

7.7: Key Terms

aided awareness | when a product, brand, or company list is provided to select from to measure awareness

anonymous data | data in which the respondent is not identified

awareness | a consumer's familiarity with a product, brand, or company

big data | the countless number of records that continues in an increasing capacity and at a faster rate; often described as volume, velocity, and variety of data generated

breach of confidentiality | a situation where the researcher promises to hold private information but discloses it in an unethical manner without permission

causal research | studies that define a cause-and-effect relationship between two factors

census | when all potential target population members are included in the research

competitive intelligence | a collection of information about competitors from the marketplace

confidential data | data that is tied back to a respondent, but the respondent's personal information is not shared

convenience sample | a nonprobability sample type where potential respondents to the research are selected by convenience rather than through any scientific method

cross tabulation | an analysis of two variables and the frequency of each answer in relation to the other variable

customer acquisition cost | the total expenses a company spends to gain a new customer

customer effort score | a survey used to measure ease of service experience with an organization

customer satisfaction score | also known as a CES, a survey used to measure ease of service experience with an organization

data analysis | the distillation of information into a more understandable and actionable format

data collection | systematic gathering of information that addresses an identified problem

database | a collection of related data

descriptive research | data collected to describe the situation in the market and help define an opinion, attitude, or behavior

electronic surveys | surveys sent through digital means to respondents; respondents also reply to the survey digitally

ethnographic research | method of collecting data that is conducted by observing people's natural behavior

experimental research | studies that define a cause-and-effect relationship between two factors

exploratory research | research conducted that is more general to learn more about the industry or market

external data | data that originates from outside the organization

focus group | a small group, typically 8 to 12 people, who are asked several questions by a moderator and encouraged to build upon each other's responses

frequency | a report of the number of each answer received

in-person surveys | surveys conducted when the respondent and data collector are face-to-face

infographic | a representation of data in a variety of visual presentations

internal data | critical marketing intelligence that already exists in the company's records

judgment sample | a nonprobability sample type where the potential participants are selected based on a perceived match to the sample frame

mailed surveys | surveys sent to potential participants through a mail service, such as the US Postal Service

marketing information | also known as business intelligence, competitive intelligence, or marketing intelligence; information about the market that helps to identify opportunities available

marketing information system | a system used to collect, analyze, and report interesting findings from internal and external data of the company

marketing research | the function that links the consumer, customer, and public to the marketer through information

mean | an arithmetic average of values

mechanical observation | the use of electronic monitoring to record the actions of the observed

median | the middle number when all answers are organized from smallest to largest; if an even number of data, the mean of the two middle answers is the median

mode | the most common response

nonprobability sample | a situation which each member of the population has an unknown chance of being selected to be part of the sample

observational research | data collected by watching consumers and recording actions

one-on-one interview | an interview that happens on an individual level between researcher and respondent

personal observations | observations that are collected by human recorders

phone surveys | surveys conducted through the use of a telephone that can be completed through digital or human methods

primary data | unique information that is collected by the researcher with the current project in mind

privacy | maintaining the data of research participants discretely and holding confidentiality

probability sample | a sample in which everyone has a known chance of being included in the research

problem definition | the realization that there is an issue that needs to be addressed

qualitative data | data that cannot be distilled into number of responses, such as responses to an interview

qualitative research | data shared through words, descriptions, and open-ended comments

quantify the research | to take a variety of data and compile it into a quantity that is easily understood

quantitative data | data that can be reduced to number of responses, such as number of responses to each answer on a multiple-choice question

questionnaire | also known as a survey, a series of several questions that can collect a variety of qualitative and quantitative data; can be distributed through several different methods

sample | a portion of the entire population that is included in the research

sample frame | a parameter that defines who will be included in the sample and who would not be included

sample size | the number of respondents that are to be included in the research

sampling unit | each individual entities that is included in the sample

secondary data | any research that was completed, within the organization or outside of the organization, for another purpose

simple random sample | a type of probability sample where every entity has an equal chance of being selected

stratified random sample | a probability sample type where the population is divided into groups and then participants are selected from each stratum randomly

sugging | suggesting a purchase disguised as research

survey | also known as a questionnaire, a series of several questions that can collect a variety of qualitative and quantitative data; can be distributed through several different methods

syndicated data | a type of secondary data that is available through a subscription service

target population | the group of people that are of interest for a study

unaided awareness | when no prompts or lists of potential products, brands, or companies are given to test awareness

unobtrusive observation | a type of observation research where the observed is not aware they are being monitored

verbatim | exact quotations of responses to a qualitative question

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