Research Paper - Marketing Management

AN EMPERICAL STUDY OF CONSUMER BEHAVIOR ON FINANCIAL DAILIES

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ABSTRACT:

Financial Newspaper is a product which is required by all the stakeholders who deals in the financial market. Delay in the distribution can cause many problems to the readership figures. It is a product which loses its value as day goes on. It is a product without which a day cannot be started for this specific crowd.

Most of the financial daily newspapers are published from Monday to Friday. It covers most of the sector and industry news in 10 to 12 pages. It also covers few pages of very important news and tips regarding stock markets which are very much helpful to the investors and stock brokers.

A company needs to know the behaviour of their consumers to know what they think about the product or service which they are offering. The study has been done to understand the consumer behaviour on financial dailies. The comparison has been done between various financial newspapers. There was comparison done on the basis of the time of reading the newspaper by the readers and various features the readers wanted in a particular paper. The survey has been done on the basis of various parameters by comparing the features of various newspapers.

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Marko Sarstedt, Erik Mooi

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research using Stata The book offers readers an overview of the entire market research process from asking market research questions to collecting and analyzing data by means of quantitative methods It is engaging hands on and includes many practical examples tips and suggestions that help readers apply and interpret quantitative methods such as regression factor and cluster analysis These methods help researchers provide companies with useful insights Marketing in the Service Industries Gordon Foxall, 2013-10-31 First Published in 1985 This is a collection of sixteen essays on the marketing of services industries covering such topics as professional services banks service firms insurance services freight transport estate agencies leisure package holidays urban public transport tourism customer service and also new technology in the International Journal of Market Research, 2009 A Concise Guide to Market Research Marko Sarstedt, Erik Mooi, 2014-07-29 This accessible practice oriented and compact text provides a hands on introduction to market research Using the market research process as a framework it explains how to collect and describe data and presents the most important and frequently used quantitative analysis techniques such as ANOVA regression analysis factor analysis and cluster analysis The book describes the theoretical choices a market researcher has to make with regard to each technique discusses how these are converted into actions in IBM SPSS version 22 and how to interpret the output Each chapter concludes with a case study that illustrates the process using real world data A comprehensive Web appendix includes additional analysis techniques datasets video files and case studies Tags in the text allow readers to quickly access Web content with their mobile device The new edition features Stronger emphasis on the gathering and analysis of secondary data e g internet and social networking data New material on data description e g outlier detection and missing value analysis Improved use of educational elements such as learning objectives keywords self assessment tests case studies and much more Streamlined and simplified coverage of the data analysis techniques with more rules of thumb Uses IBM SPSS Marketing Research: Tools and Techniques Nigel Bradley, 2013-03-07 Balancing theoretical and practical version 22 elements of marketing research and showing students how to implement research themselves this book covers the traditional principles and skills involved in marketing research such as primary and secondary research sampling analysis reporting and A Report of the National Marketing Research Workshop ,1952 presentation Marketing Research Methods Mercedes Esteban-Bravo, Jose M. Vidal-Sanz, 2021-01-28 Covering both quantitative and qualitative methods this book examines the breadth of modern market research methods for upper level students across business schools and social science faculties Modern and trending topics including social networks machine learning big data and artificial intelligence are addressed and real world examples and case studies illustrate the application of the methods This text examines potential problems such as researcher bias and discusses effective solutions in the preparation of research reports and papers and oral presentations Assuming no prior knowledge of statistics or econometrics discrete chapters offer a clear introduction to both opening up the quantitative methods to all students Each chapter contains rigorous academic theory including a synthesis of

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Marketing Research ,1970

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