



Marktforschung mit Panel (German Edition)

Barbara Galle

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Studienarbeit aus dem Jahr 2001 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 2,0, Fachhochschule Braunschweig / Wolfenbüttel; Standort Wolfenbüttel (-), Sprache: Deutsch, Abstract: Für alle Entscheidungen in einem Unternehmen sind Informationen als Grundlage

unabkÖmmlich. Vor allem im Bereich des Marketings haben Informationen über Märkte und über deren Entwicklung stark an Bedeutung gewonnen, da die Märkte komplexer und „schnellebiger“ geworden sind.¹ Ein Mittel zur Beschaffung von Informationen ist die Sekundärforschung. Hierunter versteht man die Analyse und Auswertung von Daten, die bereits zu ähnlichen oder anderen Zwecken erhoben wurden. Genügen diese Informationen nicht, so müssen im Rahmen der Primärforschung neue, noch in keiner Form vorhandene Daten erhoben werden.² In Form von Befragungen oder Beobachtungen kann dies durch Panels als Instrumente der Primärforschung geleistet werden.³

In dieser Arbeit sollen zunächst die Einsatzmöglichkeiten von Panels, deren Installierung und die in dem Zusammenhang auftretenden Probleme erläutert werden. Weiterhin werden zwei Arten von Panels vorgestellt, sowie das Panel als Marktforschungsinstrument kritisch betrachtet und bewertet.

1 Vgl. Weis, C./ Steinmetz, P., Marktforschung, 2000, S. 15

2 Vgl. Bruhn, M., Handbuch, 1989, S. 72

3 Vgl. Olfert, K./ Rahn, H-J., Lexikon, 2000, S. 690

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