

Learning subject: Marketing Research

Level: 3rd year of License

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Chapter 1

General concepts

Concepts:

➤ Marketing research:

Marketing research is the preparation, collection, analysis and use of data and information relating to a marketing situation. -Kotler-

Marketing research is a methodical work of collecting and analyzing information allowing us to better know and understand a market, a public or an offer with the aim of making better marketing decisions. -Mercator-

❖ Characteristics of Marketing research:

-Organization: steps to follow, starting from data collection, then analysis and exploitation, to -finally obtain information ready for decision-making.

-Objectivity: This means that psychological or emotional obstacles must be eliminated.

-Generality: means the observation of data on all levels.

-Relativity to scientific problems.

➤ Marketing studies:

It is the activity of analyzing consumers, customers or the public. The Marketing departments use the information to: identify market opportunities and threats; evaluate marketing operations; track marketing performance; And contribute to a better understanding of marketing as a process.

➤ Information Marketing System

It associates men, equipment and procedures in order to bring together, analyze and disseminate useful information to marketing managers to make their decisions. In practice, it is necessary to find a balance between the information that marketers believe they need, what they really need, and what is economically viable.

The information contained in a the system is collected through accounting and commercial statements, intelligence marketing and market research. The SIM* stores and analyzes data from various sources and converts it into useful information for marketing decision making.

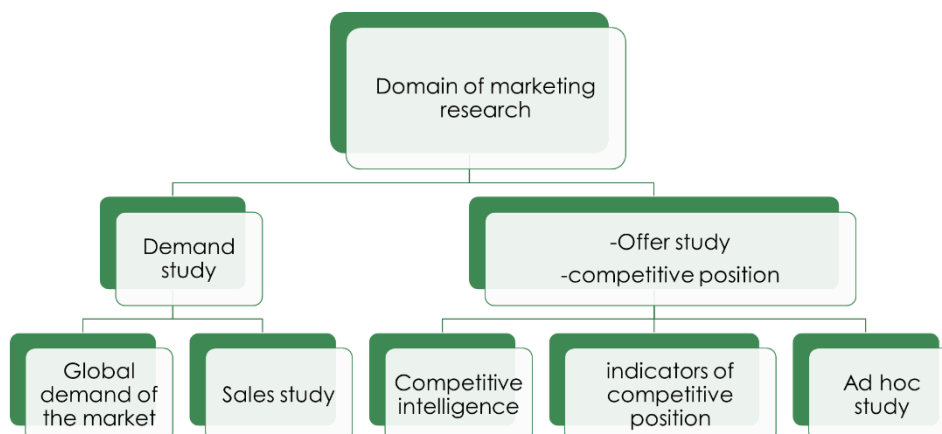
➤ **Difference between Marketing research and information marketing system:**

Marketing research	Information marketing system
It solves the problem	Avoid the problem and resolve it
external data	external and internal data
based on previous data	based on future decision making
Instant processing	Continuous processing

Domains of marketing research

The analysis of demand through observation and questionnaire.

The analysis the supply (competition) and the environmental factors that impact sales.



Place of marketing research in marketing approach:

In practice, a company will follow a three-step approach :

3.1 Analytical approach:

It studies the different components of the market and its environment before any strategic decision. These studies, qualitative and quantitative, generally focus on the market: main actors (suppliers, competitors, customers), environment, products, distribution channels, communication, etc. Part of the study concerns the company, its products, its brands, etc.

3.2 Strategic approach

It aims to fix the general objectives of the company, to choose one (or more) target markets, to adopt a market segmentation strategy, to put the products on this market, etc.

3.3 Operational approach:

It develops an action plan for each component of the product or service (marketing mix).



Classification of marketing research:

- **according to the goal**
 - **Exploratory research:** to explore a phenomenon, to test a questionnaire, to formulate hypotheses.
 - **Deductive research:**
 - Descriptive research: collect data in order to analyze it, using case studies or statistics
 - Experimental research: find a causal relationship between two variables
- **According to the problem**
 - **Research to solve a problem**
 - **Research to determine a problem**
- **According to the methodology**
 - **Inferential research:** Use of general results to achieve partial results
 - **Inductive research:** Use of specific results to achieve a general one
- **According to the type of information source** (More details in chapter 5)
 - **Primary research:** data collected for the first time. They never existed
 - **Secondary research:** already existing data
- **According to the time**
 - **Transversal research:** Study a sample during different periods to observe change
 - **Extensive periodic research:** Study a sample repetitively and without stopping during the period.