

Travel & Tourism

Chapter 9 Outline Market Information & Research

Vocabulary

Market Segmentation –

Psychographics –

Geographics –

Behavioristics –

Positioning –

Competitive Advantage –

Market research –

Secondary research –

Primary Research –

Observation method –

Experimental method –

Survey method –

Sample -

9.1 Importance of Market Segmentation

Demographics

Psychographics

VALS segmentation System

Geographic

Behavioral

Determining Markets

Product Positioning

1.

2.

9.2 Market Research

Market Research Method

Secondary

Primary

Primary Research Methods

1.

2.

3.

Developing Consumer Questionnaires

1.

2.

3.

Chapter 9: Market Information and Research

1. What is the purpose of market segmentation?

- A) to understand the different markets and the unique needs and wants within each market
- B) to help marketers create a marketing plan
- C) to create an image for a product in the minds of consumers
- D) to understand the competition

2. Which is not a way to segment a market?

- A) by age groups
- B) by gender
- C) by geographic location
- D) by consumers' favorite color

3. Geographics are statistics about _____.

- A) people's favorite vacation places
- B) where people live
- C) patterns of consumer behavior
- D) none of the above

4. Which is a factor businesses consider when determining a target market for a product?

- the size of the market
- A) whether the market is growing
- the competition for the market
- B) all of the above
-
- C) all of the above
-
- D) all of the above

5. Positioning a product refers to _____.

- placement of the product on store shelves
- A) creating an image for the product that distinguishes it from competitors' products
- watching people use the product and recording their actions
- B) none of the above
-
- C) none of the above
-
- D) none of the above

6. The observation method, experimental method, and survey method are _____.

- methods of primary research
- A) methods of secondary research
- ways to segment a market
- B) steps in the marketing process
-
- C) steps in the marketing process
-
- D) steps in the marketing process

7. What is the main difference between primary and secondary research?

- Primary research is conducted by one person.
- A) Primary research is conducted before secondary research.
- Primary research is original research; secondary research involves data that were collected for another purpose.
- B) Primary research is data on men.
-
- C) Primary research is data on men.
-
- D) Primary research is data on men.

8. The research method that involves gathering information through the use of surveys or questionnaires is called _____.

- A) secondary research
- B) the observation method
- C) the experimental method
- D) the survey method

9. What is the first step in the market research process?

- A) to identify the problem
- B) to determine a target market
- C) to conduct primary research
- D) to conduct secondary research

10. What is the main difference between open-ended and closed-ended questions?

- A) Open-ended questions provide a predetermined set of answers.
- B) Closed-ended questions provide a predetermined set of answers.
- C) Open-ended questions are used only in secondary research.
- D) none of the above