



Research Objectives and Questions Lesson

(Taken from [Business Research Essentials: Methods and Strategies](#) by Stromp & Aboufadel)

There are some key concepts used across all types of research. It is important to understand these before we begin to specifically discuss business research.

The Research Objective

Before you determine the best methodology to use to answer your business question, it is helpful to define the research objective. The research objective is a broad question or statement that declares the purpose of conducting the research. Without the research objective, the researcher cannot begin to develop an appropriate methodology.

The Research Questions

Related to the research objective are additional research questions that help flesh out the overarching research objective. These questions are more detailed and tactical in nature than the research objective. They are the questions that need to be answered to fully address the research objective.

Example Research Objectives and Questions

Let's take a look at a few examples of how the research objective and corresponding research questions can work together.

Company	Bitz and Bites Manufacturing Company
Research Objective	Determine how to improve customer satisfaction with service
Question #1	What aspects of current customer service work well?
Question #2	What problems do customers have with current service?
Question #3	What other services would customers like to have?
Question #4	How fast do customers expect to receive replies to requests?

(Figure 1.1.1 from [Business Research Essentials: Methods and Strategies](#) by Stromp & Aboufadel)

Company	SodyPop, Inc.
Research Objective	To determine whether or not to enter the flavored sparkling water market
Question #1	Who are the top competitors in the sparking water market?
Question #2	What are the top selling flavors?
Question #3	Would consumers adopt a sparkling water product from SodyPop, Inc.?
Question #4	What price point would be optimal for a new offering?

(Figure 1.1.2 from [Business Research Essentials: Methods and Strategies](#) by Stromp & Aboufadel)

Assignment

Suppose Nike was considering making dress shoes to increase revenue. They would perform research to decide if doing so would be profitable. Fill out the chart below to show what their research objective is and what questions they should consider during their research.

Company	
Research Objective	
Question #1	
Question #2	
Question #3	
Question #4	

Suppose Little Caesars was considering adding pasta dishes to their menu to increase revenue. They would perform research to decide if doing so would be profitable. Fill out the chart below to show what their research objective is and what questions they should consider during their research.

Company	
Research Objective	
Question #1	
Question #2	
Question #3	
Question #4	