

Marketing Research

The systematic gathering, recording and analyzing of data, about problems relating to the marketing of goods/services.

Purpose:

Two Types:

	Description	Pros/Cons
Primary		
Secondary		

Qualitative vs. Quantitative:

Qualitative	Quantitative

Secondary Research Exercise

Research the following information using the Statistics Canada Website. You may have to refine your search a number of times before finally finding the correct answer. Make sure to click “Start new search” to clear previous searched items.

Item	Statistic Canada Result	
What was the monthly average retail price for prime rib roast (per kg)?	April 2019 \$ _____	August 2019 \$ _____
What was the population for Ontario in 2011 and 2016 taken from the Ontario Census?	2011 \$ _____	2016 \$ _____
What was the total sales (\$) of new motor vehicles in each of the following years?	2016 \$ _____	2018 \$ _____
What was the “footwear” consumer price index for Canada in Aug 2018 & July 2019?	Aug 2018 \$ _____	July 2019 \$ _____

Market Research Techniques

Research Technique	Description	Types
Survey		
Observational Methods		
Experimental Methods		
Focus Group		
Test Marketing		
Data Mining		
Historical Method		

Market Research Plan

Steps:

1. Define the Problem
2. Prepare the research plan
3. Gather the data
4. Tabulate and analyze the data
5. Prepare a market research report