

II. UTILIZAREA CERCETĂRII DE MARKETING CA SUPORT ÎN REALIZAREA UNOR ANALIZE STATISTICE CU AJUTORUL SPSS-ULUI

II. THE USE OF MARKETING RESEARCH AS A SUPPORT IN ACHIEVING STATISTICAL ANALYSES IN SPSS

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Abstract: This paper is in a certain extend a proof for the fact that marketing research represents a great source of information needed for each investor. This can be required out of the desire of determining: the opportunity of the investment, the expectances of the public/target market, the level of prices that will be applied and so on. Actually, through the marketing research the investor can find out the characteristics of the environment where he will develop his business. The statistical analyses that will be described as follows are based on marketing research and underline its importance.

Keyword: marketing research, statistical analyses, factorial analyses.