

Chapter 29 Conducting Market Research

Discovery Project Worksheet

Directions Obtaining data is an essential step in the marketing research process. When data are collected for the first time, it is called primary data. Read the descriptions of the various methods used for collecting primary data. Then fill in the chart with one pro and one con for each method.

Method	Description	Pro	Con
1. Survey Method	A research technique in which information is gathered from people through the use of surveys or questionnaires.		
2. Technological Methods	Survey research conducted online, interactive voice response, and via cell phones.		
3. Personal Interview	Face-to-face or telephone interviews, often conducted in the form of focus groups.		
4. Mail Survey	Consumers receive questionnaires via direct mail, fill them out, and return them to the business.		
5. Internet Survey	Consumers receive questionnaires via e mail; responses are tabulated instantly.		
6. Observation Method	A research technique in which the actions of people are watched and recorded either by cameras or by observers.		
7. Experimental Method	A research technique in which a researcher observes the result of changing one or more marketing variables while keeping all the other variables constant under controlled conditions.		
8. Point-of-Sale Research	A form of research that combines natural observation with personal interviews to get people to explain buying behavior.		