

Entrepreneurship © 2013
Chapter 5: Market Research—Glossary

behavioral segmentation. Dividing the market by the relationships between customers and the product or service.

business to business (B2B). Companies selling to other businesses.

business to consumer (B2C). Companies selling primarily to consumers.

buying status. Describes when a customer will buy a product or service.

census. Count of the people living in the country.

customer profile. Detailed description of target market customers based on demographic, geographic, psychographic, and behavioral information.

data analysis. Involves studying raw data to find patterns and organizing the data into graphs and charts.

data mining. Practice of searching through large amounts of computerized data to find useful patterns or trends.

database. Collection of data that is organized.

demographic segmentation. Dividing the market by customers' personal statistics.

demographics. Qualities, such as age, gender, and income, of a specific group of people.

geographic segmentation. Involves dividing a market based on where customers live.

hypothesis. Statement that can be tested and proved either true or false.

market research. Gathering and analyzing information about a business.

market segment. Group of people, families, businesses, or organizations with common characteristics or needs.

market segmentation. Process of dividing a large market into smaller groups.

marketing information system. Consists of the processes involved in collecting, analyzing, and reporting marketing research information, usually through technology.

mass market. Entire large market of potential customers with no segmentation.

primary data. Pieces of information collected by an organization about itself.

psychographic segmentation. Dividing the market by lifestyle choices.

qualitative data. Provide insight into what people think about a topic.

quantitative data. Facts and figures from which conclusions can be drawn.

research plan. Specific steps to take for testing your hypothesis.

sample size. Number of people in the group from which the data are collected.

secondary data. Information that already exists.

statistical analysis. Mathematical technique for analyzing the collected data.

target market. Specific group of consumers at which a company aims its products and services.

usage rate. How often a customer buys or uses a product or service.