

---

---

## **Chapter 28 Marketing Research**

### **Section 28.2 Issues in Marketing Research**

#### **Section Outline with Content and Academic Vocabulary**

##### **Section Outline**

Types of Marketing Research

Attitude Research

Market Intelligence

Sales Forecasting

Economic Forecasting

Media Research

Media Advertising Measures

Researching Print Media

Researching Broadcast Media

Researching Internet Media

Product Research

New Product Research

Existing Product Research

Trends in Marketing Research

Marketing Research in a Global Marketplace

Global Strategies

Going Global with the Four Ps

Limitations of Marketing Research

---

---

## Chapter 28 Marketing Research

### Section 28.2 Issues in Marketing Research

#### Section Outline with Content and Academic Vocabulary *continued*

#### Content Vocabulary

**quantitative research** **Marketing research** that answers questions that begin with “how many” or “how much.” (p. 663)

**qualitative research** Marketing research that focuses on smaller numbers of people and tries to answer questions that begin with “why” or “how.” (p. 663)

**attitude research** Also known as opinion research; designed to obtain information on how people feel about certain products, services, companies, or ideas. (p. 663)

**market intelligence** Also known as market research; concerned with the size and location of a market, the competition, and segmentation within the market for a particular product. (p. 664)

**media research** Also known as advertising research; focuses on issues of media effectiveness, selection, frequency, and ratings. (p. 665)

**product research** Research that centers on evaluating product design, package design, product usage, and consumer acceptance of new and existing products. (p. 668)

#### Academic Vocabulary

**anticipate** Act in advance of; deal with ahead of time. (p. 664)

**associate** Make a logical or causal connection. (p. 666)