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## **Chapter 29 Conducting Marketing Research**

### **Section 29.1 Marketing Research**

#### **Section Outline with Content and Academic Vocabulary**

##### **Section Outline**

The Marketing Research Process

Step 1: Defining the Problem

Step 2: Obtaining Data

Sources of Secondary Data

U.S. and State Government Sources

Specialized Research Companies

Business Publications and Trade Organizations

Advantages of Secondary Data

Disadvantages of Secondary Data

Sources of Primary Data

The Survey Method

Internet, Mail, and Telephone Surveys

The Interview Method

The Observation Method

The Experimental Method

Impact of Technology

Step 3: Analyzing the Data

Data Mining

Step 4: Recommending Solutions to the Problem

Step 5: Applying the Results

## Chapter 29 Conducting Marketing Research

### Section 29.1 Marketing Research

#### Section Outline with Content and Academic Vocabulary *continued*

#### Content Vocabulary

**problem definition** Occurs when a business clearly identifies a problem and what is needed to solve it. (p. 679)

**primary data** Data obtained for the first time and used specifically for the particular problem or issue under study. (p. 681)

**secondary data** Data already collected for some purpose other than the current study. (p. 681)

**survey method** A research technique in which information is gathered from people through the use of surveys and questionnaires. (p. 684)

**sample** Part of a target population that represents the entire population. (p. 684)

**observation method** A research technique in which the actions of people are watched and recorded, either by cameras or by observers. (p. 685)

**point-of-sale research** Powerful form of research that combines natural observation with personal interviews to explain buying behavior. (p. 685)

**experimental method** A research technique in which a researcher observes the results of changing one or more marketing variables while keep all the other variables constant under controlled conditions. (p. 685)

**data analysis** The process of compiling, analyzing, and interpreting the results of primary and secondary data collection. (p. 686)

#### Academic Vocabulary

**determine** Decide upon or fix definitely. (p. 681)

**specific** Stated explicitly or in detail. (p. 683)