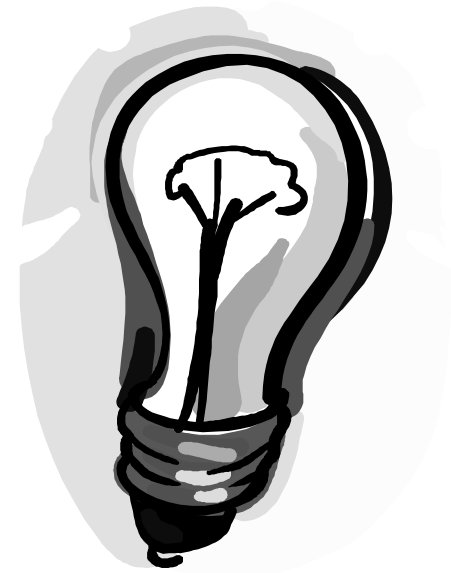
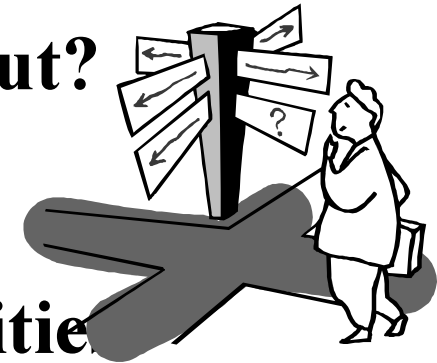


MARKETING RESEARCH

? ? ?
? ? ?



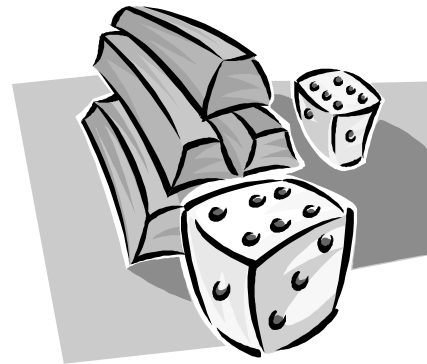
What is every management about?



What do managers need for these activities?



What is marketing management about?



Information -processing behavior

- 1. information determination**
- 2. information acquisition + processing**
- 3. information dissemination**
- 4. information utilization**
- 5. (marketing) performance**

MARKETING RESEARCH – definition

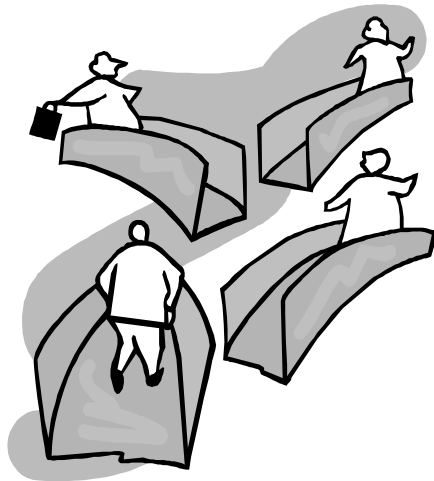
Marketing research is the function which links the consumer, customer and public to the marketer through the information – information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve our understanding of marketing as a process.

MARKETING RESEARCH – definition

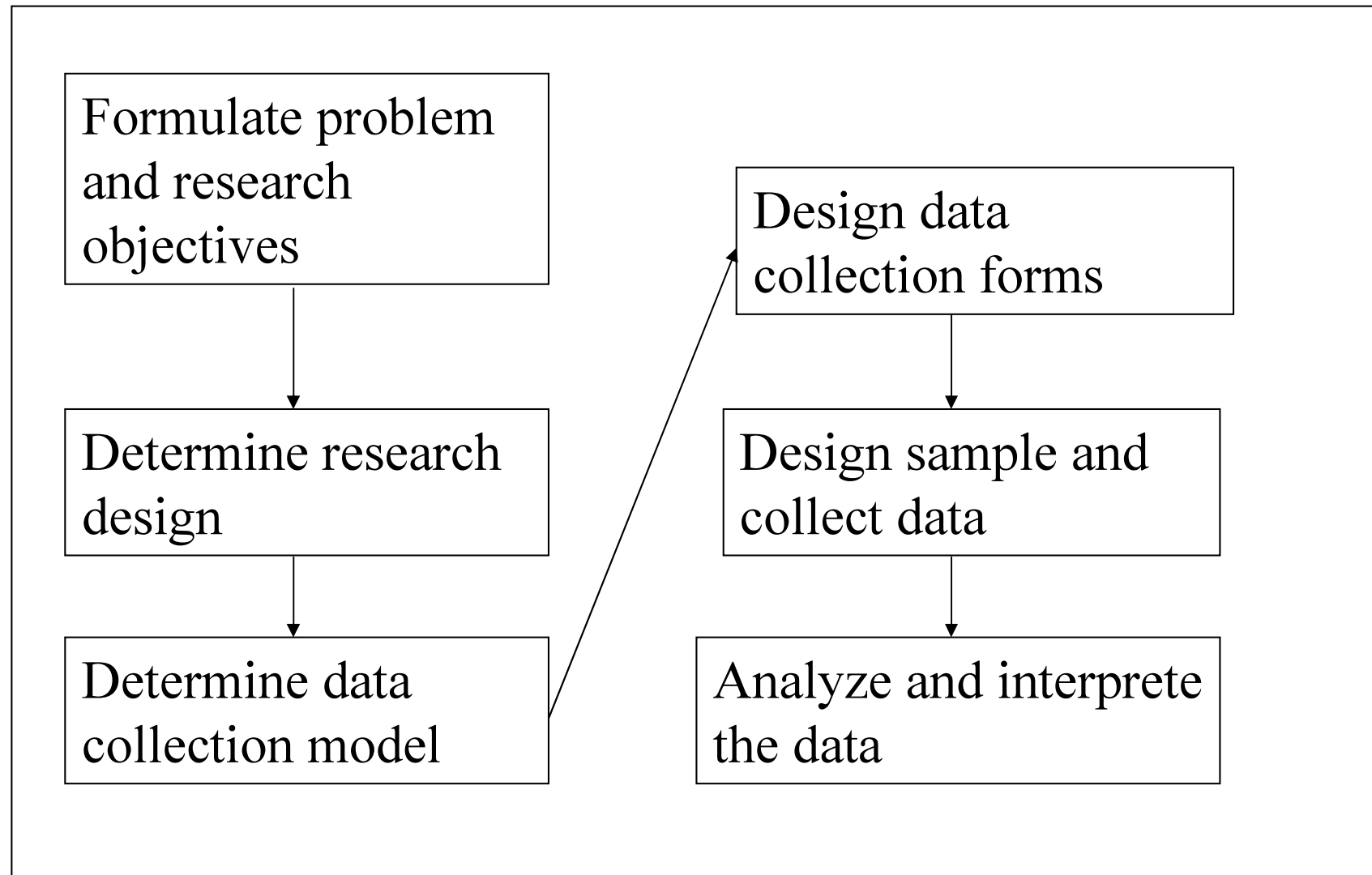
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MARKETING INFORMATION SYSTEM **(or Marketing decision support system)**

**= internal databases + marketing research +
information analysis + gathering and
assortment of marketing information**



STAGES IN THE RESEARCH PROCESS



- **I. Formulate problem and research objectives:**

1. initial decision problem

2. redefined as research questions

3. redefined as research hypothesis

4. research objectives

- **II. research design:**

methods, procedures – sampling, schedule, budget,
persons

exploratory, descriptive, casual design

- **III. and IV. Data collection models and forms:**
 - primary and secondary data
 - methods and techniques for collecting the data: survey, observation and experiment...

V. sampling and collecting the data:

- defining the target population – census or sample
- **VI. Analyzing and interpreting the data:**