Marketing research

Definition of MR

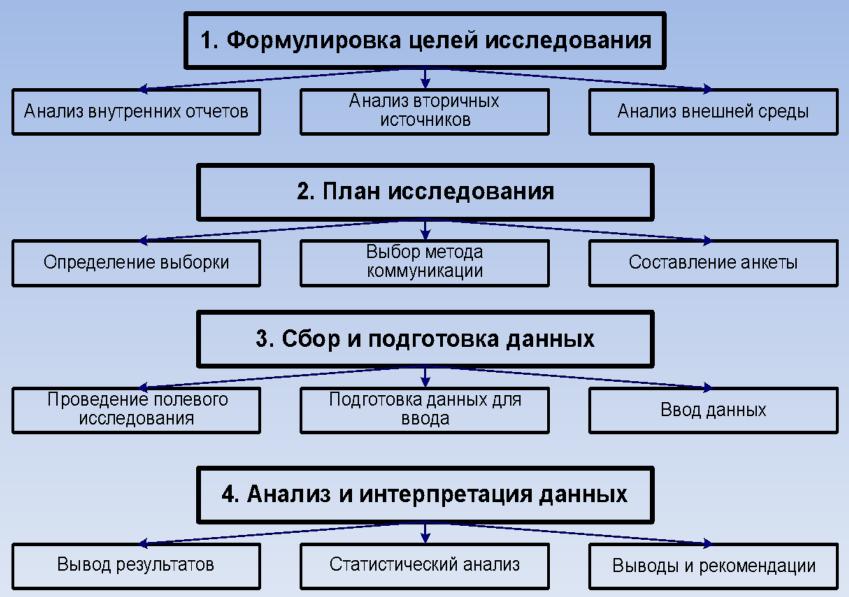
• Marketing researches – process of collecting, the analysis, storage, access and use of various information helping to make decisions in the field of marketing.

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



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?

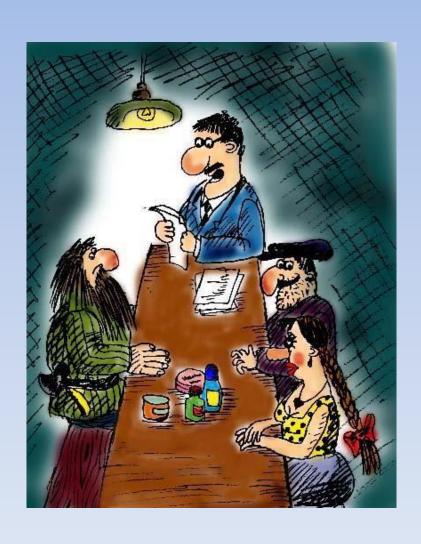


Home Test

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!!!