

# MK 201 Group Assignment...Due September 8, 2020

## **Research Aim, Objectives, and Questions**

- Each group is the write down your research aim.
- Then write down 3 objectives in doing your research
- Then you are to write 5 questions for each objective  
with total of 15 questions

Please submit 3 ppt slides excluding cover max... 5 mins presentation..  
we will have presentation next class...

# RESEARCH...simple ...

- **Research Aim: What do we want to find from this research?**



- **Research Objectives: What ways can we achieve our aim?**



- **Research Questions: What questions to ask consumers to achieve our objectives? (open ended questions)**



# Research Aim: What insights we want to find from this research?

Example: To launch fashion products that meet the needs of Thai Gen Z



# Research Objectives: What ways can we achieve the aim?

Research Aim: To launch fashion products that meet the needs of Thai Gen Z



Research Objectives:

Example: 1. To identify Gen Z shopping habits

2. To find what types of fashion influences Gen Z

3. What is the lifestyle of Gen Z



# Research Questions: What questions to ask to achieve our objectives?

Research Objective: To identify Gen Z shopping habits



Research Questions:

1. Where do you normally shop?
2. When you shop what promotions do you look for?
3. What type of clothing and accessories do you normally buy?
4. When you go shopping do you go alone or with your friends, who do you go with?
5. How much do you spend when you go out shopping?