**Chapter Notes: Marketing Research**

Read the fourth section, Marketing Research (pages 262-265) in your textbook, and answer the following questions:

1. What is marketing research? How do marketers determine what type to use?
2. Use the table below to describe each type of market research.

|  |  |
| --- | --- |
| **Type of Market Research** | **Definition** |
| Consumer Research |  |
| Market Research |  |
| Motivation Research |  |
| Pricing Research |  |
| Competitive Research |  |
| Product Research |  |
| Advertising Research |  |

1. What is secondary data? How is it collected?
2. What is primary data? How is it collected?
3. How does test marketing work?
4. What is the purpose of data mining?
5. Explain the difference between closed-ended and open-ended survey questions?
6. What is the purpose of observation in market research?
7. Describe what happens in a focus group.