

Who Wants This? Who are your Customers?
Figuring Out Who Are Your Customers.
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Market research is defined as research that gathers and analyzes information about the moving of goods or services from producer to consumer. The aim is to gather information from a relatively small sub-population and extrapolate the findings to the market you are planning to offer your product or service.

Market research is divided into two basic branches of study: quantitative and qualitative. Both approaches provide a great deal of depth, insight and understanding when performed in conjunction with one another.

Quantitative research deals with obtaining numerical representations of metrics such as market share, competitors pricing, wage differential, etc. Some of the metrics can be obtained from researching census information in the particular area in which you are looking to offer the product or service. This will allow you to determine if your offering matches up with the demographics of the area you are targeting. Understanding the market and incorporating this knowledge into business operations will undoubtedly create a competitive advantage.

Qualitative research, on the other hand, is performed in a more interactive environment in which you get a chance to meet potential customers and inquire about open ended questions. The aim of this research technique is to understand the motivations behind concepts and purchasing patterns of your potential market. One way to perform such research is to develop surveys that aim to inquire about the reasons of purchases and general consensus for a new product offering. Even though it is more time consuming, qualitative research gives a level of richness that cannot be obtained from quantitative methods.

All in all, conducting market search is an integral part of establishing your business on the right foot. Both quantitative and qualitative methods allow the business owner to understand the environment and the motivation behind purchases which will undoubtedly shape the success of any new business venture.

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