

## Methods of marketing research

The task of marketing research is to provide management with relevant, accurate, reliable, valid, and current market information.

Market research is primarily analysing consumer behaviour in order to discover who is buying, what they are buying, where they are buying it, and when people buy products or services and then asking the question why are they buying it? Market research is all about finding out what you can do to entice customers to buy your product or service.



One method of marketing research is **primary data collection** from your immediate consumers, who provide feedback on your products. It is possible invite customers to offer opinions on future products. To gain this information about, an interviewer asks the customer to provide views on how the company can modify the existing product to satisfy his needs better. The interviewer often uses surveys and questionnaires to collect and record data. This method is helpful for gaining information about a company's particular merchandise.

The second method is **secondary data collection**, which uses data that has already been printed over the Internet and in magazines and journals. This is predominantly useful in gauging the broad market scenarios.

So there are many methods available to undertake the conduct of market research, most organizations have resorted to one or more or all the five basic market research methods such as forming a focus group, undertaking of surveys, a conduct of interview, conducting field trials or through observations.



The techniques and methods adopted in the conduct of market research are usually influenced by the following two factors:

- The kind of data that an organization needs.
- The amount of money that an organization is willing to spend on the conduct of market research.