

Defining Marketing Research Terms

In this activity, your task is to match the marketing research term to its definition/best description below?

Activity/Task

1	Survey	7	Quantitative research
2	Focus Group	8	Qualitative research
3	Experiment/market test	9	Primary data
4	Observation	10	Secondary data
5	Mystery Shopper	11	Internal records
6	Database analysis	12	Marketing intelligence

Marketing Research Term <i>(Insert number from above table)</i>	Simple Definition/description
	Using 'pretend' customers to test the level of customer service
	Having a discussion with a group of about 10 consumers, for about 1.5 hours
	Reviewing the impact of our new advertising by examining customer purchases via their loyalty cards
	Phoning people at home to ask them a questionnaire
	Launching a new product in New York only to see how successful it will be
	Watching how our customers behave in the store
	A study undertaken to solve the marketing problem at hand
	Observing competitor's actions
	Statistical research – hard data and measurements
	Financial, sales and other data within the firm
	Existing data – from studies completed for some other purpose
	General term for more in-depth and richer research with a small number of consumers