

Marketing Research Process



Vocabulary

Cost-effective: if an activity is cost-effective, it is good value for the amount of money paid.

Time-consuming: something that takes a lot of time to do.

Diagnose: to recognize and name the exact character of a disease or a problem, by examining it.

Credible: able to be believed or trusted.

Unbiased: able to judge fairly because you are not influenced by your own opinions.

Take away: a main message or piece of information that you learn from something you hear or read.

Introduction

So, what is marketing research process?

Marketing research process can be defined as the process of gathering, analyzing and interpreting the information about the product or services, the market and about past, present and any potential consumers for the products.

