***Marketing research***

***Marketing research****is the systematic gathering, recording, and analysis of*[*qualitative*](https://en.wikipedia.org/wiki/Qualitative_data)*and*[*quantitative*](https://en.wikipedia.org/wiki/Quantitative_data)*data about issues relating to*[*marketing*](https://en.wikipedia.org/wiki/Marketing)*products and services. The goal is to identify and assess how changing elements of the*[*marketing mix*](https://en.wikipedia.org/wiki/Marketing_mix)*impacts [customer behavior](https://en.wikipedia.org/wiki/Customer_behavior%22%20%5Co%20%22Customer%20behavior).*

*This involves employing a*[*data-driven marketing*](https://en.wikipedia.org/wiki/Data_driven_marketing)*approach to specify the data required to address these issues, then designing the method for collecting information, managing and implementing the data collection process. After analyzing the collected data, these results and findings, including their implications, are forwarded to those empowered to act on them.*

[*Market research*](https://en.wikipedia.org/wiki/Market_research)*, marketing research, and*[*marketing*](https://en.wikipedia.org/wiki/Marketing)*are a sequence of*[*business activities*](https://en.wikipedia.org/wiki/Business_process)*; sometimes these are handled informally.*

*The field of marketing research is much older than that of market research. Although both involve consumers, Marketing research is concerned specifically with marketing processes, such as advertising effectiveness and salesforce effectiveness, while market research is concerned specifically with markets and distribution.  Two explanations given for confusing market research with marketing research are the similarity of the terms and also that market research is a subset of marketing research. Further confusion exists because of*[*major companies*](https://en.wikipedia.org/wiki/Euromonitor_International)*with expertise and practices in both areas*

*The purpose of marketing research (MR) is to provide management with relevant, accurate, reliable, valid, and up to date [market information](https://en.wikipedia.org/wiki/Market_information%22%20%5Co%20%22Market%20information). Competitive marketing environment and the ever-increasing costs attributed to poor decision making require that marketing research provide sound information. Sound decisions are not based on gut feeling, intuition, or even pure judgment.*

[*Managers*](https://en.wikipedia.org/wiki/Marketing_management)*make numerous strategic and tactical decisions in the process of identifying and satisfying customer needs. They make decisions about potential opportunities, target market selection, MARKETING segmentation, planning and implementing marketing programs, marketing performance, and control. These decisions are complicated by interactions between the controllable marketing variables of product, [pricing](https://en.wikipedia.org/wiki/Pricing%22%20%5Co%20%22Pricing), promotion, and distribution. Further complications are added by uncontrollable environmental factors such as general economic conditions, technology,*[*public policies*](https://en.wikipedia.org/wiki/Public_policies)*and laws, political environment, competition, and social and cultural changes. Another factor in this mix is the complexity of [consumers](https://en.wikipedia.org/wiki/Consumer%22%20%5Co%20%22Consumer). Marketing research helps the marketing manager link the marketing variables with the environment and the consumers. It helps remove some of the uncertainty by providing relevant information about the marketing variables, environment, and consumers. In the absence of relevant information, consumers' response to marketing programs cannot be predicted reliably or accurately. Ongoing*[*marketing*](https://en.wikipedia.org/wiki/Marketing)*research programs provide information on controllable and non-controllable factors and consumers; this information enhances the effectiveness of decisions made by marketing managers.*

*Traditionally, marketing researchers were responsible for providing the relevant information and marketing decisions were made by the managers. However, the roles are changing and marketing researchers are becoming more involved in decision making, whereas marketing managers are becoming more involved with research. The role of marketing research in managerial decision making is explained further using the framework of the*[*DECIDE*](https://en.wikipedia.org/wiki/Decision-making#DECIDE)*model.*