UNIT 8 MARKETING RESEARCH

8.1 INTRODUCTION

Marketing research is a critical process for businesses seeking to make informed decisions about their products, services, and marketing strategies. It involves collecting and analyzing data related to a specific market, product, or service, and using that information to gain insights and make informed decisions. The ultimate goal of marketing research is to understand customer needs and preferences, market trends, and competitive activities, and to use this information to develop effective marketing strategies and improve business performance.

Marketing research is a complex process that involves multiple stages, including defining the research problem, developing a research plan, collecting and analyzing data, and presenting findings to stakeholders. It also involves selecting the appropriate research techniques and methodologies, such as surveys, focus groups, and data analysis, and ensuring that the data collected is accurate, reliable, and representative of the target market.

Effective marketing research requires a thorough understanding of the business environment, including the industry, competition, and target market. It also requires careful planning and attention to detail, as well as the ability to interpret and analyze data effectively. Ultimately, the insights gained from marketing research can help businesses make informed decisions, improve performance, and achieve their goals.

8.2   OBJECTIVES

After reading this unit you will be able to understand:

- ➢ Marketing Research, its meaning and scope.

- ➢ Marketing Research process.

- ➢ Data collection techniques for Marketing Research.

- ➢ Data analysis for Marketing Research process.

8.3   MARKETING RESEARCH: MEANING AND SCOPE

Marketing research is the process of collecting, analyzing, and interpreting information about a target market, product, or service. It involves gathering data and insights to help businesses make informed decisions about their marketing strategies and product offerings. Marketing research can be used to understand customer needs, preferences, and behavior, as well as market trends, competitor offerings, and opportunities for growth. The data collected through marketing research can be both qualitative (such as through focus groups or interviews) and quantitative (such as through surveys or data analysis). The insights gained from marketing research can be used to optimize marketing strategies, develop new products or services, and improve overall business performance.

There are two main types of marketing research: primary research and secondary research. Primary research involves collecting new data directly from customers, through methods such as surveys, focus groups, and interviews. Secondary research involves gathering existing data from sources such as government publications, industry reports, and market research studies.

Marketing research can be used to answer a variety of questions, such as:

- • Who are our target customers?

- • What are their needs, preferences, and buying habits?

- • How do our products or services compare to our competitors?

- • What is the size and growth potential of our target market?

- • What are the most effective marketing channels for reaching our target customers?

Marketing research is a valuable tool for businesses of all sizes, as it can help them make more informed decisions and improve their marketing strategies.

Primary and Secondary Marketing Research

Primary research is original research conducted by a business or researcher to gather new data directly from the target market. Examples of primary research methods include surveys, focus groups, interviews, and observation. The data collected through primary research is tailored to the specific research objectives and can provide unique and valuable insights into customer needs, preferences, and behavior. However, primary research can be time-consuming and expensive to conduct.

Secondary research involves analyzing existing data that has already been collected by others. This data may include government reports, industry publications, market research reports, and online databases. Secondary research is often faster and less expensive than primary research, but the data may not be tailored to the specific research objectives and may not be as reliable or accurate as data collected through primary research.

Both primary and secondary research have their own advantages and limitations, and the choice of which to use depends on the research objectives, available resources, and the time frame. In some cases, a combination of both primary and secondary research may be used to gather a comprehensive understanding of the target market, product, or service.

Primary Research:

1. **Surveys**: Surveys are a common method of primary research, which involves asking targeted questions to a sample of respondents. Surveys can be conducted in various ways, such as online, via phone, or in-person. Surveys can provide valuable insights into customer preferences, behavior, and opinions.

2. **Focus Groups**: Focus groups are another method of primary research, which involves a small group of people discussing a product or service in-depth. Focus groups allow for open discussion and can provide insights into customer attitudes and emotions.

3. **Interviews**: Interviews are a one-on-one conversation between a researcher and a respondent. Interviews can be structured or unstructured and can provide in-depth insights into individual perspectives and experiences.

4. **Observation**: Observation involves watching and recording customer behavior in a natural setting. This method can provide valuable insights into customer behavior and preferences.

Secondary Research:

1. **Government Reports**: Government reports can provide information on market trends, industry data, and consumer behavior.

2. **Industry Publications**: Industry publications such as journals and trade magazines can provide information on industry trends, best practices, and new technologies.

3. **Market Research Reports**: Market research reports provide data and analysis on various markets and industries, and can provide insights into customer behavior and preferences.

4. **Online Databases**: Online databases such as Google Analytics, Nielsen, and ComScore can provide information on customer behavior and website traffic.

Importance of Marketing Research

Marketing research is important for several reasons:

1. **Identifying Market Opportunities**: Marketing research helps businesses identify new market opportunities by providing insights into customer needs, preferences, and behavior. This can lead to the development of new products or services that better meet customer needs and drive growth.

2. **Mitigating Risks**: Marketing research can help businesses mitigate risks associated with launching new products or services by providing information about customer preferences, competitor offerings, and market demand. This information can help businesses make informed decisions about product development, pricing, and marketing strategies.

3. **Improving Marketing Strategies**: Marketing research can help businesses improve their marketing strategies by providing insights into the most effective marketing channels, messages, and tactics for reaching their target customers. This can lead to increased customer engagement, conversions, and revenue.

4. **Enhancing Customer Satisfaction**: Marketing research helps businesses understand their customers' needs and preferences, which allows them to improve their products or services to better meet those needs. This can lead to increased customer satisfaction, loyalty, and advocacy.

5. **Staying Competitive**: Marketing research helps businesses stay competitive by providing insights into market trends, competitor offerings, and changes in customer behavior. This information allows businesses to adapt their strategies and offerings to remain relevant and competitive in their industry.

6. **Measuring Performance**: Marketing research can help businesses measure the effectiveness of their marketing efforts by providing data on customer engagement, conversion rates, and revenue. This information can help businesses optimize their marketing strategies and improve their return on investment.

8.4   MARKETING RESEARCH PROCESS

The various stages of marketing research process are as follows:

1. **Defining the Research Problem**: This step involves identifying the research problem and defining the research objectives. The research problem is the specific question or issue that the research is intended to address. The research objectives are the specific goals that the research is intended to achieve, such as understanding customer behavior, identifying market trends, or evaluating the effectiveness of a marketing campaign. It is important to clearly define the research problem and objectives to ensure that the research is focused and relevant.

   1.1. **Problem identification**: The first sub-stage involves identifying the specific problem that the research is intended to address. This may involve conducting a SWOT analysis (strengths, weaknesses, opportunities, and threats) or other analysis to identify key challenges or opportunities facing the business.

   1.2. **Defining the research objectives**: The next sub-stage involves defining the specific research objectives that the research is intended to achieve. These objectives should be clear, measurable, and focused on addressing the specific problem identified in the first sub-stage.

   Example: A business that is experiencing declining sales may identify the problem as decreased customer loyalty. The research objectives may be to understand the factors contributing to decreased customer loyalty and to identify strategies for improving customer retention.

2. **Conducting a Preliminary Investigation**: This step involves gathering background information and reviewing existing research to gain a better understanding of the research problem. This may involve reviewing industry reports, analyzing internal data, and conducting a literature review. The purpose of the preliminary investigation is to identify any gaps in knowledge and to ensure that the research is well-informed.

   2.1. **Reviewing secondary sources**: This sub-stage involves gathering information from existing sources, such as industry reports, academic research, and internal data. This information can help to inform the research design and to identify any gaps in knowledge that need to be addressed.

   2.2. **Exploratory research**: This sub-stage involves conducting preliminary research, such as focus groups or interviews, to gain a deeper understanding of the research problem and to identify potential research questions.

   Example: A business that is considering entering a new market may conduct a preliminary investigation by reviewing industry reports and conducting interviews with experts in the field to gain a better understanding of the market dynamics and potential opportunities.

3. **Developing a Research Design**: This step involves developing a plan for conducting the research. This includes determining the research method (e.g., survey, focus group), sampling strategy, data collection methods, and data analysis plan. The research design should be tailored to the research problem and objectives to ensure that the data collected is relevant and useful.

   3.1. **Research method:** This sub-stage involves selecting the appropriate research method, such as surveys, focus groups, or observational research, based on the research objectives and the nature of the research question.

   3.2. **Sampling strategy**: This sub-stage involves selecting the appropriate sample size and sampling method to ensure that the research participants are representative of the target population.

   3.3. **Data collection**: This sub-stage involves developing the tools and protocols for collecting the data, such as survey questions or interview scripts.

   3.4. **Data analysis**: This sub-stage involves developing the plan for analyzing the data, including the statistical methods or other analytical tools that will be used.

   Example: A business that is interested in understanding customer satisfaction may develop a research design that includes a survey of customers, a random sampling strategy to ensure representative participants, and statistical analysis to identify key trends and insights.

4. **Collecting Data**: This step involves actually collecting the data according to the research design. This may involve conducting surveys, focus groups, interviews, or other methods, depending on the research objectives and design. It is important to ensure that the data collected is of high quality and that the research participants are representative of the target population.

   4.1. **Pre-testing**: This sub-stage involves testing the data collection tools and protocols to ensure that they are effective and accurate.

   4.2. **Data collection**: This sub-stage involves collecting the data according to the research design and the approved protocols.

   4.3. **Data cleaning**: This sub-stage involves reviewing the data to ensure that it is complete, accurate, and consistent.

   Example: A business that is interested in understanding customer satisfaction may collect data by administering a survey to a random sample of customers and cleaning the data to remove any incomplete or inaccurate responses.

5. **Analyzing Data**: This step involves analyzing the data to identify patterns, trends, and insights. This may involve using statistical methods or other analytical tools, depending on the nature of the data and research objectives. The goal of data analysis is to identify key insights that can inform business decisions.

5.1. **Data coding**: This sub-stage involves categorizing and coding the data to facilitate analysis.

5.2. **Data analysis**: This sub-stage involves using statistical methods or other analytical tools to identify patterns, trends, and insights in the data.

5.3. **Interpretation**: This sub-stage involves interpreting the data to identify key findings and insights.

Example: A business that is interested in understanding customer satisfaction may analyze the data using statistical methods to identify key trends, such as overall satisfaction levels and satisfaction with specific aspects of the product or service.

6. **Drawing Conclusions and Making Recommendations**: Based on the data analysis, conclusions are drawn and recommendations are made to address the research problem. The recommendations may include changes to marketing strategies, product development, or other aspects of the business. It is important to ensure that the recommendations are actionable and well-supported by the data.

6.1. **Conclusions**: This sub-stage involves drawing conclusions based on the data analysis and interpretation.

6.2. **Recommendations**: This sub-stage involves developing recommendations based on the conclusions and the research objectives.

7. **Reporting Findings**: The final step in the marketing research process is to report the findings to stakeholders. This typically involves preparing a written report that outlines the research problem, objectives, methodology, findings, conclusions, and recommendations. The report should be clear and concise, and should communicate the key insights and recommendations in a way that is easy to understand. The report should also include any limitations or caveats associated with the research to ensure that stakeholders have a complete understanding of the research findings.

7.1. **Creating the report outline**: This sub-stage involves creating an outline for the final report that includes the research objectives, research design, data analysis methods, key findings, and recommendations.

7.2. **Writing the report**: This sub-stage involves writing the final report based on the outline, using clear and concise language and including relevant data and visual aids (such as charts or graphs) to support the findings.

7.3. **Reviewing the report**: This sub-stage involves reviewing the final report for accuracy, completeness, and consistency.

7.4. **Presenting the report**: This sub-stage involves presenting the findings and recommendations to key stakeholders, such as company executives, clients, or marketing teams. The presentation should be clear, concise, and engaging, and should include relevant visual aids to support the findings.

7.5. **Implementing the recommendations**: This sub-stage involves implementing the recommendations based on the research findings. This may involve developing and implementing marketing strategies, modifying existing products or services, or making changes to the overall business model. It is important to track and measure the results of these actions to determine their effectiveness and to inform future decision-making.

8.5   DATA COLLECTION TECHNIQUES FOR MARKETING RESEARCH

The various techniques for data collection for marketing research are as follows:

1. **Surveys**: Surveys are one of the most common methods of data collection used in marketing research. Surveys are used to collect information from a large number of respondents and are typically administered through online, phone, mail, or in-person methods. Various types of survey methods used in marketing research are as follows:

   1.1. **Online Surveys**: Online surveys are conducted through the internet and can be administered via email, social media, or through online survey platforms. They are often cost-effective and offer a quick turnaround time for data collection.

   1.2. **Telephone Surveys**: Telephone surveys involve contacting respondents via telephone and asking them a series of questions. Telephone surveys are useful when a sample is difficult to reach online or in person.

   1.3. **Mail Surveys**: Mail surveys involve sending a survey questionnaire to respondents via postal mail. This method is often used when the target population is difficult to reach through other methods, and when a paper trail is needed.

   1.4. **In-person Surveys**: In-person surveys are conducted face-to-face with respondents. This method is useful when a detailed response is required, or when a sample is difficult to reach through other methods.

   1.5. **Hybrid Surveys**: Hybrid surveys combine two or more survey methods. For example, a survey could be administered online first, followed by an in-person or phone interview for follow-up questions.

2. **Interviews**: Interviews are another popular method of data collection used in marketing research. Interviews involve asking questions to individuals or groups of people in order to collect data on their attitudes, behaviors, and experiences related to a specific product, service, or market. Various types of interview methods used in marketing research are as follows:

   2.1. **In-person Interviews**: In-person interviews are conducted face-to-face with respondents. This method is useful when detailed responses are required, or when a sample is difficult to reach through other methods.

2.2. **Telephone Interviews**: Telephone interviews involve contacting respondents via telephone and asking them a series of questions. Telephone interviews are useful when a sample is difficult to reach in person, or when a quick turnaround time is needed.

2.3. **Video Interviews**: Video interviews are conducted via video conferencing tools such as Skype or Zoom. This method is useful when respondents are located in different geographic locations and cannot be interviewed in person.

2.4. **Focus Group Interviews**: Focus group interviews involve bringing together a group of people to discuss a specific product, service, or market. The interviews are usually conducted in person, and the group dynamics can provide valuable insights into consumer behavior and preferences.

2.5. **In-depth Interviews**: In-depth interviews involve conducting a detailed interview with one individual, often lasting for an hour or more. This method is useful when detailed information is required, or when a respondent has a unique perspective on the product, service, or market.

3. **Focus groups**: Focus groups are a popular method of data collection used in marketing research to gather qualitative data on consumer attitudes, behaviors, and opinions. Focus groups typically involve a moderator leading a discussion with a group of 6-10 participants, who are selected based on specific demographic or psychographic characteristics relevant to the research topic. Various steps involved in conducting focus group research:

   3.1. **Define the research objectives and questions**: The first step in conducting focus group research is to clearly define the research objectives and questions that the research is designed to address.

   3.2. **Recruit participants**: Participants are recruited based on specific demographic or psychographic characteristics relevant to the research topic.

   3.3. **Conduct the focus group**: The focus group is typically led by a moderator, who guides the discussion and asks questions to elicit detailed responses from participants.

   3.4. **Analyze the data**: The responses collected during the focus group are analyzed to identify common themes, opinions, and attitudes related to the research topic.

   3.5. **Report findings**: The findings from the focus group research are reported in a research report, which may include transcripts of the discussions, summaries of key themes and insights, and recommendations for future research or marketing strategies.

4. **Observational research**: Observational research is a method of data collection used in marketing research to collect qualitative and quantitative data on consumer behavior,

preferences, and attitudes. This method involves observing and recording the actions and behaviors of consumers in real-life situations, without direct interaction or intervention from the researcher. Various types of observational research methods used in marketing research:

4.1. **Natural observation**: This involves observing consumers in their natural environment, such as a retail store or public space, to understand how they behave and interact with products or services.

4.2. **Structured observation**: This involves observing consumers in a controlled environment, such as a laboratory or showroom, to test specific hypotheses and variables related to consumer behavior.

4.3. **Unstructured observation**: This involves observing consumers without a pre-determined plan or hypothesis, to gather exploratory data on their behavior and attitudes.

4.4. **Participant observation**: This involves the researcher immersing themselves in the consumer's environment and observing their behavior and attitudes from the perspective of a participant.

5. **Experimentation**: Experimentation is a method of data collection used in marketing research to test specific hypotheses and variables related to consumer behavior and preferences. This method involves manipulating one or more variables and observing the effects of the manipulation on consumer behavior or attitudes. Various steps involved in conducting experimental research in marketing:

5.1. **Define the research objectives and hypotheses**: The first step in conducting experimental research is to clearly define the research objectives and hypotheses that the research is designed to test.

5.2. **Select the experimental design**: The experimental design determines how the variables will be manipulated and measured. Common experimental designs in marketing research include pre-test/post-test designs, randomized controlled trials, and factorial designs.

5.3. **Select the sample**: Participants are selected based on specific demographic or psychographic characteristics relevant to the research topic.

5.4. **Conduct the experiment**: The experiment involves manipulating the variables according to the experimental design and observing the effects of the manipulation on consumer behavior or attitudes.

5.5. **Analyze the data**: The data collected during the experiment is analyzed to test the hypotheses and draw conclusions about the relationship between the variables and consumer behavior or attitudes.

5.6. **Report findings**: The findings from the experimental research are reported in a research report, which may include detailed descriptions of the experimental design, statistical analysis, and recommendations for future research or marketing strategies.

6. Secondary data analysis: Secondary data analysis is a method of data collection used in marketing research that involves analyzing data that has already been collected by another source. This method is commonly used when the data that is needed for the research is already available, either through internal company sources or external sources such as government agencies or industry associations. Various steps involved in conducting secondary data analysis in marketing research:

6.1. **Define the research objectives and questions**: The first step in conducting secondary data analysis is to clearly define the research objectives and questions that the research is designed to address.

6.2. **Identify the relevant data sources**: The researcher needs to identify the data sources that are relevant to the research objectives and questions. These sources may include internal company data, publicly available data, or data from industry associations or research firms.

6.3. **Collect and organize the data**: The researcher needs to collect and organize the data from the identified sources. This may involve cleaning and transforming the data to make it suitable for analysis.

6.4. **Analyze the data**: The data is analyzed to identify patterns, trends, and relationships relevant to the research objectives and questions. This may involve using statistical analysis tools to test hypotheses and draw conclusions.

6.5. **Report findings**: The findings from the secondary data analysis are reported in a research report, which may include detailed descriptions of the data sources, statistical analysis, and recommendations for future research or marketing strategies.

7. **Social media analysis**: Social media analysis is a method of data collection used in marketing research that involves monitoring and analyzing social media platforms to gather insights into consumer behavior, preferences, and attitudes. Social media platforms such as Facebook, Twitter, Instagram, and LinkedIn are rich sources of data that can be used to inform marketing strategies and improve customer engagement. Various steps involved in conducting social media analysis in marketing research:

7.1. **Define the research objectives and questions**: The first step in conducting social media analysis is to clearly define the research objectives and questions that the research is designed to address.

7.2. **Select the social media platforms to monitor**: The researcher needs to select the social media platforms that are relevant to the research objectives and questions. This may involve monitoring multiple platforms to capture a comprehensive view of consumer behavior and attitudes.

7.3. **Collect and organize the data**: The researcher needs to collect and organize the data from the selected social media platforms. This may involve using social media monitoring tools to capture and analyze the data in real-time.

7.4. **Analyze the data**: The data is analyzed to identify patterns, trends, and relationships relevant to the research objectives and questions. This may involve using natural language processing and sentiment analysis tools to identify consumer sentiment and opinions.

7.5. **Report findings**: The findings from the social media analysis are reported in a research report, which may include detailed descriptions of the data sources, statistical analysis, and recommendations for future research or marketing strategies.

8.6 DATA ANALYSIS FOR MARKETING RESEARCH PROCESS

Data analysis is a crucial step in the marketing research process that involves transforming raw data into meaningful insights that can inform marketing strategies and decision-making. Various steps involved in data analysis for marketing research process are as follows:

1. **Clean and organize the data**: The first step in data analysis is to clean and organize the data to ensure that it is accurate, complete, and ready for analysis. This may involve removing any duplicate or irrelevant data, checking for data entry errors, and ensuring that the data is formatted correctly.

2. **Describe the data**: The researcher needs to describe the data using statistical measures such as mean, median, and mode to identify any patterns, trends, or outliers in the data. This can help identify any areas of interest that may require further investigation.

3. **Analyze the data**: The data is analyzed using statistical tools such as regression analysis, factor analysis, and cluster analysis to identify relationships between variables, identify key drivers of consumer behavior, and segment the market based on consumer characteristics and preferences.

4. **Interpret the results**: The researcher needs to interpret the results of the data analysis to understand what they mean in terms of the research objectives and questions. This involves drawing conclusions based on the data analysis and identifying any implications for marketing strategies and decision-making.

5. **Communicate the findings**: The findings from the data analysis are communicated in a research report, which may include data visualizations such as charts, graphs, and tables to help stakeholders understand the key insights and implications for marketing strategies.

8.7   *INTERPRETING AND REPORTING THE FINDINGS OF MARKETING RESEARCH PROCESS*

Interpreting and reporting the findings of a marketing research process is a critical component of the research process. Here are some steps to effectively interpret and report the findings:

1. **Review and summarize the key findings**: Begin by reviewing and summarizing the key findings of the research. This can include highlighting any patterns or trends in the data, identifying any significant differences or relationships between variables, and outlining any key insights or conclusions that can be drawn.

2. **Provide context and analysis**: Next, provide context and analysis to help explain the findings. This can include discussing any external factors or market conditions that may have influenced the results, as well as any limitations or potential biases in the research.

3. **Use data visualizations**: Data visualizations, such as charts, graphs, and tables, can be used to help communicate the findings of the research in a clear and concise manner. Be sure to choose the appropriate type of visualization for the data and research question at hand.

4. **Tailor the report to the audience**: The report should be tailored to the needs of the target audience. For example, if the report is intended for senior executives, it should be presented in a format that is easy to understand and highlights the key findings and implications for the organization.

5. **Make recommendations**: Finally, the report should include recommendations based on the research findings. These recommendations should be actionable and based on sound analysis and interpretation of the data.

Check Your Progress-A

Fill in the blanks.

1. ……………….. observation involves observing consumers in their natural environment, such as a retail store or public space, to understand how they behave and interact with products or services.

2. ……………… group interviews involve bringing together a group of people to discuss a specific product, service, or market

3. Government reports are a part of ……………………… marketing research.

8.8   *SUMMARY*

Marketing research is the process of gathering, analyzing, and interpreting data related to a specific market, product, or service. It involves using a variety of research techniques and

methodologies to collect and analyze information that can be used to make informed business decisions.

The key objectives of marketing research include identifying customer needs, understanding market trends, evaluating the effectiveness of marketing campaigns, assessing competitor activities, and identifying opportunities for growth.

There are several stages involved in the marketing research process, including defining the problem, developing a research plan, collecting data, analyzing data, and presenting findings.

Marketing research can be conducted using both primary and secondary data sources. Primary research involves collecting data directly from customers or other stakeholders through methods such as surveys, interviews, and focus groups. Secondary research involves analyzing existing data from sources such as market reports, government publications, and industry journals.

The findings of marketing research can be used to inform a variety of business decisions, including product development, pricing strategies, marketing campaigns, and market entry strategies. Effective marketing research requires careful planning, attention to detail, and a thorough understanding of the target market and industry.

8.9 GLOSSARY

➢ *Marketing Research:* Marketing research is the process of gathering, analyzing, and interpreting data related to a specific market, product, or service. Its objective is to provide insights and information that can be used to make informed decisions related to marketing strategies, product development, customer needs and preferences, market trends, and competitive activities. Marketing research involves a range of research techniques and methodologies, including both primary and secondary data collection methods, to provide accurate and reliable data for business decision-making.

8.10 ANSWERS TO CHECK YOUR PROGRESS

Check Your Progress –A
  1. Natural

2. Focus

3. Secondary

8.11 REFERENCES

1. Mc Daniel, Lamb & Hair, Introduction to Marketing, Thomson/ South-Western
2. Stanton, Fundamentals of Marketing, Mc-Graw Hill
3. Subhash C Jain, Marketing: Planning & Strategy, Thomson/South-Western
4. Armstrong & Kotler, Marketing: An Introduction, Pearson Education.
5. Philip Kotler, Marketing Management: Analysis, Planning & Control, Prentice-Hall.

8.12 SUGGESTED READINGS

1. Mc Daniel, Lamb & Hair, Introduction to Marketing, Thomson/ South-Western
2. Stanton, Fundamentals of Marketing, Mc-Graw Hill
3. Subhash C Jain, Marketing: Planning & Strategy, Thomson/South-Western
4. Armstrong & Kotler, Marketing: An Introduction, Pearson Education.
5. Philip Kotler, Marketing Management: Analysis, Planning & Control, Prentice-Hall.

8.13 TERMINAL QUESTIONS

1. Define marketing research?
2. Elaborate the process marketing research?
3. Explain data collection techniques for marketing research.