



FUNCTIONS OF MARKET RESEARCH

APPLIED METHODS/TECHNIQUES

MARKET RESEARCH

METHODS OF DATA COLLECTION

Primary:

Observation

Survey

Experiments

Laboratory Experiments

Field Experiments

Market Tests

Panel Surveys

Secondary:

Trend extrapolation, exponential smoothing. Consideration of volatilities on the capital market (priority-specific indexes; determinism/protectionism / interdependencies).

SCOPE OF DATA ANALYSIS/-EVALUATION

Target Group Analysis

Competitor Analysis

Market Development Analysis

Demographic Characteristics

Existing Competition

Buyer Structure

Psychographic Characteristics

Potential Competition

Buyer Behaviour

Consumer Behaviour

Growth Rate