

Section Answer Keys

Chapter 28 Marketing Research

Section 28.2 Issues in Marketing Research

Review Key Concepts

1. Attitude research, also known as opinion research, is designed to obtain information on how people feel about certain products, services, companies, or ideas. Market intelligence, also known as market research, is concerned with the size and location of a market, the competition, and segmentation within the market for a particular product or service.
2. Businesses often conduct media research to determine which media are most effective for getting an advertising message to a particular market.
3. The purpose of product research is to evaluate product design, package design, product usage, and consumer acceptance of new and existing products.

Practice Academics

English Language Arts

4. Accept all reasonable answers. Students should include the source(s) for the information, the selected country, its demographics (age and size of population, ethnicity, sex, and so on), its traditions, lifestyles, and culture. Recommendations for conducting research should also be included.

Mathematics

5. \$2,047,500 ($100\% - 30\% = 70\%$; $.70 \times 3,250 \times \900)