Chapter 4

RESEARCH AND INFORMATION SYSTEMS IN MARKETING

-- SOLVED QUESTIONS --

1. **What is marketing research?**

   Lyndon O. Brown (1965) understood marketing research as the "the use of the scientific method in the solution of commercialization and distribution problems with the aim of increasing sales, reducing commercialization and distribution costs and leading to the maximizing of profits." However one of the most complete definitions and one which best explain what commercial research is, is the one given by Green and Tull (1988), for whom commercial research is "the search and systematic and objective analysis of information that is relevant to the identifying and solving of any problem in the field of marketing.", which they summarize in another part of their work when stating "the application of a scientific method to marketing"

2. **What are the stages in marketing research?**

   The stages in marketing research are: selection of sources of information, determining the method for data collection, design and selection of sample (if required) and data collection.

3. **What is a causal study?**

   These try to study the cause-effect relationship, that is, the reasons why something is taking place in a certain way. They are usually planned and structured research, sometimes in the form of experiments.

4. **What is a secondary source?**

If the data is at our disposal, that is, there are statistics or data obtained from previous studies that are useful to the purposes of the research to be conducted; we will be referring to these as secondary data. Primary data, on the other hand, are those obtained specifically for the research to be carried out.

5. **What are the two types of qualitative research?**

Direct techniques, which try to measure verbal expression; that is, what the interviewees are saying during the survey; and the indirect techniques, which attempt to indirectly measure an individual's perceptions, and where not even the individual is aware of the usefulness of what he is being asked.

6. **What are projective techniques?**

Projective techniques are those which allow in depth access to the behaviour or motivations of an individual. These techniques, correctly used, go deeper and provide information on the conduct or the individual's feelings. Their use, in addition, is usually along with group meetings or in-depth interviews.

7. **What is a sample?**

A sample is a set of population or universe elements from which we want to obtain information. For the purposes of obtaining valid information from this sample, it must be representative of the population: that is, its structure should exactly reproduce the features and the behaviours of the population from which it has been obtained.

8. **What is multivariate analysis?**

Multivariate analysis allows a better approximation to the reality of marketing phenomena. Marketing problems are complex and not limited to a small number of dimensions, quite the opposite, they are multidimensional and their study requires the adequate tools which do not bring about a simplification of reality. This is the main contribution of multivariable analysis and helps explain its growing use in marketing research.

9. What does that make programs like DYANE?

The DYANE, and other similar programs, help develop the process of coding, recording and analysis of information through a good set of univariate statistical techniques, bivariate and multivariate.

10. What is a MIS?

The information system is the means through which data flow from a person or a department to others, being it through the internal company communication to computing systems that generate periodic reports for various users.

More specifically, a system of marketing information is a harmonic group of analysts, computer equipment, processes and end users, which provides integral, analytical and systematic means to identify, collect, gather, evaluate, store analyse and pass on pertinent information, endogenous and exogenous to the company, with a strong added value for the marketing decision making.