

Name _____ Date _____ Period _____

Conducting Marketing Research

The Marketing Research Process

- Step 1: _____ – are customers satisfied? Are prices competitive? Are promotion activities effective?
- Step 2: _____
 - _____ Data – obtained for the _____ and used specifically for the particular problem or issue being studied.
 - _____ Data – has _____ for some purpose other than the current study.

How Secondary Data Are Obtained

- _____ Sources
- U.S. _____ Sources
 - U.S. Census Bureau, SBA, Statistical Abstract of the U.S.
- Consumer and Business Information _____
- Business and Trade _____
- Advantages of Secondary Data – _____. Saves time and money.
- Disadvantages of Secondary Data – existing data may _____ or available. Sometimes it is inaccurate.

How Primary Data Are Obtained

- _____ – information is gathered through the use of surveys or questionnaires
 - _____ – part of the target population that is assumed to represent the _____
 - The _____ the sample size of people surveyed the _____ the results.

Types of Surveys

- _____ Interview – questioning _____
 - People are _____ to respond in person.

- _____ Interview
- _____ Interview – A group of 6 to 12 people who are _____ by researchers to _____ a particular situation or _____ to a product.
- _____ Interview
 - This type of survey has the _____ for causing _____ on the part of those surveyed.
- _____ Survey

Observation Method

- Actions of people are _____
- _____ shopping
- Contrived or natural situations
- _____ research – researcher observes a purchase, then interviews to find out the motivation

The Experimental Method

- Researcher observes the results of changing one or more marketing _____ while keeping certain other variable _____.

The Marketing Research Process Continued:

Step 3: _____

- Data Analysis – the process of _____, analyzing, and _____ the results of primary and secondary data collection

Step 4: Recommending _____ to the Problem

- Successful research results in information that helps businesses make decisions on how _____

Step 5: _____

- Managers use the research report to help make decisions.
- _____ the results
- An _____ process