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The Internet as a Device for Market Research

By Christopher Schroeder

GRIN Verlag Sep 2010, 2010. sonst. Bücher. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2010 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, AKAD University of Applied Sciences Pinneberg, course: Market Research, language: English, abstract: Companies constantly have to make decisions about the products and services they offer. In order to create successful products and services, it is necessary to know how consumers can become customers. Therefore it is essential for a company to understand who their (potential) customers as well as (potential) competitors are. According to Kotler/Keller, it is the job of marketing researchers to produce insight into the customer's attitude and buying behavior. Over the last years, the Internet has been a fast developing technology. Especially services like email or chat-rooms are used in everyday life by millions of people.² The usage of the Internet has spread very fast through nearly the whole society. It is estimated that today nearly 67% of U.S. households have access to the Internet. Kotler/Keller state that online research [...] was estimated to make up 33 %...



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