

# Lecture marketing basic

[Business](#), [Marketing](#)



\*Exploratory research - we need to identify the main parts, to make a big picture. To get overall picture. It is used when little is known about a particular management problem and to discover the general nature of the questions that might relate to it. Exploratory designs enable the development of hypotheses. \*Descriptive research - ( Descriptive research is used to describe characteristics of a population or phenomenon being studied) The description is used for frequencies, averages and other statistical calculations.

Often the best approach, prior to writing descriptive research, is to conduct a survey investigation. Focuses on accurately describing the variables being considered. Let uses quantitative methods, particularly surveys (on- and offline), for example in consumer profile studies, product usage studies, price revues, attitude surveys, sales analyses, and media research . \*Causal research is used when there is a need to determine whether one variable causes an effect in another variable.

For example, if we were interested in determining whether temperature increases cause Coca-Cola sales to increase, we might use this method. (looking at a big picture first, later look in to a details) Qualitative and Quantitative Compared. Government sources: including export databases, government statistical offices, ND social trend databases. 'The internet: sources identified using search engines, blogs and discussion groups.

Company internal records: information housed in a marketing information system or published reports where they exist, or sales reports, marketing plans, research reports previously commissioned Trade associations:

frequently have databases, often available online Market research companies: these organizations frequently undertake research into industry sectors or specific product groups and can be highly specialized.