

## TYPES OF MARKETING RESEARCH

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*У доповіді систематизуються сучасні типи маркетингових досліджень, статистичні методи, етапи проведення. При цьому проведено чітку межу між маркетинговим дослідженням та вивченням окремих ринків.*

Marketing research involves conducting research to support marketing activities, and the statistical interpretation of data into information. This information is then used by managers to plan marketing activities, gauge the nature of a firm's marketing environment and attain information from suppliers. Marketing researchers use statistical methods such as quantitative research, qualitative research, hypothesis tests, Chi-squared tests, linear regression, correlations, frequency distributions, binomial distributions, etc. to interpret their findings and convert data into information. The marketing research process spans a number of stages including the definition of a problem, development of a research plan, collecting and interpretation of data and disseminating information formally in form of a report.

A distinction should be made between marketing research and market research. Market research pertains to research in a given market. As an example, a firm may conduct research in a target market, after selecting a suitable market segment. In contrast, marketing research relates to all research conducted within marketing. Thus, market research is a subset of marketing research. Marketing research can be divided into the following parts:

- Primary research, which involves the conduction and compilation of research for the purpose it was intended.
- Secondary research (also referred to as desk research) is initially conducted for one purpose, but often used to support another purpose or end goal (research pertaining to health foods, but used by a firm wishing to develop an unrelated product).

The task of marketing research is to provide management with relevant, accurate, reliable, valid, and current information. The appropriateness of each mode of research depends on whether data can be quantified (quantitative research), or whether subjective, non-numeric or abstract concepts are required to be studied (qualitative research).