

# Möglichkeiten Und Grenzen Der Online-marktforschung - , A. Rösscher

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Definition 'Marktforschung' Marktforschung ist definiert als die systematische Gewinnung, Aufbereitung und Interpretation von Daten, die für die Marketingplanung hinsichtlich der Absatz- und Beschaffungsmärkte relevant sind. 1 Definition 'Online-Marktforschung' Die Online-Marktforschung beschäftigt sich mit neuen methodischen Ansätzen, die dem Medium Internet und den Internet-Zielgruppen angepasst sind. Die Online-Marktforschung hilft beim Adressieren neuer Märkte. Sie analysiert Kundenpotentiale und deren psychographische Daten. 21.1 Entwicklung des Internets zum Onlineforschungsmedium Noch bis vor wenigen Jahren war der Begriff 'Internet' nur einer kleinen, ausgewählten Gruppe von Computer- und Netzwerkspezialisten geläufig. Seitdem sich die Demographie des Internetnutzers mehr und mehr dem Bevölkerungsdurchschnitt annähert, ist die Grundlage für den Einsatz des Internets zu Marktforschungszwecken geschaffen. Zudem macht es die dynamische Entwicklung auf vielen Märkten für die Unternehmen zu einem zentralen strategischen Erfolgsfaktor, immer kurzfristiger auf den Märkten oder sich abzeichnende Trends zu reagieren, um Wettbewerbsvorteile zu schaffen und zu nutzen. Der Erfolg eines Unternehmens hängt dabei ganz wesentlich von der Qualität der Informationen ab, die den strategischen und operativen Entscheidungen zugrundegelegt werden. [...] Author: Mauritz, Daniel Author: Rösscher, A. Publisher: GRIN Verlag Illustration: N Language: GER Title: Möglichkeiten und Grenzen der Online-Marktforschung Pages: 00030 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638372138 Category: Business & Economics : Marketing - General

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