

# Chapter Review

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## Marketing Research

### Objectives...

- 1 identify what is meant by, and the purpose of, marketing research
- 2 list the steps typically included in the marketing research process
- 3 evaluate how technology may enable market research
- 4 discuss the purpose of a marketing audit

### Key Terms

#### Marketing intelligence

Information about buyer needs and competitor activities compiled, analyzed, and/or disseminated in an effort to provide insight and assistance in decision-making

#### Marketing research

the process of gathering, interpreting and disseminating information to help solve specific marketing problems or take advantage of marketing opportunities

16. Marketing research is fundamentally about the acquisition and analysis of information required for the making of marketing decisions – to shape the marketing mix variables. The process used to conduct marketing research usually includes the following steps: problem definition and specification of research purpose; design of study/project, with particular reference to data collection methods, instrumentation and sample design; field work to collect data; analysis and the creation and presentation of a report. The internet and database technologies enable the whole process.