

Research Question Examples: Marketing

About this document

This PDF contains 88 **marketing research question examples**, each quoted word for word from one of 47 completed dissertations and theses (2011–2025), grouped into 5 sections. Each question links to the thesis that asked it, so you can read how it was answered. Use them to see what a well-formed marketing research question looks like, then adapt the shape to your own study.

By [Derek Jansen](#) (MBA) · Reviewed by [Eunice Rautenbach](#) (DTech) · Grad Coach · October 2026

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Descriptive questions

These questions ask *what is happening*: how much, how often, or what kinds. They describe a situation rather than explain it.

1. To what extent are crowdfunding platforms accessible to organizations as a marketing channel and, if so, what role can these platforms play?

Asked in: [An Evaluation of Crowdsourcing as a Tool for Marketing Activities](#) · Brown, Terrence · Luleå University of Technology · 2019

2. How do young people in Mumbai perceive the Bata Brand?

Asked in: [Attitudes of Young Consumers in Mumbai Towards the Bata Brand](#) · Khan, Shakira · Tomas Bata University in Zlín · 2023

3. What makes marketing communication strategy effective towards the youth of Mumbai?

Asked in: [Attitudes of Young Consumers in Mumbai Towards the Bata Brand](#) · Khan, Shakira · Tomas Bata University in Zlín · 2023

4. What insights can an artificial intelligence-based automated text analysis tool deliver from depth interviews with respondents engaged in a creative focus activity?

Asked in: [Automated Text Analysis of Online Content in Marketing : Dictionray-Based Methods and Artificial Intelligence](#) · Pitt, Christine · KTH Royal Institute of Technology · 2020

5. What insights can a dictionary-based automated text analysis tool deliver from online reviews by respondents engaged in an experience focus activity?

Asked in: [Automated Text Analysis of Online Content in Marketing : Dictionray-Based Methods and Artificial Intelligence](#) · Pitt, Christine · KTH Royal Institute of Technology · 2020

6. What insights can a dictionary-based automated text analysis tool deliver from online interviews by respondents engaged in a creation focus activity?

Asked in: [Automated Text Analysis of Online Content in Marketing : Dictionray-Based Methods and Artificial Intelligence](#) · Pitt, Christine · KTH Royal Institute of Technology · 2020

7. What does the level of integration into the co-branded partnership look like?

Asked in: [Co-branded partnerships with human brands. : A qualitative study to understand managerial efforts of said phenomenon.](#) · Magnusson, Elin · Jönköping University · 2022

8. What risks need to be considered when collaborating with influencers?

Asked in: [Co-branded partnerships with human brands. : A qualitative study to understand managerial efforts of said phenomenon.](#) · Magnusson, Elin · Jönköping University · 2022

9. How do VR suppliers, as early adopters, bridge the digital gap between VR-technology and digital immigrants?

Asked in: [Designing Virtual Reality Experiences for Elderly : A qualitative study focusing on VR suppliers operating within the elder care sector.](#) · Bohlin, Elin · Linnaeus University · 2020

10. What are the consequences that constitute the construct of luxury cosmetic brand experience?

Asked in: [Experiential marketing – A consumption of fantasies, feelings and fun. An investigation of the relationship between brand experience and loyalty within the context of the luxury cosmetics sector in Thailand](#) · Ueacharoenkit, Supawan · Brunel University · 2013

11. How do e-commerce companies communicate green deliveries on the website?

Asked in: [Green deliveries : a marketing perspective on delivery alternatives in Swedish e-commerce](#) · Palm, Rebecca · University of Borås · 2021

12. What kind of discourses inform body representations in advertisements between 1990-2019?

Asked in: [How body discourses inform a fashion brand's advertising campaigns](#) · Ketonen, Nea · Aalto University · 2021

13. How do Restaurant operators use social Media Marketing Strategies for customer retention?

Asked in: [Impact of Covid-19 on Social Media Marketing Adoption and Customer Retention](#) · Matungulu Evodie · Griffith College · 2021

14. What are the themes and concepts used by reviewers expressing differing customer satisfaction when posting [user generated content]?

Asked in: [Investigating the persuasive impact of online textual content : A narrative theory approach](#) · Cassar, Mario · Luleå University of Technology · 2019

15. How are sustainable clothing collections from a fast fashion company perceived by men?

Asked in: [Mentality of a Throw-Away Society : A study on sustainable consumption and the millennial perception of post-retail initiatives](#) · Kvarnbäck, Klara · Umeå University · 2017

16. What methods and strategies do Attraktiva Värmland use in order to attract new prospects whilst keeping their current residents?

Asked in: [Out of sight, out of mind : A study of Värmlands image and profile](#) · Gustavsson, Hanna · Karlstad University · 2013

17. How do consumers view the perceived risk of rapid transit with regards to unsafe and unpleasant events?

Asked in: [Perceived Safety Risk and Information Search Behaviour for Rapid Transit Travel : A Descriptive and Explanatory Case Study of Stockholm's Rapid Transit System](#) · Jacobsson, Carl · Luleå University of Technology · 2020

18. What is the perceived value that each actor extracts from the value co-creation process due to sponsorship collaborations?

Asked in: [Sponsorship of local footballing clubs : value co-creation and ethical considerations](#) · Ifter, Mattias · University of Borås · 2022

19. What ethical considerations do sponsors and local football clubs take when they are a part of a sponsorship collaboration with regard to the involvement of children and youngsters?

Asked in: [Sponsorship of local footballing clubs : value co-creation and ethical considerations](#) · Ifter, Mattias · University of Borås · 2022

20. What strategies are used in digital complaint management in social networks?

Asked in: [Strategies for Digital Complaint Management : A Qualitative Study of Five Selected Hotels with High Customer Ratings](#) · Carlsson, Matilda · Södertörn University · 2017

21. How are sustainable fashion collaborations communicated in the consumers' eyes?

Asked in: [The Millennial Eyes : A Study Of Consumers' Response Towards Sustainable Fashion Collaborations' Communication](#) · Nehmé, Yasmine · University of Borås · 2021

22. How can the identity perspectives expressed in residents' place image be characterized?

Asked in: [Through the Looking Glass : An Identity-Based View of Place Branding](#) · Strandberg, Carola · Luleå University of Technology · 2023

23. Do luxury fashion brands utilize Twitter as an avenue for communicating with current and potential consumers?

Asked in: [Twitter and Fashion: A Quantitative Investigation of the Use of Twitter as an Interactive Tool by Luxury Fashion Brands](#) · Goode, Ashley · Texas State University · 2013

24. How often do luxury fashion brands use Twitter as a form of communication?

Asked in: [Twitter and Fashion: A Quantitative Investigation of the Use of Twitter as an Interactive Tool by Luxury Fashion Brands](#) · Goode, Ashley · Texas State University · 2013

25. How can the goals and objectives of social media marketing towards external business customers be described?

Asked in: [Användandet av Marknadsföring via Social Media mot Externa Företagskunder : Mål och Marknadsföring](#) · Isacson Larsson, Malin · Luleå University of Technology · 2017

26. How can the use of financial metrics, when measuring effects of social media marketing towards external business customer, be described?

Asked in: [Användandet av Marknadsföring via Social Media mot Externa Företagskunder : Mål och Marknadsföring](#) · Isacson Larsson, Malin · Luleå University of Technology · 2017

27. Which are the informational needs of the wine producer and the restaurant owner in order to have a better interaction with the customer?

Asked in: [Customer Relationship Management: uma ferramenta dinamizadora da cadeia de valor vinícola](#) · Romão, Gustavo Manuel Carvalho · ISEG Lisbon School of Economics & Management · 2011

28. What elements describe the purchasing habits of the Marche food and agriculture consumer online?

Asked in: [Il ruolo delle comunità omofiliiche nella promozione e vendita di prodotti agroalimentari sul web](#) · usai stefano · University of Urbino Carlo Bo · 2020

29. What and how much knowledge do consumers have on Facebook about how Online Behavioral Advertising works?

Asked in: [Intressebaserad annonsering - hot eller möjlighet? : En kvalitativ studie om konsumenters uppfattning om "online behavioural advertenting"\(OBA\) på Facebook](#) · Lina Mekidiche · Södertörn University · 2018

30. What characterizes negative services and how can providers of such service be more successful by engaging customers?

Asked in: [Negative Kundenemotionen im Dienstleistungsprozess : Untersuchung der Einflussfaktoren und Ansatzpunkte zur Reduktion](#) · Haager, Stephanie · University of Hohenheim · 2019

31. What are the consumer perceptions and attitudes towards green and sustainable financial products, specifically in the context of financing energy-efficient solutions?

Asked in: [Redefinir modelos de crédito pessoal : estratégias de financiamento verde e implementação de soluções energéticas eficientes](#) · Diogo Ferreira Mimoso · Catholic University of Portugal · 2025

Causal questions

These questions ask whether one thing causes a change in another. Answering them usually takes an experiment or a careful design that rules out other explanations.

32. How will the shift from Web 2.0 (and active-user input) to Web 3.0 (and passive-data/sensor-based input) impact the new opportunities/product development process?

Asked in: [An Evaluation of Crowdsourcing as a Tool for Marketing Activities](#) · Brown, Terrence · Luleå University of Technology · 2019

33. How is the evolution of crowdsourcing impacting information externalities and consumer privacy and how is this impacting marketing?

Asked in: [An Evaluation of Crowdsourcing as a Tool for Marketing Activities](#) · Brown, Terrence · Luleå University of Technology · 2019

34. What is the influence of the gap between motivational factors to “Like” a brand’s Facebook page and the subsequent firm-created Facebook advertising on perceived advertising value?

Asked in: [Facebook & Brand Equity : Firm-created advertising and its effects on the consumer mindset](#) · Ansari-Dunkes, Jasmin · Umeå University · 2013

35. What is the influence of perceived advertising value on consumer brand-related activities?

Asked in: [Facebook & Brand Equity : Firm-created advertising and its effects on the consumer mindset](#) · Ansari-Dunkes, Jasmin · Umeå University · 2013

36. What is the influence of (1) perceived advertising value and (2) consumer brand-related activities on brand equity?

Asked in: [Facebook & Brand Equity : Firm-created advertising and its effects on the consumer mindset](#) · Ansari-Dunkes, Jasmin · Umeå University · 2013

37. How does COVID-19 impact Social Media Marketing adoption among restaurants operators in southwest Nigeria?

Asked in: [Impact of Covid-19 on Social Media Marketing Adoption and Customer Retention](#) · Matungulu Evodie · Griffith College · 2021

38. What is the impact of different content type and length of online textual reviews on narrative believability and purchase intention?

Asked in: [Investigating the persuasive impact of online textual content : A narrative theory approach](#) · Cassar, Mario · Luleå University of Technology · 2019

39. Does objective knowledge effect the impact of different content type of online textual reviews on narrative believability and purchase intention?

Asked in: [Investigating the persuasive impact of online textual content : A narrative theory approach](#) · Cassar, Mario · Luleå University of Technology · 2019

40. How does the perceived risk of rapid transit with regards to personal safety, affect consumer search behaviours?

Asked in: [Perceived Safety Risk and Information Search Behaviour for Rapid Transit Travel : A Descriptive and Explanatory Case Study of Stockholm's Rapid Transit System](#) · Jacobsson, Carl · Luleå University of Technology · 2020

41. How does integrating phygital design elements in a luxury retail environment influence luxury purchasing intentions through perceived usefulness and playfulness?

Asked in: [Phygital Design: Boosting Luxury Purchase Intention by Enhancing Consumer Perceptions of In-Store Usefulness and Playfulness](#) · Natalie Rose Verdiguél · Cornell University · 2024

42. What is the appropriate [Product Development Collaboration] governance mechanism (joint ventures, agreements, or licenses) that would enhance innovation performance?

Asked in: [Product Development Collaborations: Implications for Marketing Strategy and Innovation](#) · Elhelaly, Nehal E. · McMaster University · 2022

43. Do motivations to use social media affect stages in the customer journey?

Asked in: [Scrolling on a Shopping Journey : A study of relationships between motivations to use social media, the customer journey and purchase intention](#) · Tollqvist, Frida · Umeå University · 2021

44. Do the different stages of the customer journey affect purchase intention?

Asked in: [Scrolling on a Shopping Journey : A study of relationships between motivations to use social media, the customer journey and purchase intention](#) · Tollqvist, Frida · Umeå University · 2021

45. How does the use of animation principles in dynamic posts influence the level of engagement on LinkedIn compared to static posts?

Asked in: [Static or Dynamic: An experimental study : The Impact of animation principles on user engagement on LinkedIn](#) · Freid, Stina · Jönköping University · 2023

46. How does effectiveness and efficiency create value for companies regarding marketing automation and inbound marketing, and what is value for them?

Asked in: [The contribution of effectiveness & efficiency to value within digitalization : - A qualitative study within Business to Business](#) · Jakobsson, Nellie · Jönköping University · 2019

47. How does involvement in online brand communities affect brand loyalty among motorsport fans?

Asked in: [The Development of Brand Loyalty within Online Motorsport Brand Communities](#) · Sundelius, Simon · Luleå University of Technology · 2023

48. How do online brand communities influence brand identification for motorsport enthusiasts?

Asked in: [The Development of Brand Loyalty within Online Motorsport Brand Communities](#) · Sundelius, Simon · Luleå University of Technology · 2023

49. What is the impact of the credibility of pet influencers on consumer brand attitude in South Korea?

Asked in: [The Impact of Influencer Credibility on Brand Attitude and Purchase Intention : A Study of Pet Influencers](#) · Phan, Diana · Luleå University of Technology · 2024

50. What is the impact of the credibility of pet influencers on consumer purchase intention in South Korea?

Asked in: [The Impact of Influencer Credibility on Brand Attitude and Purchase Intention : A Study of Pet Influencers](#) · Phan, Diana · Luleå University of Technology · 2024

51. What is the impact of homophilic networks on agri-food purchasing choices for consumers in the Marche region?

Asked in: [Il ruolo delle comunità omofile nella promozione e vendita di prodotti agroalimentari sul web](#) · usai stefano · University of Urbino Carlo Bo · 2020

52. How can the atmosphere, entertainment and food attributes affect the consumer's loyalty towards shopping centers?

Asked in: [När inte köp står i centrum : En kvantitativ studie kring lojalitet gentemot köpcentrum](#) · Frida Mårtensson · Linnaeus University · 2019

53. Which demands and resources of the participation process cause [Customer Participation Stress] and how does CPS influence customer participation behavior?

Asked in: [Negative Kundenemotionen im Dienstleistungsprozess : Untersuchung der Einflussfaktoren und Ansatzpunkte zur Reduktion](#) · Haager, Stephanie · University of Hohenheim · 2019

54. What are the consequences of [Customer Participation Stress] and how do they influence customers' evaluation of a service?

Asked in: [Negative Kundenemotionen im Dienstleistungsprozess : Untersuchung der Einflussfaktoren und Ansatzpunkte zur Reduktion](#) · Haager, Stephanie · University of Hohenheim · 2019

55. How can the characteristics of the participation process and customers' predispositions mitigate unwanted psycho-physical and behavioral outcomes of [Customer Participation Stress]?

Asked in: [Negative Kundenemotionen im Dienstleistungsprozess : Untersuchung der Einflussfaktoren und Ansatzpunkte zur Reduktion](#) · Haager, Stephanie · University of Hohenheim · 2019

56. What is the impact of incorporating sustainability throughout the lifecycle of household batteries on consumer purchase intention of the product?

Asked in: [Sustentabilidade, qualidade do produto e comportamento do consumidor : examinando as intenções de compra de pilhas e baterias domésticas](#) · Phillip Stefan Hüge · Catholic University of Portugal · 2024

57. What is the impact of the quality given to specific household batteries by consumers on their purchase intention?

Asked in: [Sustentabilidade, qualidade do produto e comportamento do consumidor : examinando as intenções de compra de pilhas e baterias domésticas](#) · Phillip Stefan Hüge · Catholic University of Portugal · 2024

58. What influence do TikTok marketing communications have on young consumers' cognitive, affective and behavioral attitude components?

Asked in: [Unga konsumenters attityder till marknadsföring genom TikTok : En kvantitativ studie kring attityder till marknadsföring genom TikTok](#) · Hempel, Ossian · Linnaeus University · 2020

59. What influence do background variables have on young consumers' attitudes towards marketing through TikTok?

Asked in: [Unga konsumenters attityder till marknadsföring genom TikTok : En kvantitativ studie kring attityder till marknadsföring genom TikTok](#) · Hempel, Ossian · Linnaeus University · 2020

Exploratory questions

These questions ask how or why something happens, usually where little research exists yet. They are common in qualitative studies built on interviews or observation.

60. How can resource networks be used to design a value proposition?

Asked in: [Deconstructing value : The role of resource access in determining value processes and value outcomes at different stages of the consumption journey](#) · Chipp, Kerry · KTH Royal Institute of Technology · 2019

61. How do VR suppliers design a VR experience targeted to digital immigrants within the elderly care sector?

Asked in: [Designing Virtual Reality Experiences for Elderly : A qualitative study focusing on VR suppliers operating within the elder care sector](#) · Bohlin, Elin · Linnaeus University · 2020

62. How do winemakers use emotional branding in their communication on Instagram?

Asked in: [Emotions, identity and branding : An analysis of wine producers Instagram communication](#) · Abrahamsson, Frida · Malmö University · 2022

63. How does the narrative that the company tells about itself relate to the customer's identity?

Asked in: [Emotions, identity and branding : An analysis of wine producers Instagram communication](#) · Abrahamsson, Frida · Malmö University · 2022

64. How do the various sources of messages contribute to employees' knowledge of the desired brand image?

Asked in: [Exploring the Relationship between Employee Branding and Brand Loyalty : a qualitative case study](#) · Andersson, Daniel · Linnaeus University · 2013

65. How do the various sources of messages contribute to the upholding of the psychological contract between the employees and the organization?

Asked in: [Exploring the Relationship between Employee Branding and Brand Loyalty : a qualitative case study](#) · Andersson, Daniel · Linnaeus University · 2013

66. How does the image projected by employees influence brand loyal customers?

Asked in: [Exploring the Relationship between Employee Branding and Brand Loyalty : a qualitative case study](#) · Andersson, Daniel · Linnaeus University · 2013

67. In what way can green web communication show signs of greenwashing?

Asked in: [Green deliveries : a marketing perspective on delivery alternatives in Swedish e-commerce](#) · Palm, Rebecca · University of Borås · 2021

68. How has COVID-19 changed the benefits consumers receive and value in a CrossFit brand's Facebook and Instagram community?

Asked in: [Instagram and Facebook brand community benefits consumers receive and value before and during the COVID-19 pandemic : case CrossFit](#) · Vuorenlinna, Tia · University of Jyväskylä · 2021

69. How does The Seven Sins of Greenwashing work as a theoretical model for analyzing large commercial companies within the fashion industry?

Asked in: [Sustainability experts or a marketing stunt?](#) · Cicerone, Valentina · University of Borås · 2021

70. How is the [Direct-to-Consumer] model expected to evolve in the future of the sportswear industry?

Asked in: [The evolution of the direct-to-consumer model in the sportswear industry : an assessment of the model's application by top industry leaders](#) · Rafael Pardal Camarão · Catholic University of Portugal · 2021

71. How does the collaboration between musicians and the gaming industry create value for the casual gamer?

Asked in: [Value co-creations in the gaming industry : Analyzing the Effectiveness of value co-creations between musicians and the Gaming Industry for casual gamers Engagement?](#) · Abdirahman Yusuf, Sumayo · Jönköping University · 2024

72. What are the potential risks and drawbacks associated with value co-creations between the gaming and music industries from a consumer perspective, and how do they influence engagement?

Asked in: [Value co-creations in the gaming industry : Analyzing the Effectiveness of value co-creations between musicians and the Gaming Industry for casual gamers Engagement?](#) · Abdirahman Yusuf, Sumayo · Jönköping University · 2024

73. How is [electronic Word-of-Mouth] created on Social Media by e-commerce Small & Medium-sized Enterprises?

Asked in: [Ways to Create and Measure e-WOM on Social Media](#) · Petrovic, Aleksandar · Luleå University of Technology · 2016

74. How should companies design the birthday party offer to be profitable?

Asked in: [Barnkalas flyttar hemifrån : En studie om företags syn på köpeskalas](#) · Sofia Stendén · Linnaeus University · 2015

75. How can marketing and communication strategies be optimized to better educate and attract consumers towards green and sustainable credit offerings for energy-efficient projects?

Asked in: [Redefinir modelos de crédito pessoal : estratégias de financiamento verde e implementação de soluções energéticas eficientes](#) · Diogo Ferreira Mimoso · Catholic University of Portugal · 2025

Relational questions

These questions ask *whether* two things tend to go together, such as study time and exam results, without claiming that one causes the other.

76. Does luxury cosmetic brand experience have either a direct or indirect relationship with consumer loyalty?

Asked in: [Experiential marketing – A consumption of fantasies, feelings and fun. An investigation of the relationship between brand experience and loyalty within the context of the luxury cosmetics sector in Thailand](#) · Uecharoenkit, Supawan · Brunel University · 2013

77. What potential perceived benefits of loyalty programs motivate customers' intentions to join a loyalty program in the energy market?

Asked in: [Exploring customers intentions towards loyalty programs in the energy market](#) · Bekkevik, Alexandra · Luleå University of Technology · 2024

78. What potential perceived costs and risks of loyalty programs discourage customers' intention to join a loyalty program in the energy market?

Asked in: [Exploring customers intentions towards loyalty programs in the energy market](#) · Bekkevik, Alexandra · Luleå University of Technology · 2024

79. To what extent does luxury consumption tendency moderate the perceived usefulness and playfulness of phygital design elements?

Asked in: [Phygital Design: Boosting Luxury Purchase Intention by Enhancing Consumer Perceptions of In-Store Usefulness and Playfulness](#) · Natalie Rose Verdiguél · Cornell University · 2024

80. What is the relation between consumers' attitudes and their purchase intentions towards a product or service?

Asked in: [Sport celebrities endorsement in advertising : The impact on French consumers](#) · Segalen, Claire · Linnaeus University · 2014

81. How does member participation in online brand communities contribute to the connection between online brand communities and brand loyalty in motorsport?

Asked in: [The Development of Brand Loyalty within Online Motorsport Brand Communities](#) · Sundelius, Simon · Luleå University of Technology · 2023

82. What is the mediating role of brand attitude on the relationship between influencer credibility and consumer purchase intention in South Korea?

Asked in: [The Impact of Influencer Credibility on Brand Attitude and Purchase Intention : A Study of Pet Influencers](#) · Phan, Diana · Luleå University of Technology · 2024

83. What is the relationship between place image, place attachment, self-congruity, and positive place word-of-mouth (WOM) across different stakeholder groups?

Asked in: [Through the Looking Glass : An Identity-Based View of Place Branding](#) · Strandberg, Carola · Luleå University of Technology · 2023

84. What is the relationship between place image, place attachment, self-congruity, and likelihood to stay in a place across cities of different sizes?

Asked in: [Through the Looking Glass : An Identity-Based View of Place Branding](#) · Strandberg, Carola · Luleå University of Technology · 2023

Comparative questions

These questions compare two or more groups or settings, such as two schools or two teaching methods, to see whether they differ.

85. What are the differences in consumption behavior between generations X and Y regarding the effect of [online behavior advertisement]?

Asked in: [Does the cookie taste good when learning what it consists of? : A quantitative study on online behavior advertising and generation X & Ys attitude regarding it](#) · Gharam, Jean · Uppsala University · 2021

86. What are the differences between Generation X & Y regarding privacy concerns about [online behavior advertisement]?

Asked in: [Does the cookie taste good when learning what it consists of? : A quantitative study on online behavior advertising and generation X & Ys attitude regarding it](#) · Gharam, Jean · Uppsala University · 2021

87. Does each luxury fashion brand have a unique strategy for tweeting?

Asked in: [Twitter and Fashion: A Quantitative Investigation of the Use of Twitter as an Interactive Tool by Luxury Fashion Brands](#) · Goode, Ashley · Texas State University · 2013

88. How does loyalty towards shopping centers vary between recreational-oriented consumers and task-oriented consumers?

Asked in: [När inte köp står i centrum : En kvantitativ studie kring lojalitet gentemot köpcentrum](#) · Frida Mårtensson · Linnaeus University · 2019

How to adapt a question to your own study

Every question here was asked by someone else, about their own setting. These four steps turn one into a question that is yours.

- 1. Pick the shape, not the wording.** Notice whether the question compares, explores, explains or measures. That shape is what transfers to your study.

Recommended reading: [How to write a research question](#)

- 2. Swap in your own population and setting.** Change who, where and when, and check the question still makes sense.

Recommended reading: [How to find a research gap](#)

- 3. Check it fits your method.** A "how" or "why" question usually points to qualitative work; "how much" or "is there a relationship" to quantitative.

Recommended reading: [Qualitative vs quantitative research](#)

- 4. Line up your aims, objectives and questions.** Your committee will check that they agree.

Recommended reading: [Research aims, objectives and questions](#)

Do this with two or three questions and compare them: the one you can actually answer with the time and access you have is usually the right one.