

Contents

Introduction	3
1 Marketing research – its history, importance and types	4
1. 1 The essence and definition of marketing research	4
1. 2 Historical roots of marketing research	5
1. 3 Some basic kinds and types of marketing research.....	6
2 Marketing research as a process.....	13
2. 1 Definition of a marketing problem and research objectives	13
2. 2 Orientation analysis of situation.....	14
2. 3 Specific features of marketing data.....	14
2. 4 Plan of marketing research.....	15
2. 5 Project of marketing research.....	16
3 Subject of marketing research – its definition and operationalisation	17
4 Marketing research techniques.....	25
4. 1 Interview	25
4. 2 Written inquiry	26
4. 3 Personal interview	41
4. 4 Observation	44
4. 5 Experiment	46
5 Object of marketing research – sample specification and selection of units	49
5. 1 Probability (random) sampling	51
5. 2 Quota sampling	52
5. 3 Size of a sampling unit	54
6 Statistical processing of primary data	56
6. 1 Categorisation	58
6. 2 Coding	60
6. 3 Classification.....	60
6. 4 Contingency table.....	61
Conclusions	71