

ÉTUDE DE MARCHÉ

Market research

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LA MERCATIQUE

MARKETING

actualiser

to update

The results of the 1996 survey have just been updated.

adapter, s'adapter

to adapt, to adjust, to tailor

e.g.: (vi.) Today, either manufacturers adapt or die.

e.g.: (vt.) We have adjusted our sales policy to the demand.

e.g.: (vt.) It is essential to tailor merchandise to local needs.

■ analyse du marché

market analysis (sing.), market analyses (pl.)

What we need is a more detailed market analysis, both quantitative and qualitative.

analyse de contenu

content analysis

analyse des données

information analysis

analyse du lectorat

readership analysis

analyse par segment

cluster analysis

analyse des ventes

sales analysis

analyser

to analyze

audimat, audimètre

audimeter

The audimeter is an electronic system for controlling the programmes TV viewers watch.

atteindre les clients :

voir toucher

■ banque/base de données

database, databank

Thanks to computer databases, marketers not only know consumers' names and addresses but also what they buy and what they have stopped buying.

élaborer une banque/ base de données

to compile a databank/database

banque de données en ligne

on-line database

■ base de données :

voir banque de données

besoin

need

A successful product is a product tailored to customer needs.

besoin artificiel

artificial need

besoin exprimé

patent need

besoin latent

latent need

satisfaire les besoins de quelqu'un

to satisfy/meet/fulfill someone's needs; to cater to someone's needs

avoir besoin de quelque chose

to need something, to be in need of something

catégorie socio-professionnelle

social class (US),
socio-economic group (GB)

Socio-economic groups are the result of the subdivision of the population according to income and social position as a single factor.

changer (de marque, de magasin, etc.)

to switch (brands, stores, etc.)

Experts report that a quarter of super-market shoppers switch grocery stores each year, mostly to take advantage of bargains.

changement de marque

brand switching

■ **cible**

target

In order to define their target market, today's advertisers depend more and more on elaborate studies of consumer values and behaviour.

groupe/marché cible

target group/market

■ **cibler, viser**

to target, to aim at

Before launching a new product the target market has to be properly defined.

■ **comportement**

(du consommateur)

(consumer) behaviour

Today nothing in consumers' behaviour suggests extravagance.

influencer sur le comportement

to influence behaviour

comportement d'achat

purchasing behaviour

modèle de comportement

behavioural pattern

se comporter

to behave

connaissance/mémorisation/ notoriété de la marque

brand awareness

Brand awareness is the consciousness with which potential buyers recognise or recall a brand.

sensibiliser à la marque

to build brand awareness

contrôler

to monitor

Special tracking systems now allow supermarket chains to monitor sales of groceries at individual stores.

■ **créneau**

niche, market gap

The group has managed to carve out a niche that is the envy of its competitors.

occuper un créneau

to enter a niche market

se tailler un créneau

to carve out a niche

débouché (n.)

outlet, opening

Before creating a new product, manufacturers have to make sure there is an outlet for their production.

décomposer/découper des données

to break down data

Some electronic devices for probing the public's psyche enable data to be broken down and cross-tabulated across numerous subgroups.

démarche marketing

marketing concept

The marketing concept is a business philosophy holding that manufacturers must produce what people want, not what manufacturers want to produce.

dépouiller des données

to process data

Processing data is a time-consuming process.

diagnostic Forces Faiblesses**Menaces Opportunités**

SWOT analysis

A SWOT analysis establishes the Strengths of a product (which should be underlined), its Weaknesses (which should be played down), its Opportunities (on a given target market) and the Threats (from its competitors).

documenter sur (se)

to gather material/data on/about

Our marketing department is currently gathering material for a study about the impact of our projected campaign.

se documenter pour une étude de marché

to gather material for a market study

se documenter sur...

to gather material on/about...

■ données

data (pl.), information (sing.)

The installation of checkout scanners in most supermarkets has brought with it

an avalanche of data, more timely and specific than ever before.

dépouiller des données

to process information

données chiffrées

figures

données démographiques

demographic data

données**primaires/secondaires**

primary/secondary data

données statistiques

statistical data

rassembler/recueillir des données

to collect/retrieve/gather data

traitement des données

data processing

traiter des données

to process data

échantillon représentatif de consommateurs

sample, cross section

A sample is a representative part of a statistical population or field.

échantillonnage

sampling

échantillon aléatoire

random/probability sample

échantillon par zone

area sample

échantillon par segment

cluster sample

tirage d'un échantillon

sample selection

voir également *panel*

échouer (pour un produit)

to fail (vi.), to flop (vi.)

Problems arise when market researchers' predictions do not come true -and when a new product flops.

échec/four/bide

flop, dud (fam.)

écomercatique

green marketing

Green marketing is a new tool manufacturers like to play with to boost sales.

■ **enquête**

inquiry, enquiry, investigation

Making an inquiry can be the very first step in the marketing process.

enquête pilote

pilot survey

enquête postale

mail survey

enquête par sondage

sample survey

enquête par téléphone

telephone survey

enquêteur

interviewer, enquirer

enquêter, faire une enquête

to investigate, to make an inquiry

mener une enquête

to conduct/to carry out/to perform an inquiry

enregistrer des données

to record data

Market research is the systematic gathering, recording, and analyzing of data about problems related to the marketing of goods and services.

entretien

interview

A well-structured interview should use a questionnaire whose questions are determined in advance.

entretien de groupe

group interview

entretien avec questionnaire

pré-établi

structured interview

entretien en profondeur

depth interview

essayer

to test, to try out, to sample

A test market may succeed just because consumers are sampling a new product out of mere curiosity.

■ **étude de marché**

market research, market study, market survey

In our shrinking economy, market research is still a booming sector.

étude de comportement

behavioural research

étude sur la consommation

consumer survey

étude exploratoire

exploratory research

étude de faisabilité

feasibility study

étude de mémorisation

recall survey

étude de motivation

motivation/motivational survey/research

étude des supports publicitaires

media research

étude sur le terrain

field study (ant.: desk study)

faire une étude de marché

to perform/to carry out/to conduct a market study

évaluer

to evaluate, to assess

*Thanks to improved marketing techniques results can be assessed more and more rapidly.***évaluation**

evaluation, assessment, appraisal

évaluer les possibilités d'un marché

to size up a market

faire une étude de marché

to perform/carry out/conduct a market research

*Manufacturers carry out market research to find out what the customer wants.***faire effectuer une étude de marché**

to commission a market study

■ fidélité à une marque

brand loyalty, loyalty to a brand

*Brand loyalty is the characteristic of consumers who stick to a particular brand and refuse substitutes or new/competitive products.***carte de fidélité**

loyalty card

fidèle

loyal, faithful

programme de fidélisation des clients

frequent buyer scheme

rester fidèle à une marque, un produit, etc.

to stick to a brand, a product, etc.

**Forces Faiblesses Menaces
Opportunités : voir *diagnostic*
Forces Faiblesses Menaces
Opportunités****goûts en matière de consommation**

consumer tastes

*In the new Europe, consumer tastes are rapidly converging and large regional markets are emerging across national borders.***groupe d'âge/de revenus :
voir *tranche d'âge/de revenus*****habitudes d'achat**

shopping/buying habits

*Buying habits still widely differ from one European country to another.***habitudes alimentaires**

eating habits

*If consumers' eating habits change so do their buying habits.***habitudes de consommation**

consumer habits

*Consumer habits vary according to age groups and income brackets.***■ image**

image

*A successful brand needs an unblurred image.***image de marque****1. pour un produit**

brand image

2. pour une société
corporate/trade image

3. pour une personne
public image

image de soi
self-image

projeter une image
to project an image

véhiculer une image
to convey an image

**implantation d'un produit sur
un marché : voir *pénétration
du marché***

**interviewer, enquêter,
questionner**
to interview

*Before carrying out a market research
the interviewer has to screen carefully
the people to be interviewed.*

enquêteur
interviewer, enquirer

la personne interrogée
interviewee, respondent,
informant

**interview, entretien (en
profondeur)**
(depth) interview

jury de consommateurs
consumer jury

*Consumer juries can decide on the life
or death of a product.*

■ **lancer (un produit,
une campagne de publicité)**

to launch (a product, an
advertising campaign)

*Before being launched at the national
level, the product will be launched at the
regional level first.*

lancement
launching, launch

prix de lancement
introductory price

marketing mix :
voir *plan marchéage*

marché cible
target market

*The most profitable market segments are
often chosen as target markets.*

cible
target

cibler, viser
to target

marché test
test/trial/pilot market

*Before being launched at the national
level, products are first introduced on
smaller test markets.*

■ **marketing direct**
direct marketing

*Direct marketing is a useful advertising
medium and a valuable sales tool.*

mémorisation de la marque :
**voir *connaissance de la
marque***

mercaticien
marketer, market researcher

*Market researchers believe that sensua-
lity, humour and good design are essen-
tial qualities for a successful ad cam-
paign in Southern Europe, while
practical, technical details work best in
Northern Europe.*