

Marketing research

Definition of MR

- Marketing researches – process of collecting, the analysis, storage, access and use of various information helping to make decisions in the field of marketing.

Types of MR

- Primary – are connected with obtaining information from interrogated (respondents).
- Secondary– are connected with obtaining information from various reports: firms, competitors, suppliers, the state and public organizations, and also from mass media, the Internet.

Stages of market researches

1. Формулировка целей исследования

Анализ внутренних отчетов

Анализ вторичных источников

Анализ внешней среды

2. План исследования

Определение выборки

Выбор метода коммуникации

Составление анкеты

3. Сбор и подготовка данных

Проведение полевого исследования

Подготовка данных для ввода

Ввод данных

4. Анализ и интерпретация данных

Вывод результатов

Статистический анализ

Выводы и рекомендации

Preliminary studying of information at the formulation of the purposes

Analysis of internal reports: statistical reports on sales volumes, accounting information, analytical reports of departments, results of the conducted earlier market researches.

Analysis of external secondary sources.

- business press;
- specialized branch press;
- the specialized periodic press on marketing and advertizing;
- annual reports of manufacturing firms;
- information of the government statistical bodies;
- The Internet in all directions: branch, research firms, advertizing agencies.

Research planning: choice of methods of communication

- poll by mail;
- telephone survey;
- personal interview:
 - - individual interview;
 - - group interview;
- diary entries;
- supervision;
- experiment (the respondent put in a model situation in which he makes the decision);
- deep interview;
- hall-test;
- home-test.
- focus group;
- mystery Shopping.

History of focus group



- In May, 1921 when spirits of CHANEL No. 5 were already ready, Coco Chanel decided to note widely it a festive dinner to which many women of fashion were invited.
- At evening it sprayed from a spray new spirits among guests.
- Ladies, having experienced new aroma, looked for a look its source and on their reaction authors of spirits understood that they were successful.
- Now new perfume aromas are tested in CHANEL for focus - groups

Personal interview

- What do you think of attempt of the MICROSOFT company to increase the influence on the Internet?



Home Test

- Would you disagree to taste a box of this vodka?



Focus group



- Today we will talk to you about means against baldness

Telephone interview

- What you most often buy in drugstores?



Hall-test

- What font for phone buttons is more pleasant to you?



Deep interview



- And how the tax law influences to your business?

Thank you for attention!!!