

Chapter 13 Marketing in Today's World

Section 13.2 Market Research and Product Development

Section Summary with Key Terms and Academic Vocabulary

Market Research and Product Development Market research is the gathering and analysis of information on the size, location, and makeup of a product market. It helps companies make decisions based on demographics, which include age, gender, location, and income. Marketers use surveys, sales figures for current products, databases, and the census to gather this information. Companies generate ideas, screen the ideas, and develop a business plan. They also create the product, do test-marketing, introduce the new product, and evaluate customer acceptance. Their goal is to come up with a product that people would like to buy.

Key Terms _____

market research The gathering and analysis of information on the size, location, and makeup of a product market

marketing concept The process of determining the wants and needs of customers and providing them more efficiently and effectively than competitors

demographics Facts about the population

target marketing Marketing that helps companies focus on the people most likely to buy their goods or services.

market segmentation The division of a market for a product into groups of customers who have the same needs and traits

test-market Offering a product in a limited market for a limited time

Academic Vocabulary _____

survey A detailed critical inspection

potential Existing in possibility

strategy A careful plan or method

crucial Of extreme importance