



FUNCTIONS OF MARKET RESEARCH APPLIED METHODS/TECHNIQUES

Market Research

Methods of Data Collection

Primary

Observation

Interview

Experiments

Laboratory Experiments

Field Experiments

Market Tests

Panel Interviews

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

Analysis of the Market Development

Demographic Characteristics

Existing Competition

Buyer Structure

Psychographic Characteristics

Potential Competition

Buyer Behaviour

Consumer Behaviour

Growth Rate