



4.4 Market research

Terminology exercise

Check that you understand the terminology used in this subtopic by dragging the correct word into each space.

Market research involves gathering information from both primary and secondary market research. Research that involves creating new information gathered through surveys, interviews, observations, focus groups, camera studies or other methods is called _____ market research.

Research that relies on already published information and can complement primary research is called _____ market research.

Research is described as _____ when the researcher gathers non-numerical data, while _____ research refers to information that can be counted and has a numerical value.

A researcher carrying out primary research often faces a large population and needs to use _____. This is a technique of selecting a subset of individuals from a given population to make an estimation or prediction of the population as a whole. The most representative of these techniques is _____, whereby all members of the population have the same chance of being chosen. The least accurate method is _____.

accurate method is

sampling.

Another sampling option is

sampling –
dividing the sample into strata and using
convenience sampling to choose
subjects.

To analyse data, researchers often use
descriptive statistics. For example, they
look at the average, also known as the
. The measure
used to look at the dispersion of data
around the mean is

deviation.

primary

quota

mean

quantitative

random sampling

standard

convenience

qualitative

sampling

secondary

✓ Check

