring a presentation.
- Another useful guideline is the "**KISS 'Em**" principle, which states: Keep It Simple and Straightforward (hence the acronym KISS).
- Body language should be employed.
- The speaker should vary the volume, pitch, voice quality, articulation, and rate while speaking.

Filler words like “uh”, “you know”, “all right” should not be used, now these are the important small things but they are important, they matter a lot, your presentation can be done good or bad on basis of these things. The “Tell ‘Em” principle is effective for structuring a presentation. Keep it “Kiss ‘Em” principle of kiss which states: keep it simple and straight forward your presentation should be simple and straightforward. Body language should be employed whenever you are speaking your body language should be positive and you should be using it as often as possible because by that your involvement comes into play.

And the audience is not only listening to you he is looking at your body and he is trying to understand from there also, the speaker should vary the volume, now modulation, you have seen some very good leaders, political leaders and all, now they are very nicely modulated, their voice, their pitch, the voice quality and all, so by doing all this they know they have improved their presentation abilities, so this is all we have so I hope you are through with, you have understood the importance of report writing.

And the oral presentation and I hope, so if you follow these simple techniques your report writing can become much, much effective, much better and I am sure you would surely do better than what you have been doing earlier and staying with this, with your report writing your oral presentation should also improve and to keep those simple things in mind and I am sure you will do it better, thank you very much.

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