A GUIDE TO
USEFUL PHARMACEUTICAL MARKET RESEARCH
TERMS AND DEFINITIONS
Introduction

Welcome to the 6th edition of the EphMRA Lexicon.

This publication has been completely reviewed with many new terms plus revisions to existing terms making it a useful and handy reference source.

We hope you will find this a welcome companion both in booklet and web based searchable form (www.ephmrapublications.org).

If you have any suggestions for the Lexicon, eg terms to be included etc then please do contact EphMRA via the Contact Us form on the EphMRA web site.

Many thanks in advance,

_EphMRA Primary Research Methods & Training Committee (PRM&T)_
A Posteriori: is an approach where a theoretical framework is developed from the research (after it has been conducted).

A Priori: is an approach where a theoretical framework is developed before the research is conducted.

A Priori Segmentation: market segmentation which is based upon factors known or believed in advance.

ABC Analysis: approach of classifying accounts according to their value in achieving results. An ‘A’ account is the most valuable while the “C” account is the least attractive one.

ACASI: audio computer-aided self-administered interviewing.

Above the Line Marketing: refers to marketing activities planned and booked through an advertising agency or to advertising material that is printed, displayed or broadcast on an independent publisher’s platform e.g. journal advertising and mailings.

Absorption (of drugs): the transfer of drugs and other substances into the blood stream.

Accompanied Shopping: is a form of observation study where an interviewer accompanies a respondent (with his or her agreement) as they go shopping.

Accompanied Surfing: is a form of observation study where an interviewer accompanies a respondent (with his or her agreement) as they go ‘surf’ the internet/a particular website.
Account: institution, customer or organisation, purchasing a company’s products/services.

Accuracy: the degree of conformity of a sample statistic to the population.

Achieved Communality: a term used in factor analysis that represents the proportion of variance in an original variable accounted for by all the extracted factors. Each original variable will have an achieved communality value in the factor analysis output.

Acquiescence Bias: a systematic bias caused by some respondents tending to agree with whatever is presented to them. Either respondents or interviewers being overly friendly during interviews may cause such a bias.

Acquisition: method of expanding one’s offerings other than internal development by acquiring technology, product rights or entire businesses from another company.

Active Recruitment: recruitment via randomised invite only. This helps to bar entry to ‘professional respondents’ and helps to ensure the widest possible cross-section of respondents.

Active Server Pages (ASP): a web technology used to create web pages on demand from data usually held in a database.

Activities of Daily Living (ADL): a component of quality of life encompassing those behaviours that are fundamental to an independent existence, such as eating, bathing and dressing.

Ad Hoc Research: marketing research designed for a single specific client only carried out as a one-off project or programme of studies. (see Syndicated Research).
Adaptive Conjoint Analysis (ACA): a hybrid conjoint model using self-explicated individual attribute ratings and an adaptive algorithm to select partial profiles.

Adbug: a model for advertising budget decisions. Assumption: Existence of an upper and lower limit of advertising response that can be calculated by using a series of point-estimated questions.

Added Value: enhanced product differentiation, designed to deliver an increase in attractiveness to customers.

Adjective Ascription: allocation of adjectives in response to a question, allocating appropriate adjectives to a stimulus.

Adnorms: provides readership scores by type of ads.

Adopter Category: individuals or companies that accept an innovation normally classified in 5 groups according to their sequence of adoption: (1) Innovators; (2) Early adopters; (3) Early majority; (4) Late majority; (5) Laggards. The graphic representation of the percentage of the different categories is the basis for the “life cycle curve” of a product/service.

Adoption Process: (1) model of stages in the buying process that range from awareness to knowledge, evaluation, trial to adoption. (2) Form of the diffusion process of a product/service.

Adverse Event: is any untoward medical occurrence in a patient or clinical trial subject administered a medicinal product and it, therefore, does not necessarily have to have a causal relationship with the product. An AE can be an unfavourable and unintended sign (e.g. an abnormal laboratory finding), a symptom, or disease temporally associated with the use of a medicinal product, whether or not considered related to the medicinal product.
AEs may sometimes be revealed through follow up on a product complaint (PC). For these purposes a PC is a complaint specific to the product itself, or packaging, as opposed to its effect on the patient. Examples include damaged or missing tablets; wrong strength or colour of tablets; damaged packaging; a label that cannot be read; a liquid that should be clear but is cloudy or contains unexpected particles; a bent needle; a broken syringe; a missing patient information leaflet, or the identification of a potentially counterfeit medicine.

**Advertising:** process of information or persuasion of members of a particular target market or audience by placement of announcements and information in any of the mass media about products, services, organisations or ideas.

**Advertising Campaign:** group of commercials, advertisements, and other promotional material/activities used during a given period as part of a structured advertising plan.

**Advertising Effectiveness:** assessment of the extent to which specific advertisements/campaigns meet the objectives intended. Wide array of measurements are available, e.g. inquiry, recall, market tests. They include: Recall of ads, attitudes towards the advertising, persuasiveness/impact on current sales level etc.

**Advertising Media:** the various mass media that can be used to carry advertising messages to actual or potential audiences or target markets. These media include newspapers, magazines, direct mail advertising, Yellow Pages, radio, TV, outdoor advertising, transit advertising etc.

**Advertising Objective:** statement to define specific goals that should be accomplished by advertising activities e.g. products to be sold; no. of trial purchasers, level of awareness of a message etc.
Advertorial: advertisement designed to give the appearance of editorial.

Advisory Board: group of experts convened to provide advice on specific issues.

Advocacy Group: lobbying group, for example on behalf of patients with specific diseases.

Affective Component: is one of the three components of attitude that is concerned with individuals’ emotions or feelings towards an object or idea.

Affinity Marketing: campaign or event jointly sponsored by a number of non-competitive companies with a common interest.

Agency: an individual, organisation, department or division, including any belonging to the same organisation as the Client which is responsible for, or acts as, a supplier on all or part of a research project.

Aggregate: is a summary measure made by compounding two or more separate measures, e.g. national income and price index numbers.

AIDA: awareness, interest, desire, action - the stages through which a consumer is believed to pass before purchasing a product/service.

Aided Awareness: see Prompted Awareness.

Algorithm: systematic set of rules for solving a particular problem.

Alternative Hypothesis: is a statement that suggests a difference or an effect is present (i.e. there is an alternative). The alternative hypothesis is adopted when the null hypothesis has been disproved.
**Analysis:** the summarising of data in a way that is intended to make them more readily comprehensible.

**Analysis of Covariance (ANCOVA):** an analysis of variance procedure in which the effects of one or more metric-scaled extraneous variables (covariates) are removed from the dependent variable data before one conducts ANOVA.

**Analysis of Variance (ANOVA):** statistical test used with interval data to determine if k (k>2) samples come from populations with equal means.

**Anchored Scale:** is one in which the endpoints are identified by the opposite ends of a scale.

**Anonymity:** preserving anonymity means ensuring that personal data is not passed to a third party.

**Anthropomorphic:** a research technique in which participants describe a product, service or brand in terms of a human personality trait(s) so that the participants’ feelings about the object/brand can be determined.

**Applied Research:** any research which is used to answer a specific question, determine why something failed or succeeded, solve a specific, pragmatic problem, or to gain a better understanding.

**Approved Name/ANDA:** abbreviated New Drug Application, submitted to FDA to secure approval of generic. Based on demonstrating bio equivalence. Generic name approved by WHO for worldwide use, using standard terms depending on drug class. BAN and USAN are the British and US approved names.
**Area Sampling:** is a type of cluster sampling where geographical areas are the clusters.

**Arithmetic Mean:** see Mean.

**Association Matrix:** see Contingency Table.

**Association Technique:** is a form of projective technique where participants are presented with some stimulus material and they are then asked to respond with the first thing that comes to their minds.

**Assumption:** an estimate of the future value of a variable. Groups of assumptions are used to define a scenario.

**ATC Classification:** international standard anatomical classification for coding alpha-numerically, pharmaceutical products into therapeutic classes based on their indications and use. Developed and maintained by EphMRA. In the USA a different system is used – see USC.

**Atomistic Test:** is a test that aims to assess participants’ reactions to individual elements of a product or concept (in contrast to a holistic test that looks at a product or concept as a whole).

**Attitude:** beliefs, views, feelings and associations about an object, subject or an idea, consumer psychology defines an attitude as an inclination or tendency to respond to a brand or product in a specific way. There are three components of attitude: (i) a cognitive component - knowledge and beliefs (ii) an affective component - feelings and emotions (iii) a cognitive component - behaviour.
**Attitude Models:** multi-attribute attitude models, measure choice or preferences expressed between alternative options made up of attributes and levels, see conjoint. Multi-attribute attitude models are used to predict consumer choice in multiple criteria decision making situations.

**Attitude Scale:** measurement instrument consisting of a series of adjectives, phrases, or sentences about an object; subjects are asked to indicate the intensity of their feelings toward the object by reacting to the statements in one of a series of pre-defined ways a certain way. Can be used to assess consumer attitudes.

**Attributes:** features of a company, product or service, which characterise it.

**Attribute Analysis:** is the process of breaking down a problem, idea, or thing into attributes i.e. component parts or features and thinking about these attributes rather than the thing itself.

**Audit:** broad numeric information base, containing historic data and produced on a regular basis.

**Automatic Interaction Detection:** a method of dividing a sample into groups based on analysis of variance, in such a way as to maximise the discriminating power of the groups for some dependent variable. This method produces a hierarchy of variables that are significant predictors.

**Automatic Routing:** respondents to an online survey are automatically taken to the next relevant question based on their previous answer.
**Average**: is a general term that is used to represent or summarise the relevant features of a set of values. The arithmetic mean is often used as a measure of average, but the median and the mode can also be used to summarise a set of values.

**Average Cost**: total costs divided by the quantity produced.

**Average Daily Dose (General Definition)**: average number of standard units of a particular product formulation prescribed per day.

**Average Daily Dose (IMS Definition)**: the total number of standardised dosages prescribed divided by the number of prescriptions for a stated dose.

**Average Fixed Cost**: the fixed cost per unit produced; it is calculated by dividing the fixed costs by the number of units produced.

**Average Price Per Day**: measure of the average cost for a day’s treatment based on the average daily dose and the cost of a standard unit.

**Average Revenue**: total revenue divided by quantity produced.

**Average Variable Cost**: the variable cost per unit produced; calculated by dividing the variable cost by the number of units produced.

**Awareness**: is a measure of respondents’ knowledge of an object or an idea. There are two main measures of awareness: spontaneous (or unaided) and prompted (or aided) awareness.
**Back Checking:** see Validation.

**Back Data:** (see Historical Data).

**Back Translation:** is a validation process where a survey is first translated into another language and then translated back into the original language by a different person. The objective is to ensure that the original translation is accurate.

**Balanced Scale:** is a scale with an equal number of positive and negative categories.

**Balanced Scorecard:** strategic approach placing the business’ vision and strategy firmly in the middle of the “scorecard” to ensure that focus is not lost. The business’ goals (strategic choices) each with its stated measures and drivers of success are then allocated to one of four perspectives of the business: Financial, Customer, Internal Business Process, Learning and Growth Potential of the company.

**Balloon Test:** a line drawing with an empty “balloon” above the head of one of the actors is provided to subjects who are instructed to write in the balloon what the actor is saying or thinking.

**Banner:** the data types included within the horizontal axis of tabulated results.

**Banner Point:** is a column heading in banner format tabulations and corresponds to a particular sub-group of the sample. It is usual practice to have the independent variables as banner points.
Base: is the required number of interviews to be completed.

Base Line: is a standard against which something can be compared and judged.

Bayesian Analysis: is a statistical procedure to estimate probability of future events based on the observed data.

Bayesian Logic: is a statistical algorithm that uses the knowledge of past events to predict the likelihood of future events.

Belief: cognitive content held to be true.

Below the Line Marketing: activities where the medium used is not owned by a single company and an advertising agency is not used e.g. email and direct mail campaigns. Below the line promotion is promotion that the sponsor has direct control over, it includes direct mailing, exhibitions and trade fairs and sales promotions.

Benchmarking: is the process of comparing processes and performance metrics against competitors or targets.

Bench Mark: see Base Line.

Benefit Segmentation: the sub-division of a market according to the benefits that customers want from a product.

Benefits (Health): the perceived and observed positive consequences of an intervention on the health status of individuals or populations.

Best Fit: the curve that best represents the trend in a data set over time.
**Best Light Phenomenon:** is when respondents bias their answers in a market research project so that they can then appear in the best possible way to those who are looking at the responses.

**BHBIA:** British Healthcare Business Intelligence Association, body representing pharmaceutical company and agency market research in the UK.

**Bias:** a tendency of the results of an investigation to depart in particular directions from the ‘true’ values. When used in the context of a quantitative study the technical definition of bias is the systematic error.

**Biased Question:** is a question that is phrased in such a way it influences the respondent’s answer

**Biased Sample:** is a sample that does not contain units in the same proportion as the population of interest i.e. it is not representative.

**Bimodal Distribution:** is a frequency distribution with two modes.

**Binomial Test:** is a statistical test of dichotomous data (where there are two possible outcomes) to check whether the research data is significantly different to what would be expected.

**Bioavailability (of Drugs):** the proportion of an administered drug that is absorbed systemically into the blood in a chemically unchanged form.

**Bipolar Adjectives:** are two opposing descriptors that define the opposite ends of a scale (such as a semantic differential scale).
**Bivariate Analysis:** is the analysis of a relationship between two variables.

**Bivariate Correlation:** see Product Moment Correlation Coefficient.

**Bivariate Regression:** is a procedure for deriving the equation that relates a single metric dependent variable and a single metric independent variable.

**Blind Spot Analysis:** analytical technique that examines weaknesses and flaws in an organization's strategy.

**Blind Testing:** testing of a product where the respondent is unaware of the particular brand or compound being tested. (see Double Blind Test).

**Blocking Factor:** is the relevant external variable that is used to group (or block) experimental units into groups so that the experimental group and the control group are matched.

**Blog:** a journal available via a publically accessible web page.

**Bogus Respondent:** a fabricated respondent that consequently generates fictitious responses.

**Boolean Logic:** is the algebraic system, that contains Boolean operators such as AND, OR, NOT AND, and XOR (exclusive OR) and allows the establishment of relationships between words and terms in most databases.

**Booster:** refers to additional interviews involving a particular sub-group of a sample to ensure there are sufficient members of the sub-group in the resulting sample.

**Boston Matrix:** analytical tool to support analysis of business units or products to assess viability and profitability.
**Box-Jenkins Methodology:** the application of autoregressive / moving average models to time series forecasting.

**Box Plot:** a graphical tool used to picture the data and possible outliers in the data.

**Brainstorming:** a creative group method used to generate and develop ideas and solve problems e.g. for product concept generation.

**Branching Question:** see Skip Pattern.

**Brand:** a set of unique and often intangible ‘values’ associated with a product or group of products, creating an aura, which transcends physical features, and resulting in much more than a commodity.

**Brand Awareness:** extent to which a brand or brand name is recognised by potential customers, and correctly associated with the product offering and values in question.

**Brand Equity:** the worth of a brand as a financial asset.

**Brand Extension:** a product variant of the original or parent brand (such as a slow release formulation) that shares the brand identity (e.g. name, although a prefix or suffix may be added, logo etc.).

**Brand Image:** the perceived impressions of a brand, encompassing functional and emotional associations.

**Brand Loyalty:** degree of attachment or support by consumers in continuing usage/endorsement of the brand.

**Brand Manager:** executive responsible for the marketing strategy and promotion of a brand, may also be known as a Product Manager.
**Brand Mark:** a logo or symbol.

**Brand Name:** trade name specific to the product and the manufacturer, a mark that indicates identity or ownership.

**Brand Price Trade Off (BPTO):** a two-attribute conjoint paradigm.

**Brand Values:** the positive feelings and associations that the brand creates in the mind of the customer.

**Branded Generic:** generic product sold under a brand name.

**Branding:** the process of creating added value in the minds of customers that transcends the physical characteristics or benefits of the product.

**Break Even:** point at which any commercial venture becomes financially viable, i.e. when total expenditure is exactly matched by total revenue.

**Bricolage:** the knitting together of qualitative and quantitative data and information (not just market research data).

**Brief:** Key information given to a researcher detailing the client’s reasons for requiring research and its significant parameters, such as information needs/objectives, geographies to be covered, timing. This may be written up in a single briefing document (the Request for a Proposal – RfP) and/or will emerge in the course of a briefing discussion between client and researcher.

**Briefing:** process of providing a summary of background information, market research objectives, and instructions relating to the requirements for the creation of a market research study. Can be oral, written, or both.
Bubble Test: see Thematic Apperception Test.

Budget: detailed financial component of a (strategic) plan that guides the allocation of the resources and allows the analyses of deviations so that corrective action can be taken.

Bulletin Board: an online area where, according to themes or threads, messages and responses are posted for the purpose of communication or debate.

Burden (Administrative): the physical, emotional time and other demands placed on respondents, interviewers and others involved in the administration of a health status/quality of life instrument.

Burden of Illness Study: a descriptive health economic study involving an appraisal of direct and indirect costs of a disease entity. Also referred to as Cost of Illness study.

Business to Business Research (B2B): when the consumer of the product or service is purchasing it on behalf of a business or as part of a business relationship, rather than for personal or domestic use

Buyer Market: economic situation, which favour the position of the retail buyer rather than the seller.

Buying Behaviour: decision processes and actions of people involved in buying and using products.

Buying Centre: the group of people within an organisation who are involved in making organisational purchase decisions; these people occupy roles in the purchase decision process, such as users, influencers, buyers, deciders, and gatekeepers.
**Buying Power:** resources such as money, goods, and services that can be traded in an exchange situation.

**Buying Process:** series of events beginning with the awareness of a need and ending with the purchase of a product or service to meet the need.

**Buying Signal:** verbal or visual hint, indicating that a potential buyer is interested in purchasing a certain product or service.

**Buzz Marketing:** word-of-mouth marketing.

**Buzz Metrics:** measurements of the results of word-of-mouth marketing, often associated with online (Web (social media) ‘buzz’).
**CAGR - Compound Annual Growth Rate:** is the average annual percentage growth rate for a series of n observations.

**Call Disposition:** is a tabulation of the outcome of calls made during a computer-aided telephone interview (CATI) survey.

**Call-back:** is a repeat telephone call to a potential respondent to see if they can participate in a survey.

**Call to Action:** the element of an advertisement, which indicates to the audience what to do next (e.g. “buy”!).

**Campaign:** organised course of action, planned to achieve predetermined objectives. Can relate to any part of the promotional mix, i.e. advertising, sales promotion, public relations.

**CANDA:** Computer Assisted New Drug Application. NDA submitted on CD-ROM and/or other electronic media.

**Cannibalisation:** sales achieved for a particular brand at the expense of another brand owned by the same company.

**Canonical Analysis:** an extension of multiple regression to deal with two or more dependent variables.

**Cap:** the maximum amount of resource use allowed in a plan over a period of time; a managed care concept.
**CAPI:** is computer-aided personal interviewing, where the responses in a personal interview are keyed directly into a computer and a specifically designed programme manages the administration of the interview. Quality control and analysis is generally automated.

**Capitation:** a cost-containment mechanism whereby payments for healthcare services are prospectively paid for based on actuarial projection of expected resource utilisation rates for a pre-determined patient population.

**CAQDAS:** (Computer Assisted Qualitative Data Analysis Software), computer software designed to facilitate the analysis of qualitative data.

**Cartoon Test:** see Thematic Apperception Test.

**Casewise Deletion:** is when an entire questionnaire from a respondent is removed from the analysis because some of the questions have not been completed.

**Cash Cow:** a well established product which is generating substantial revenue in excess of costs whilst retaining market share, i.e. high market share in a low growth market.

**Cash Discount:** price reduction to the buyer for prompt payment or cash payment.

**Categorical Scale:** is a scale that asks respondents to choose from a limited number of alternatives. There are three main types of categorical scale; semantic differential, Stapel and Likert.

**Categorical Variable:** is a variable that is based on non-metric data (i.e. data that cannot be analysed statistically such as that from a nominal or ordinal scale).
**CASI**: is computer-aided self-administered interviewing. Self-administered surveying using a computer-based questionnaire.

**CATI**: is computer-aided telephone interviewing where the responses are keyed directly into a computer and a specifically designed programme manages administration of the interview. Quality control and analysis is generally automated.

**Causal Relationship**: it can be inferred that two variables are related in some way. Three conditions have to be met before a causal relationship can be inferred; there has to be evidence of association (concomitant variation), the dependent variable has to change after the independent variable has changed (temporal ordering) and all other possible causes have to be eliminated.

**Causal Research**: research planned to prove or disprove that x causes y or that x does not cause y.

**Causal Variable**: see Independent Variable.

**Causation**: the inference that a change in one variable is responsible for an observed change in another variable.

**CAWI**: is computer-aided web interviewing.

**Cell**: refers to a sub-sample of respondents in a research study.

**Census**: a survey or enumeration of all the individuals in a population.

**Centralised Procedure**: new drug application, using selected rapporteur Pan-EU. (see Rapporteur).

**Centralised Research Function**: is where the marketing researchers in an organisation are located together in one department.
Central Limit Theorem: is a theorem that states that the sampling distribution curve (for sample sizes of 30 and over) will be centred on the population parameter value and it will have all the properties of a normal distribution. Two important implications of this theorem follow: (1) Random samples can be drawn from any population, normally distributed or not and (2) The theorem allows statements to be made about the value of the population mean without looking at the entire population.

Central Location Interviewing: is when face-to-face interviews are conducted at one or more specified locations (e.g. mall intercept interviewing).

Central Tendency: reluctance of respondents to use extreme positions on a scale.

CHAI D - Chi-squared Automatic Interaction Detection: a multivariate segmentation technique which splits up respondents into groups.

Channel of Distribution: the routes by which products are transported from origin to destination or the system where customers are provided access to an organization’s products or services.

Chat Room: a Web site or server space on the Internet where live keyboard conversations between participants take place, these usually focus upon a specific topic.

Chief Income Earner: is the person in the household with the largest income, whether from employment, pensions, state benefits, investments or any other source. Where there are two people with the same income, the researcher should specify whom to include in the study.
Chief Shopper: is the member of a household who is responsible for the majority of household purchasing decisions.

Chi-Square Test: a statistical test of the significance of differences between categorical variables used to determine whether some observed patterns of frequencies correspond to an expected pattern.

Choice Based Conjoint (CBC): sometimes referred to as discrete choice conjoint, involve choices between two or more discrete alternatives. See also Conjoint Analysis.

Chronological Age: are individuals’ ages in years and months (which may be different to their cognitive age).

Claims Data Collection: the retrieval of resource use information from records of insurance company claims in order to compare healthcare costs incurred by different patient populations with a given illness.

Clarifying: is the repeating or re-phrasing of an existing question to get a further explanation of an answer provided by a respondent.

Classification Information: socio-economic and/or demographic information on participants in a market research study.

Classification: within segmentation, a method to characterize new people, not part of the original analysis, into relevant clusters/segments.

Classified Scale: see Nominal Scale.
**Client:** an individual, organisation, department or division (including one which belongs to the same organisation as the researcher) which requests, commissions or subscribes to all or any part of a MR project.

**Client Facing Staff:** marketing researchers (suppliers) who have direct contact with are the link between market research clients (buyers).

**Clients:** the ultimate consumers of marketing research, they create the demand for research services and pay for the research that is conducted. Clients can be internal or external. Internal clients are users of research in the same organisation. External clients are based in other organisations.

**Clinical Guidelines:** recommendations generated by an expert clinical panel on current best practice in managing patients with individual diseases. Used by providers to improve standards of care and to minimise cost.

**Clinical Significance:** extent to which the findings of a clinical investigation are meaningful for patient care to the extent that they may convince physicians and patients to change or maintain their medical practices and health behaviours.

**Clinical Trials:** a category of clinical studies designed to evaluate the efficacy, safety and side effects of a drug or other therapeutic interventions. These are carried out as either phase I, II, III or IV evaluations.

**Clinical Validity:** extent to which a health status or quality of life measure can discriminate between patients with different degrees of illness severity. Is often tested by the correlations between Quality-of-Life measures and known clinical indicators of disease severity.
Closed-Ended Questions: provide respondents with a predetermined list of possible answers.

Closing: the element in the selling process in which the salesperson asks the prospect to buy the product.

Cluster Analysis: is an analytical technique that arranges research data into mutually exclusive and collectively exhaustive groups (or clusters) where the contents of each cluster are similar to each other, but different to the other clusters in the analysis.

Cluster Sampling: is a type of probability sampling where a population of interest is divided into mutually exclusive and collectively exhaustive sub-groups (or clusters) and a sample of clusters is selected. From the selected clusters, a sample of units is drawn.

Clutter Reels: are video tapes with a number of TV commercials including the one(s) being tested. They are used to assess a commercial’s ability to stand out from the rest.

CME: Continuing Medical Education. US doctors must acquire 50 category 1 CME credits in order to stay in practice. Pan European CME is now underway.

Code and Tab Plan: is a plan that details the column and row headings in the cross-tabulations that are produced from the data.

Code of Conduct: details the rights and responsibilities of those involved with marketing and opinion research.

Code of Ethics: formalised statement of what a company expects of its employees regarding ethical behaviour.
Coding: is the organising of responses into categories and the assignment of a unique code to each response category prior to data entry.

Coefficient of Determination (R Squared): is the exact percentage of variation shared by two variables, obtained by squaring the product moment correlation coefficient.

Coefficient of Variation: is a measure of variability (or dispersion) of a distribution and it is equal to the standard deviation expressed as a percentage of the mean.

Cognition: total sum of an individual’s attitudes, beliefs, perceptions, goals, needs, and learned reactions about specific aspects of the individual’s world. (Pattern of meaning).

Cognitive Age: is an individual’s perceived age, which may be different to their chronological age.

Cognitive Component: is one of the three components of attitude that is concerned with individuals’ knowledge and beliefs.

Cognitive Dissonance: state of mind, when behaviour is not consistent with attitudes. To restore consonance, either the attitudes or the behaviour must change.

Cognitive Response: is a cognitive evaluation of an object that reflects an individual’s beliefs about the object.

Cohort: those in a study with similar demographic characteristics.

Cohort Measures: recording and analysing a cohort’s activities for an extended period of time.
Collage Technique: enabling technique, respondents create collages from visual stimulus e.g. magazine pictures to represent something relevant to the research e.g. a brand.

Collectively Exhaustive: a set of alternatives is collectively exhaustive when it includes all possibilities.

Co-linearity: the correlation of independent variables with each other. Can bias estimates of regression coefficients.

Co-Marketing: two companies marketing the same product but as different brands.

Commodity (Product): product consumed routinely and purchased often. Products with little differentiation/normally sold on the basis of price.

Communality: in factor analysis is the amount of variance a variable shares with all the other variables being considered. It is also the proportion of variance explained by the common factors.

Communication Plan: a written plan describing the messages a company wishes to portray about itself or its products.

Comparability: is the extent to which research results can be meaningfully compared.

Comparative Advertising: advertising that compares two or more identified brands in the same general product class; the comparison is made in terms of one or more specific product characteristics/benefits.
**Comparative Scales:** a type of scale where one object is compared with another and a relative measure of preference is obtained, e.g. do respondents prefer option A or option B. The main types of comparative scales are: paired comparison, rank order, constant sum and Q sort.

**Competition:** generally viewed by a business as those firms that market products similar to, or substitutable for, its products in the same target market.

**Competitive Advantage:** an advantage over competitors gained by offering consumers greater value, either through lower prices or by providing greater benefits (real or perceived) and service.

**Competitive Analysis:** analysis of systematically gathered information about competitors – could include information about their products, research and development, production methods, costs, designs, financial status, marketing strategies.

**Competitive Intelligence:** systematically gathered information about competitors - products, research and development, production methods, costs, designs, financial status, marketing strategies.

**Competitive Position:** the organisation’s strategic position in a defined market compared with its competitors.

**Competitive Strategy:** the way in which a company chooses to compete within a market, with particular regard to the relative positioning and strategies of its competitors.

**Complementary Product:** products/services manufactured/sold/bought/used together, one aids or enhances the other.

**Completion Rate:** is the proportion of qualified respondents who complete the interview.
**Completion Technique:** is a form of projective technique where participants are asked to conclude an incomplete situation.

**Compliance (Patient):** adherence of patients to medical treatment. (Referred to as adherence in HIV).

**Complex Questions:** are questions containing words that are unfamiliar to respondents.

**Composite Variable Index:** is an index that combines a number of separate variables, e.g. education, income and occupation variables that are used to form one overall measure of social class.

**Conative Model of Qualitative Research:** refers to a style or approach to qualitative market research that is interpretative and based on a humanistic approach. It aims to achieve understanding of a topic or issue in a respondents’ own terms. Data is collected from unstructured interviews or focus group discussions, analysed and interpreted. Participants interactions along with their statements are examined for their connotation – responses are not taken at face value. This style is contrasted with a ‘cognitive’ style of qualitative research.

**Concept:** description of potential product profile for testing, or potential theme of advertising campaign. Product concepts tend to be defined by the inclusion of features and benefits, whereas product profiles include features only.

**Concept Statement:** presentation of a new product concept, in terms of its function, benefits, design, branding etc.
**Concept Test:** assessment of a new product concept, in terms of its, features and benefits, by a sample of potential customers to assess their reactions, attitudes and purchasing intentions towards it. Used to evaluate and develop a new product or service, or an extension or amendment to an existing one.

**Conceptual Mapping:** a moderation technique in which participants are asked to place the names of products or services on a map, grid or diagram. How they group the items on the diagram is used to stimulate discussion.

**Conclusions:** is a summary of the research findings that discerns the logical result. Conclusions should provide logical deductions and insights.

**Conclusive Research:** involves the use of highly structured techniques (such as questionnaires with closed questions) with statistically representative samples in order to prove or disprove hypotheses.

**Concomitant Variation:** is when two variables occur or vary together. It is one of the conditions that have to be met in order to infer a causal relationship.

**Concurrent Validity:** is the degree to which two different measuring systems produce correlating results. It is often used to determine the validity of new measuring techniques, by comparing them with established techniques.

**Conditional Probability:** is the probability of a research outcome occurring if a state or condition was to exist.

**Confidence Interval:** is a range of values centred on the sample estimate that is known to contain the true value with a given degree of confidence.
**Confidence Level:** is a percentage (often 95%) that reflects the degree of certainty that the true value lies within the confidence interval. It is the minimum probability of not rejecting a true null hypothesis (committing a Type I error) and is equal to one minus the significance level.

**Confidence Limits:** the values of a parameter that form the upper and lower boundaries of a confidence interval, representing the range of values which one can say with a given level of confidence will contain the population parameter in question.

**Confidentiality:** means that the researcher knows who the respondent is but does not identify the respondent with any information gathered from that respondent to a client.

**Confidential Research:** describes research projects that do not disclose personal details at an identifiable level.

**Confirmation bias:** refers to the tendency to seek evidence that will confirm opinion ignoring or devaluing conflicting evidence.

**Conflict interviews:** people with different and/or opposing behaviours and/or attitudes are recruited into a pair, triad or group discussion, in order to explore and highlight differences.

**Confounding Variables:** see external variables.

**Conjoint Analysis:** is a family of statistical techniques that measure the relative importance or preference individuals attach to particular product attributes (describe in terms of a series of performance levels of these attributes).

Consent: the freely given and informed agreement by a person (i.e., the “data subject”) to taking part in the MR and the processing of his/her personal data.

Consequences (Economic): the economical end-results of healthcare intervention, i.e. the output; measured in pecuniary units.

Consistency Check: involves identifying completed questionnaires with data that are out of the permissible range, logically inconsistent or have extreme values. Data that is out of the range of the coding scheme is inadmissible.

Constant-Sum Method: comparative rating scale in which an individual has to divide a given sum among two or more attributes on the basis of a distinctive criterion.

Constant Sum Scaling: a comparative scale where respondents are asked to allocate a given amount (or constant sum) of e.g. points, dollars, patients across a set of options e.g. drugs or features objects according to a criterion e.g. likelihood to use, value for money.

Construct Validity of HRQOL: the magnitude and direction of associations between observed scores of a measure and other theoretically related measures or constructs.

Construct Validity: the degree to which a measurement instrument represents, via the underlying theory, the observed phenomenon to the construct.
**Consultant:** any individual or organisation that provides research services. Consultants can also be a sub-contractor in the research relationship.

**Consumer:** 1. the user of a product, as opposed to the purchaser. 2. the purchaser who may or may not also be a user.

**Consumer Buying Behaviour:** buying behaviour of ultimate consumers; persons who purchase products for personal or household use and not for business purposes.

**Consumer Confusion Study:** a study that aims to measure the tendency of consumers to confuse the company that makes a particular brand with another company, or to confuse one brand with another.

**Consumer Decision Making:** the multi-stage decision process consumer’s use when making purchases.

**Consumer Education:** structured teaching efforts to provide consumers with knowledge and skills to allocate their resources in the best way in the marketplace.

**Consumer Information Processing:** the way by which the consumer processes information from the environment to structure it meaningfully and integrate it into personal decisions.

**Consumer Market:** purchasers or users who do not buy a product/service for the main purpose of making a profit.

**Consumer Motivation:** the wants, needs, drives and desires of a person that leads him/her towards the purchase of a product/service or to the acceptance of idea(s).

**Consumer Movement:** a social movement through which people attempt to defend and exercise their rights as buyers.
Consumer Movement Forces: focus on three different areas: product safety, disclosure of information, and protection of our environment. Major forces are consumer organisations, consumer laws, consumer education, and independent consumer advocates.

Consumer Panel: a sample of individuals whose purchases, product usage and/or media consumption, etc are recorded over a period.

Consumer Price Index: Statistical measure produced by government that shows the price trends (inflation/deflation) of goods and services purchased by consumers (basis: market basket).

Consumer Protection: set of governmental legislation to assure safety, purity, quality, and efficacy of products and services and the reliability in advertising about them.

Consumer Relations: communication efforts used to support the sale of products/services.

Consumer Satisfaction: degree to which consumer requirements are failed, fulfilled or surpassed by the an offering (product/service).

Consumerism: activities of businesses, private organisations, and federal, state, and local governments, which are designed to ensure that consumers receive value in the marketplace.

Consumption Audit: collection of information by external information supplier’s based on pharmacy purchases in the retail and hospital pharmacy.

Contact: somebody contacted in the course of a survey, but who has not necessarily completed an interview.
**Contact Sheet:** a record of the contacts – successful and unsuccessful - made by an interviewer.

**Contamination:** the inclusion of an individual or group of respondents in the sample who do not meet the selection criteria.

**Content Analysis:** 1) analysis of articles, announcements, stories in various media to identify positive or negative mentions about an organisation, product/service, or other issues. Measurement for promotional impact. 2) analysis of qualitative information to identify and stratify the content, prior to reporting.

**Content Validity:** extent to which a health status instrument is clear and covers the range of attributes that make up the concept (or construct) it purports to measure.

**Contingency:** the difference between an actual frequency and an expected frequency in a table.

**Contingency Plan:** part of the marketing plan, which attempts to anticipate and make provision for all eventualities, both negative and positive.

**Contingency Planning:** development of reserve alternatives in case the primary alternatives cannot be implemented because of corporate policy, public policy, budget limitations, or competitive behaviour.

**Contingency Table:** a cross-tabulation table that contains a cell for every combination of categories of the two variables (sometimes known as an association matrix).
Contingent Valuation: an economic approach to valuing the benefits of treatments through surveys of individual opinions on the pecuniary amount they are willing to pay for an outcome; also known as willingness-to-pay study.

Continuous Data: data derived from a measurement scale where it is permissible to calculate intermediate values.

Continuous Rating Scale: is a type of non-comparative scale that offers respondents a form of continuum (such as a line) on which to provide a rating of an object according to a criterion.

Continuous Research: research studies undertaken on an ongoing basis to assess changes over time trends.

Contribution (Margin): amount of revenue left over from the sale of a product after (directly attributable) direct and indirect costs related to the product/service have been subtracted.

Contribution Pricing: price calculation on the basis of the contribution margin.

Contrived Observation: is the observation of behaviour in an artificial setting.

Control: is an experimental sub-group where the independent variable is not manipulated. It is used as a benchmark for comparison with the experimental group.

Control Group: identical/matched sample to one which is exposed to experimental stimuli, but to which no stimuli are given. The reaction of this group can then be compared with the group subjected to the stimuli to see their impact.

Control Question: used in a questionnaire as a hidden means of checking the validity of answers to other questions.
**Convenience Product:** 1) consumer goods/service bought frequently with little effort and time spent on the buying process. Usually low priced and widely available. 2) products designed to be ‘convenient’ e.g. in use, to be obtained etc.

**Convenience Sample:** is a type of non-probability sample where the units have been selected because they are convenient for the researcher (which may not be the optimum sample for the research project).

**Cookie:** a tracking device sent by a web server to a web browser and then sent back unchanged by the browser each time it accesses that server. A cookie can be used for authentication, session tracking, storing site preferences, shopping cart contents, the identifier for a server-based session.

**Co-operative Studies:** surveys sponsored by a number of clients, mostly sharing the same agreed data.

**Co-Payment:** requirement for patients in some countries to pay part of treatment costs, usually pharmaceuticals.

**Co-Promotion:** two companies promoting the same brand.

**Copy Test:** a test of advertising copy, intended to discover how well it succeeds in communicating and how respondents react to it.

**Corporate Image:** the image of an enterprise as a whole rather than of the particular goods or services that it supplies.

**Corporate Culture:** norms and patterns that rule the behaviour of a corporation by shared values/beliefs/customs.

**Corporate Marketing:** centralised unit in an (international) company that sets (more or less strict) rules/guidelines for marketing activities performed by the subsequent marketing units (subsidiaries etc.).
**Corporate Mission:** basic reason for existence of a firm. Describes its scope and its dominant emphasis and basic values.

**Corporate Objectives:** overall objectives of the organisation that influence the direction of marketing strategy.

**Corporate Strategy:** strategy that determines the means for utilising resources in the areas of production, finance, research and development, personnel, and marketing to reach the organisation’s goals.

**Correlation:** the existence of a relationship between two variables - which may or may not be a causal relationship - correlation alone does not infer causality.

**Correlation Analysis:** measurement of the closeness of the linear relationship between two or more intervally-scaled variables.

**Correlation Coefficient:** measure of the degree of linear association between 2 or more intervally scaled or continuous variables.

**Correspondence Analysis:** perceptual mapping technique, respondents are asked to identify only the attributes that relate to (or correspond with) the subject of the study. (see Product Moment Correlation Coefficient).

**Cost-Benefit Analysis:** type of health economic evaluation in which both costs and consequences are expressed in monetary units.
Cost Effectiveness Analysis: form of socio-economic evaluation in which treatments or approaches to health care are assessed based on their costs (in monetary units) and the consequences or outcomes measured in natural (or physical) units such as number of lives saved, number of event-free days or years of life saved.

Cost Effectiveness Ratio: summary measure of cost-effectiveness expressed as relative cost per unit of health outcome.

Cost Minimisation Analysis: method of health economic evaluation that seeks to identify the least costly of two or more alternatives that are known or assumed to be of equivalent effectiveness.

Cost of Illness Study: descriptive health economic study in which all direct and indirect costs are assessed from the societal perspective. (see Burden of Illness Study).

Cost-Oriented Pricing: pricing policy in which a firm determines price by adding a dollar amount or percentage to the cost of a product.

Cost Plus Pricing: a form of cost-oriented pricing in which first the seller’s costs are determined and then a specified cost or percentage of the cost is added to the seller’s cost to set the final price. Normally used in monopolistic situation with low elasticity of demand.

Cost/Qaly Ratio: means of expressing cost-effectiveness when conducting cost-utility analysis.
**Cost Utility Analysis:** economic analysis that converts effects into personal preferences (or utilities) and describes how much it costs for some additional quality gain (e.g. cost per additional quality-adjusted life-year).

**Counter-biasing:** technique used to increase respondents’ willingness to answer questions honestly. Questions are prefaced with statements that attempt to justify an answer that may go against social group norms, e.g. “Recent surveys have indicated that the majority of people have difficulty saving every month …”.

**Counting Unit:** smallest unit of measurement of a product formulation, as defined by IMS. The number of tablets, ampoules, millimetres etc. sold for a product (units x pack size).

**Covariance:** in probability theory and statistics, covariance is a measure of how much two variables change together.

**Covariate:** a variable that may be predictive of the outcome under study. A covariate may be of direct interest or it may be a confounding or interacting variable, otherwise known as an independent variable.

**Covariation:** defined as the amount of change in one variable systematically associated with a change in another variable.

**Coverage:** 1) degree to which a specific advertising can reach an audience within a specified area. 2) degree to which a sales force can detail a number of different physicians within a given territory/target group (vs. frequency).

**Creative Development Research:** refers to a form of qualitative advertising research - a series of creative ideas for specific advertisements are examined, with a view to the further development of the most potentially effective ideas.
**Creative group:** group discussion that employs and relies upon the use of projective and enabling techniques to meet the research goals, often longer than standard.

**Cross-Cultural Analysis:** is the collection and comparative analysis of data from different countries (or cultural groups).

**Cross-Elasticity of Demand:** measures the sensitivity of demand for one good to a change in price of another good. When it is positive the two goods are substitutes (Coca-Cola and Pepsi). When it is negative the two goods are complements (Coffee & milk, bread & butter).

**Cross-Impact Analysis:** a technique used in forecasting for studying the effects of the interaction of specified events with each other.

**Cross-Sectional Design:** is a research design that involves the collection of data from a sample only once.

**Cross-Selling:** sales technique in which the seller tries to sell products that compliment the product(s) the customer already uses or which are also available from the seller offering.

**Cross-Tabulation:** a way of representing categories of one variable (independent variable) distributed across the categories of another variable (dependent variable). Thus one can see if there are patterns of association between two variables in a cross tabulation matrix. The variables can be nominal, ordinal, and grouped-interval data.

**Cross-Validation:** a test of validity for a regression model that involves using comparable data to check the validity of an original estimation.
Culture: the total sum of learned beliefs, values and customs that serve to regulate the consumer behaviour of members of a particular society.

Cultural Analysis: applied analysis of cultural phenomenon, in order to provide context for a client’s business or insight into a market. May be carried out independently or in conjunction with traditional research it may also be carried out quite independently.

Cumulative: a rolling total throughout a given period.

Curvilinear Relationship: relationships in which one variable is associated with another variable, but the relationship is described by a curve rather than a straight line.

Customer Orientation: attempt to focus the company’s strategy strictly on the needs of the buyers in the target market.

Customer Satisfaction: degree to which the customer’s expectations of a product/service/company are met.

Customer Service: identifiable, but essentially intangible, activities that are offered by the seller in conjunction with a product/service. e.g. delivery, repair etc.

Customisation: tailoring of products/services to accommodate the different needs of individuals or groups.
**Data:** is given information. Qualitative and quantitative output processed and analysed to provide findings.

**Database:** centrally held collection of data that allows access and manipulation by one or more users.

**Data Collection Instrument:** device that is used to gather information from respondents, e.g. questionnaires, guides, video and audio recorders.

**Data Deck:** is a complete set of responses in a given study.

**Data Entry:** the act of inputting data into a database.

**Data Mining:** systematic analysis of large volumes of data.

**Data Subject:** a living identifiable person about whom data are held.

**Data Protection legislation:** regulates the collection, storage, use and dissemination of personal data. The implications for market research cover the collection and use of participants’ personal details, and the circulation of research materials that may identify respondents.

**Day after Recall:** a standard measure of the impact of a TV commercial where respondents’ recollection of a commercial is tested the day after they are exposed to it.

**Debranding:** the removal of brand names, packaging or other material that would enable research participants to identify a brand.
Debrief: feedback or report upon a task, generally refers to structured feedback (can be delivered in a variety of formats) provided by a researcher to the client at the end of a study, generally includes findings, conclusions and recommendations. Interim debriefs may be held part way through a study to provide an early indication of findings.

Decentralised Organisation: organisation in which decision making authority is delegated as far down the chain of command as possible.

Decision Making: selecting strategic thrust, choices of option, and allocation of resources in light of mutually acceptable objectives.

Decision Tree: a graphical representation of sequential decisions or actions and their likely outcomes.

Decision Variables (in Marketing): major marketing functions that influence revenue and profit. The 4 P’s product, price, promotion, place (distribution).

Deflation: economic condition in which a continuous downward movement of the general price level can be regarded.

Degrees of Freedom: in statistics, this is the number of values in the final calculation of a statistic that are free to vary, used in explaining dependence on parameters.

Deliberated Poll: where respondents are polled twice to assess changes in opinion. Respondents are first polled to gauge their overall opinions, they are then given some information relevant to the topic and are then polled for a second time. Changes in opinion are then examined.
**Deliberative research:** participants are exposed to a range of sometimes very detailed stimulus) - evidence and opinion - generally covering various perspectives of a topic, and are given time to think about and discuss the issues, sample sizes tend to be large, sometimes involving hundreds of participants per session and fieldwork duration long - a day, or days.

**Deliverable:** in a market research study context this refers to project outputs.

**Delphi Approach:** originally developed for forecasting, this technique collects informed judgment without empirical data. Informed respondents (often experts) are anonymously polled, secondly the results are circulated to the group of respondents who are then individually polled again after seeing their fellow respondent’s opinions, the process is repeated until the group arrives at a general consensus about the issue at hand.

**Demand Analysis:** studying the reasons underlying the demand for a product/service with the intent to forecast sales and revenue.

**Demand Bias:** corruption of the research when respondents assume to know or actually know the research agenda. This can occur when the research sponsor is revealed to the respondents.

**Demand Curve:** a line showing the relationship between price and quantity demanded.

**Demand Factors:** elements determining the willingness and the ability of the customer to buy and to pay for products/services.
**Demand-Oriented Pricing:** pricing policy based on the level of demand for the product - resulting in a higher price when demand for the product is strong and a lower price when demand is weak. Normally used with products/services that have no competition (e.g. innovations).

**Demographics:** statistics that describe a population’s objective or quantifiable characteristics e.g. sex, age, nationality, income, life cycle state, marital status and social grade.

**Demography:** the study of a geography’s objective or quantifiable characteristics, could include size, structure and changes to specific populations.

**Dendogram:** is diagram that shows a hierarchy and the relation of subsets in a structure. It branches like a tree and is usually read downwards from the main trunk.

**Dependence Techniques:** are types of multivariate analysis techniques that are used when one or more of the variables can be identified as dependent variables and the remaining variables can be identified as independent.

**Dependency:** is when one variable is influenced to an extent by another variable.

**Dependent Variable:** a variable contingent on, or restricted to, one or a set of values assumed by the independent variable.

**Depression:** stage of the business cycle during which there is extremely high unemployment, wages are very low, total disposable income is at a minimum, and consumers lack confidence in the economy.
**Depth Interview:** is an unstructured one to one interview conducted for qualitative research purposes. They can differ greatly in terms of the techniques employed and their length, their focus is upon motivations, beliefs, attitudes and feelings.

**Derived Demand:** characteristic of industrial demand that arises because industrial demand derives from the consumer demand.

**Descriptive Research:** describes data and characteristics about a population or a phenomenon, this research addresses the basic who, what, when, where, and how questions.

**Desk Research:** the systematic examination of all available secondary data in the context of a particular marketing research problem.

**Detailing:** personal promotion to healthcare professionals and decision-makers.

**Deviation:** is the difference between the mean and an observed value.

**Diagrammatic Scale:** a type of rating scale, which is distinguished from numerical and from verbal scales, and is also known as a graphic scale or spatial scale.

**Diary study:** respondents log behaviour and thinking, their own or the in the case of patient diaries kept by physicians, patient characteristics as well as physician behaviour and thinking. These can be prospective – log kept as events happen or retrospective – log complied from records.

**Diary Panel:** is a type of consumer panel where participants record activities or events in a diary.
**Dichotomous Question:** a fixed alternative question in which the respondent has to choose one of two alternatives, e.g. true/false, or yes/no.

**Differential Advantage:** see Competitive Advantage.

**Diffusion Model:** models representing the spread of something through a population e.g. the adoption of a new product/service.

**Diffusion of Innovation:** process by which a new idea/product/service is spread within a market, over time and among various adopter categories (Innovators/early adopters/early majority/late majority/laggards).

**Direct Advertising:** mass promotion, issued from the advertiser by mail or personal distribution to individual customers/prospects e.g. leaflets, throw-aways, letters etc.

**Direct Channel of Distribution:** distribution channels in which products are sold directly from producer to users.

**Direct Observation:** is when behaviour or events are observed while something is happening.

**Direct Mail:** advertising sent directly to prospective customers via the mail.

**Direct-Marketing:** use of non-personal media to introduce products.

**Direct Questioning Techniques:** are ways of asking people directly for information, such as personal or telephone interviews.

**Direct Sales:** process whereby a producer sells directly to the consumer without any intermediate chain.
**Discrete Choice Conjoint:** sometimes referred to as choice based conjoint, involve choices between two or more discrete alternatives. See also Conjoint Analysis.

**Discrete Data:** variable that has a set amount of possibilities as opposed to continuous variables which have an infinite set e.g. number e.g. the number of cars per household.

**Discriminant Analysis:** statistical technique to model the relationship between a dichotomous or multichotomous criterion variable and a set of p continuous predictor variables, characterizing or separating two or more classes of objects or events.

**Discriminant Stimulus:** important stimulus that by its mere absence or presence changes the probability of behaviour e.g. an announcement of a 70% price reduction.

**Discussion Guide:** an outline of the subjects to be discussed during group discussions and/or in-depth interviews, qualitative research instrument.

**Disguised Observation:** is the observation of behaviour without participants' knowledge.

**Disguised Questioning:** is any form of questioning where respondents are unaware of the true purpose of the questions.

**Disjunctive Rule:** assumption that a customer develops acceptable standards for each dimension in the assessment process. (Rule of thumb). If a product/service-alternative passes the standard for any attribute, it is accepted.
**Disproportionate Stratified Sample:** is a type of probability sample where the probability of a unit being selected from a stratum is not proportional to the number of units in the strata. This sampling approach is used when there are strata in the population of interest that are quite small but very important and they may not be adequately represented in a survey if other sampling approaches are used.

**Disqualifier:** is an answer to a question that makes the respondent ineligible to participate in the research project.

**Diversification:** a strategy by which a company builds or acquires businesses that are not directly related to the company’s current core business. Directions: Concentric (technological synergy), Horizontal (marketing synergy), Conglomerate (neither nor synergy).

**Divisional Organisation:** form of organisation, that divides the company into two or more business units (divisions). A division is normally a profit centre and the division manager is responsible for achieving the profit goals.

**Domestic Market:** the “home” market for a company.

**Double-Barrelled Questions:** are those that ask two questions at the same time produce unusable data as it is not possible to relate the response to the appropriate question.

**Double Blind Test:** is a product test where both the researcher administering the test and the participants are unaware of the complete identity of the products being tested.

**Drop Off/Out:** respondents that leave the survey before the survey is complete.
Drug Interactions: the effects (often undesirable) of combining 2 or more drug substances (e.g. increased or decreased bioavailability, adverse reactions).

Drugs and Therapeutics Committee (D&T Committee): makes recommendations based upon evidence-based clinical factors including safety, effectiveness and outcomes about treatments to be made available. Generally made up of healthcare practitioners and decision-makers.

Drug Usage/Utilisation Review: a process involving the review, analysis and Interpretation of the costs and appropriateness of use of drugs. Also referred to as Drug Use Evaluation (DUE).

DTC: Direct To Consumer.

DTC Advertising: advertising directly to patients e.g. tv advertising of prescription-bounds drugs in USA.

Dual Moderation: a group discussion with two moderators, each moderator having a different role, e.g. one to ensure the smooth running of the group and the other to discuss or explain key issues.

Dummy Variables: way of re-specifying categorical variables in data analysis by giving them either of two values (e.g. 0 or 1).
Early Adopters: customers who are willing to buy a new product relatively soon after launch.

Early Majority: individuals who adopt a new product just prior to the average person.

Economic Evaluation: comparison of two or more alternative healthcare interventions or programmes in terms of their costs and consequences.

Economic Shopper: type of customer whose (buying) behaviour is seen as being totally rationally led. She/he will rationally decide between alternatives only on economic values.

Economies of Scale: savings derived from producing a large number of units. More specific: Decline in per unit product costs as the absolute volume of production per period increases.

EDI: electronic data interchange. Computer-to-computer transfer of information between firms e.g. between or among manufacturers, wholesalers, retailers.

Editing: involves examining each completed questionnaire to ensure that the proper sequence of questions has been asked, the answers are clear and consistent and they have been correctly marked.

EC: European Community.

Effectiveness: the effects of a treatment under uncontrolled (routine care or ‘real world’) conditions.

Effect Variable: see Dependent Variable.
**Efficacy:** the effects of a treatment under controlled (experimental) trial conditions.

**EFPIA:** European Federation of Pharmaceutical Industries and Associations, – www.efpia.org represents the pharmaceutical industry operating in Europe.

**Elasticity of Demand:** the relative responsiveness of changes in quantity demanded to changes in price.

**Eligibility Criteria:** are specified characteristics that potential participants must possess in order to be involved in a particular research project.

**Email Invite:** an email sent to potential respondents that allows them to access a survey.

**EMEA:** European Medicines Evaluation Agency. Body responsible for central registration of a pharmaceutical drug for the European Community simultaneously.

**Enabling Techniques:** devices that provide respondent means of expressing feelings & thoughts which they find hard to articulate sometimes known as ‘heightened sensitivity techniques’ Includes projective techniques (see Projective Techniques).

**End Piling:** when many survey responses fall into just a few categories at the end of a measurement scale.

**Endpoint:** measurable indicator of a drug effect being studied, e.g. pain level, side effect or health-related quality of life.

**End User:** person or organisation that consumes a good. The end user is the final target for all economic activities.
**Entry Order:** relative value a forecaster assigns to a product to indicate the position of the product in the sequence of launch of directly competing products. In most cases products with a high Entry Order are later to market and attain lower shares than products that were earlier to market and have a lower Entry Order value.

**Environmental Analysis:** process of seeking information about events and relationships in a company’s environment to assist marketers in identifying opportunities and threats in planning. Sometimes known as environmental scanning.

**EPC:** European Patents Convention. Pan-EU body dealing with patent issues.

**EphMRA:** European Pharmaceutical Market Research Association. The vision of EphMRA is to create excellence in professional standards and practices to enable Healthcare market researchers to become highly valued business partners.

**Epidemiology:** the study of the distribution, determinants and deterrents of disease processes in populations.

**EPOS Data:** is electronic point of sale data, it measures sales of products as consumers are paying them for.

**Erratic Demand:** demand pattern that is varied and unpredictable.

**Error:** see Total Error.

**ESOMAR:** European Society for Opinion and Marketing Research, the world association of research professionals.

**Ethical Products:** products carrying brand names, which are not advertised to the public and supply can be regulated (e.g. they are prescription-bound).
Ethnography: the study of another group’s way of life from their perspective.

Ethnographic market research: assumes knowledge is embedded in the physical and social environments where actions occur, it records what people do (directly or indirectly through video footage), not what they say they do. Fieldwork includes the observation of action with or without additional discussion.


e-trust: confidence user feels in parting with information online.

Event Marketing: part of promotional activities in which the target group (the stakeholders of a company) are attracted by unusual ’events’.

Evidence Based Medicine (EBM): review and summary of the best evidence for the diagnosis and treatment of specific conditions. Usually based on Randomised Controlled Trials (RCTs).

Evoked Set: set of possible products/services or brands that the consumer considers as possible ’problem-solvers’ in the decision process. An individual subset of available possible choices.

Evolution Index: compares the growth of an item with the growth of the market ((Market Share/Market Share LY) * 100). If the evolution index is below 100, the product grows at a slower rate than the market.

Executive Summary: is a document that summarises all the sections of a market research report.
**Ex-Manufacturer:** see LMR - Local Manufacturer Realisation.

**Expectancy Value Model:** hypothesis that the strength of a tendency to act in a distinctive way depends on the strengths of the expectancy that the action will be followed by a given consequence and the value of that consequence (goal) to the individual.

**Experience Curve Analysis:** investigation into the question of how the components of the total product costs of a company are affected by the cumulative experience.

**Experience Curve Pricing:** a pricing approach in which a company fixes a low price that high-cost competitors cannot match and thus expands its volume market share.

**Experience Qualities:** qualities of services that can be assessed only after purchase and consumption (taste, satisfaction, courtesy, and the like).

**Experience Survey:** is a survey involving participants who have knowledge of a particular situation.

**Experiment:** research in which those factors that are related to or may affect the variables under investigation are maintained as constants so that the effects of the experimental variables may be measured.

**Experimental Design:** is a set of experimental procedures specifying: the test units, sampling procedures, independent variables, dependent variables and how external variables are to be controlled.

**Experimental Error:** is the error caused by the conditions of the experiment itself and it creates uncertainty that the observed effects may not be due to the manipulation of the independent variable.
**Experimental Treatments:** are the different conditions created by manipulating the independent variable.

**Expert Opinion Survey:** is a form of exploratory research that involves discussing a research problem with someone (or a group of people) with experience/specific knowledge/expertise on a particular subject.

**Exploratory Research:** the preliminary exploration of a research area prior to the main data collection stage, in order to develop hypotheses and/or understand a problem further.

**Exponential Smoothing:** forecasting technique in which each new forecast is based on the previous forecast incremented by some fraction of the differential between the old forecast and the realised data. (The used correction factor is called the ‘alpha factor’).

**Exposure:** any opportunity for a viewer, reader or listener to see and/or hear a message in specific media vehicle.

**Expressive Drawing:** moderation technique in which participants are asked to express their reaction to a product or service by drawing a picture.

**Extended Group Discussion:** group discussion designed to last longer than is usual - around 3-4 hours compared with the usual time of around an hour and a half.

**External Audit:** a methodical assessment of the perception of a company, its staff and its products.

**External Validity:** the extent to which in populations and settings the observed experimental effect can be generalised, evaluation criterion in an experiment.
**Extranet**: computer network that connects companies on a “one-to-one” basis in contrast to the internet that allows access by anybody and the intRAnet that normally is restricted to internal communication of a single company.

**Extrapolate**: to infer by extending known information.

**Eye Tracking Research**: involves the use of various mechanical devices to record participants’ eye movements when they are looking at some form of stimulus e.g. ad or website.
**F Test:** also known as the F-ratio or variance-ratio test, shows whether two or more samples with different means could plausibly derive from the same population.

**Face-to-Face Interview:** one to one depth interview, carried out face to face as appose to via the telephone or online.

**Face Value:** announced financial value of a coupon indicating the actual saving.

**Factor Analysis:** data reduction technique which identifies the basic dimensions or components underlying a set of variables thus grouping similar variables together.

**Factorial Design:** a type of statistical experimental design where units are assigned to groups that represent all possible combinations of the independent variables of interest. A full factorial experiment is an experiment whose design consists of two or more factors, each with discrete possible values or ‘levels’, and whose experimental units take on all possible combinations of these levels across all such factors. Such an experiment allows studying the effect of each factor on the response variable, as well as the effects of interactions between factors on the response variable. If the number of combinations in a full factorial design is too high to be logistically feasible, a fractional factorial design may be done, in which some of the possible combinations (usually at least half) are omitted.

**False Accuracy:** an unwarranted illusion of accuracy provided by details, such as statistics quoted to two decimal places.
**Family Brand:** brand name used on two or more individual products that usually carry individual brands to differentiate them from other “family members”.

**Family Branding:** a policy whereby all of a firm’s products are branded with the same name or at least a part of the name.

**FDA:** Food and Drug Administration. Regulatory body in the USA responsible for protecting the public health by assuring the safety, efficacy, and security of human and veterinary drugs, biological products, medical devices, food supply, cosmetics, products that emit radiation, and tobacco products.

**FDAMA:** Food and Drug Administration Modernisation Act, which, among other things encouraged companies to pursue registration of additional indications and in return were, permitted to disseminate certain off-labelling information with strict caveats.

**Features:** see Attributes.

**Field Experiment:** research that takes place in a realistic setting i.e. not in a laboratory.

**Field Force:** the interviewers and supervisory staff employed by or available to a market research agency or directly to the sponsoring client.

**Field Marketing:** provision of outsourced sales, promotion and merchandising teams to organisations to support an existing or a new product. Personnel are employed directly by the field marketing company.

**Field Supervisor:** person responsible for fieldwork, interviewing staff and standards.
**Fieldwork:** general term that refers to any data gathering process.

**Filter Question:** a question within a questionnaire to ensure that respondents meet the required criteria for a subsequent question (or questions) in a survey.

**Findings:** outcomes of a research study; what the data revealed or indicated. Different to and distinct from the conclusions or recommendations.

**Fishbein’s Theory of Reasoned Action:** theory in which behaviour is seen as a result of intentions. Attitudes result from one’s beliefs (expectations) that a behaviour will lead to a particular outcome (its subjective probability) and one’s evaluation of that outcome (its subjective utility).

**Five Bar Gates:** a manual method of counting classified data.

**Five Forces Model:** competitive intelligence analysis model involves the examination of rivalry among existing competitors, threat of new entrants, threat of substitute products or services, bargaining power of suppliers and the bargaining power of buyers.

**Fixed Costs:** costs that remain constant irrespective of the volume of products/services delivered.

**Fixed Field Code:** is a code in which the number of records for each respondent is the same and the same data appear in all the same columns for all respondents.

**Fixed Sample:** is the repeated observation of the same sample of respondents over a period of time.

**Floor Price:** minimum acceptable price at which the product can be sold.
**Focus Group:** an informal discussion with a small number of selected participants a moderator guides the discussion without influencing its outcome. The term focus group and group discussion are often used interchangeably but a distinction can be drawn. ‘Focus groups’ tend to rely upon the cognitive model (assuming respondents are logical) and ‘group discussions’ upon the conative model of qualitative market research.

**Focus Group Facility:** facility consisting of conference or living room settings and an observation room connected to each other by a one-way viewing mirror. In addition, a facility normally provides a variety of services such as recruiting the participants, providing food, procuring competitive product samples and videotaping the sessions.

**Folder Test:** a press advertising test where the advertising is placed in a folder with competitive advertising (and editorial extracts) to simulate a journal and respondents are asked to page through it and questioned and/or reactions recorded.

**Forced Rating Scale:** a scale that does not allow a neutral or no opinion choice.

**Forecast:** an estimate of the future value of a variable, e.g. market size, product sales.

**Forecasting Methods:** means by which is forecast is made, a variety of methods are used e.g. time series methods (moving average, exponential smoothing etc.), judgmental methods (Delphi Techniques etc.) or econometric methods (regression, input-output analysis etc).

**Formula Selling:** selling procedure in which the customer is guided through the various stages of selling e.g. the AIDA - Process (Attention, Interest, Desire, and Action).
**Formulary:** limited list of pharmaceuticals to be used in individual hospitals, regions and even groups of primary care practices, to conserve costs. Can also be a pre-determined list of drugs reimbursable under a health plan.

**Formulary Committee:** European term meaning the same as D&T Committee.

**Formulation:** delivery method of a product e.g. tablet, injection, nasal spray, etc.

**Forward Integration:** acquisition of one or more customers of the company as a means of increasing sales and/or profit and gaining greater control.

**Four Corners Model:** competitor intelligence model, involves examining a rival’s drivers and their current and potential strategies.

**FPC:** Finite Population Correction Factor, an adjustment to the required sample size that is made in those cases in which the sample is expected to be equal to 5 percent or more of the total population.

**Frequency Distribution:** a representation of the number of counts of objects or responses, usually presented in a table or graph.

**Friendliness Effect:** see Acquiescence Bias.

**Friendship Pair Interview:** type of depth interview involving two respondents (instead of the usual one) that are known to each other. Often used for research with children and young people in order to avoid respondents feeling intimidated.

**Fruggling:** fund raising under the guise of market research.
**Full Disclosure:** see Package Insert.

**Full Service MR Agency/Supplier:** agencies able to provide and support all aspects of the market research project – design, execution, analysis, interpretation and reporting, rather than just e.g. fieldwork.

**Functional Foods:** foods consumed for added health benefits, not just for nutrition. Do not currently require drug approval.

**Funnel Approach:** a way of ordering questions so that general/broad based questions are asked before specific/tightly defined questions.
**Gabor-Granger Method:** pricing research technique designed to measure price elasticity for new products and variants of existing products. Respondents are shown a product profile and/or a test pack, and asked whether they would be willing to buy it/prescribe it/recommend it at each of a randomised series of prices.

**Gain Score:** is the difference between pre-treatment and post-treatment measurements.

**Galvanic Skin Response Meter:** is a device that measures changes in the electrical resistance of the skin (due to perspiration).

**Gap Analysis:** analytical technique that measures the difference between the stated importance of a particular attribute and the satisfaction level of the same attribute, used to highlight and prioritise opportunities based upon consumer or client need.

**Gatekeeper:** a person or body who controls access to products, services or other individuals.

**GCP:** Good Clinical Practice. Procedure that companies must comply with, to ensure appropriate standards in of clinical research.

**Generalize:** extrapolate from sub-sample to the population.

**Generic Products:** not protected by a trade mark or patent and may be produced by any manufacturer, generic names usually refer to the chemical name of the drug. Branded generics refer to off-patent branded medicines.
Generic Strategy: strategies to protect/limit erosion of branded product by generics, designed in advance of patent expiry.

Generic Substitution: where permitted, pharmacists may dispense generic alternatives to branded prescriptions.

Genomics: studies of new variations in the gene sequence, the gene expression and the resulting protein products, which cause disease. Will help build a picture of the cascade of biochemical events that lead to illness and will allow therapeutic interventions to be tested at each point in the disease process.

Geodemographic Information: is based on a combination of demographics (age, gender, life-cycle stage and occupation) with geographical area.

Geodemographic Segmentation System: multivariate statistical classification technique for discovering whether the individuals of a population fall into different groups by making quantitative comparisons of multiple characteristics. The differences within any group should be less than the differences between groups. Often used for consumer segmentation and brand positioning. Often known as cluster analysis.

Geodemography: the study of population characteristics (such as age, sex, tenure, working status) set within a spatial context.

Geographics: any method of subdividing a list based on geographic or political subdivisions.

Global Health Index: a single-number health status index derived from the assessment of all domains of health-related quality of life.
Global Positioning: consistent strategy and programmes deployed throughout the world, may be some scope for local adaptation.

Globalisation: development of marketing strategies as if the entire world (or regions of it) were a single entity; products are marketed the same way everywhere.

GMP: Good Manufacturing Practice. Procedure that companies must comply with to ensure approval for distribution.

Goodness of Fit Test: a statistical test of non-parametric data to determine whether the results from research are consistent with the expected results from a particular hypothesis. Examples are: Chi Square goodness of fit and Kolmogorov Smirnov test.

Go/No-Go Criteria: minimum criteria, which a new product needs to fulfil in order to be considered for further clinical development and investment.

Gompertz: a curve used to describe the typical uptake of a new product in the market. Defined by the length of time to reach its maximum value, and at the maximum value, the Gompertz curve formula rises to reach the peak value. The Gompertz formula does not allow for decline in uptake.

Graphic Rating Scale: or visual analogue scale, respondent is asked to indicate a ratings by making an appropriate mark e.g. placing a tick/check or placing a cross or a line at the appropriate point on the stimulus which is a diagram or chart of some kind e.g. a single line representing a spectrum of one dimension such as price or efficacy.

Grey Literature: material that is not formally published or subject to editorial control or peer review e.g. technical reports, working papers, conference proceedings.
**Grid Format:** 1. a table of question and answers 2. response format cross tabulating a series of options e.g. statements or products with a series of responses/judgements e.g. a rating scale.

**Gross Margin:** gross profit as a percentage of sales value for a service or product compared to their costs. (see Gross Profit).

**Gross Profit:** profit without any deductions.

**Gross Rating Points:** a measure reflecting the size of an audience reached by a specific media vehicle or schedule during a defined time period.

**Grossing Up:** the scaling-up of the results of a survey, experiment, test market, etc to the whole population or market.

**Group Discussion Interview:** see Focus Group.

**Group Dynamics:** the interaction among group discussion participants, the dynamic should deliver a synergistic result.

**Growth State:** the product life cycle stage in which sales rise rapidly; profits reach a peak and then start to decline.

**Guesstimate Questionnaire:** where people (often clients) are asked to guess the results of the survey in the questionnaire. This is then compared to the actual results of the survey to assess how closely perceptions match reality.

**Guttman Scale:** also known as cumulative scaling or scalogram analysis. Purpose of Guttman scaling is to establish a one-dimensional continuum for a concept to be measured. Essential goal is a set of items or statements so that a respondent who agrees with any specific question in the list will also agree with all previous questions.
**Habit:** learned response to a stimulus that requires little or no cognitive effort and for this reason become routine and automatic.

**Halo Effect:** transfer of goodwill or positive feeling from one product or aspect of a product to another product or aspect.

**Hall Test:** research participants are invited to a central location to participate in market research.

**Hand Tabulation:** counting and tabulating question responses manually rather than by computer.

**Harvesting Strategy:** strategy to maximise the short term cash-flow of a product or service in expectation that the market share will deteriorate or the product/service will be taken from the market in short time.

**HCFA:** Healthcare Financing Administration. A payer for the Medicare and Medicaid programmes in the US.

**Head of Household:** that member of the household who is responsible for the household having that accommodation, either by owning, renting or having it rent-free. Where two or more people share this responsibility, the researcher should specify whom to include in the study.

**Health Economics:** economics in terms of supply and demand related to the analysis and management of disease and health. Generally concerned with equating resource utilisation against health or disease outcomes.
Health Insurance Portability & Accountability Act: (HIPAA) provides the requirements for security and privacy of health data in USA.

Health Maintenance Organisation: a managed care system in which enrolees are offered pre-paid comprehensive healthcare coverage in contractual agreement with specified individuals or groups of physicians.

Health Outcomes: any outcome resulting from a treatment intervention, e.g. of efficacy, safety, quality of life, economic impact.

Health Profile: a set of scores derived from the administration of a health status instrument.

Health Status: the state of physical, psychological and mental well-being and not just the presence or absence of disease or infirmity.

Health Status Index: aggregation of scores of two or more domains of health-related quality of life into a single number representing the health status of individuals or populations.

Health Status Instrument: a single or set of item-questions intended to appraise the health status of individuals or populations.

Health-Related Quality of Life: the state of perceived well-being as determined by physical, social and mental functioning and their impairments due to disease, injury, treatment, social policy and opportunities.

Healthy Year Equivalents (HYE): a measure of health-related quality of life based on individual preferences for both the duration of life and the associated health states.
**Hedonic Scale:** a scale for measuring general, overall opinion of a product.

**Heteroscedasticity:** an irregular scattering of values in a series of distributions; accompanied by a comparable scatter of variances.

**Heuristic:** a set of steps or procedures that uses a trial-and-error approach to meet the goal.

**Hidden Issue Questioning:** technique used during depth interviews that aims to identify significant personal views that would otherwise not be revealed by respondents using a direct approach.

**Hierarchical Bayes:** measures the degree and form of relationships among variables.

**Hierarchy of Data:** order in which you want to present data that will be downloaded from an online system, e.g. first country, then product etc.

**Hierarchy-of-Effects Model:** is a marketing behavioural response model consisting of stages through which a buyer is presumed to go, including: awareness, knowledge, liking, preference, intention to buy and purchase.

**Hierarchy of Needs:** theory (Maslow 1943) concerning a specific order of the development of needs (steps of development: physiological/safety/belongingness/ esteem/self-actualisation). The ‘lower’ level must be fulfilled before the individual tries to achieve the ‘higher’ level.

**Histogram:** is a vertical bar chart where the height of the bars represents the data.
**Historical Data:** data (often from audit available from secondary information suppliers) showing values over recent history.

**History Error:** occurs in experiments when an unexpected (but significant) effect occurs that has an impact on the dependent variable being measured.

**HMO:** Health Maintenance Organisations, providers of healthcare insurance that entitles members to services of participating hospitals and clinics and physicians.

**Hole Count:** a term deriving from the use of punch cards in data analysis, meaning a simple count of all the codes present in all of the records, without any breakdowns.

**Holistic Test:** is a test that aims to assess participants’ reaction to a product or concept as a whole (in contrast to an atomistic test that examines reactions to the individual elements).

**Home Audit:** a panel of households, used for regular measurement of product purchases and in some cases consumption. Data may be collected by means of diaries, interviewers and dustbin checks.

**Homogenous Goods:** competing products or brands with little or no real differences between them.

**Homogeneous Groups:** groups in which the units or individuals have very similar characteristics.
**Homoscedasticity:** in regression analysis it is the condition of constant variance, all random variables in the sequence or vector have the same finite variance, breaches in homoscedasticity result in overestimating the goodness of fit as measured by the Pearson coefficient.

**Honorarium:** the ex gratia payment provided to market research participants as a token of appreciation – it is not a fee for time, may be known as an incentive.

**Horizontal Integration:** combining of institutions at the same level of operation under one management.

**Hospital Dispensing:** measures retail pharmacy dispensing and provides a measure of sales closer to the end point in the channel of distribution i.e. the patient.

**Human Capital Method:** a method of valuing health benefits that is based on the amount of goods and services that can be produced by an individual's investment of knowledge and health status.

**Hypothesis:** guess or assumption about a certain problem or set of circumstances; reasonable supposition that may be right or wrong.

**Hypothesis Testing:** 1. The formal process of accepting or rejecting a hypothesis 2. statistical procedure used to compare a sample mean to a specified value or to compare a pair of sample means.
ICD 9 and 10: classification of diseases according to the WHO’s ‘International Classification of Diseases’, used by secondary information suppliers to code and group the diagnoses reported in their medical information. Adopted to medical development. Most recent version is ICD 10.

ICH: International Committee for Harmonisation. International forum to harmonise regulatory and documentary requirements worldwide.

Iceberg Phenomenon: a situation in which you must look beneath the surface to see the complete picture.

Idea Generation: search for new ideas, generally refers to the initial stage of the new-product development process.

Ideal Population: see Population of Interest.

Identification Information: lists details such as the name and address of participants in a market research project whereby they can be identified, however identification information can include postal codes, cell phone numbers and email addresses.

Identity: the identity of a respondent includes, as well as his/her name and/or address any other information which offers a reasonable chance that he/she can be identified by any of the recipients of the information.

Image: a person’s perception of a product, brand, institution etc., that may or may not correspond with reality.

Implementation: stage in the strategic planning process in which the plan is put in place by defining specific tasks, fixing the concrete time horizon and allocating resources and budgets for achievement.
**Implicit Alternatives:** alternatives in a question that are not expressed openly (as oppose to explicit options).

**Implicit Assumption:** when all respondents are assumed to have the same level of knowledge on a subject which may or may not be the case.

**Impulse Buying:** purchase behaviour that is not based on prior planning or thought. Often claimed to be emotional instead of rational behaviour.

**Impulse Products:** products that induce impulse buying processes.

**Imputed Response:** a substitute for a missing response that is based on the pattern of other responses from a survey respondent.

**IMS Health:** Intercontinental Medical Statistics, largest supplier of sales and prescribing data worldwide to the pharmaceutical industry.

**Inability Error:** when respondents are unable to answer a question. This may be because they have not understood the question, they do not have the information the question requires, they cannot remember the circumstances to which the question refers or they are unable to articulate certain types of responses.

**Incentive:** 1) inducement (money, prizes, premiums) given to salespeople, influence their behaviour (selling/purchasing etc.) 2) inducement given to respondents in a market research survey as a token of appreciation for their time see honorarium.

**Incidence Rate:** number of new cases of a disease (or event) occurring per time period (usually one year) in a given population. (see prevalence).
**Incremental Cost:** the additional cost of producing an extra unit of outcome.

**Incremental Cost-Effectiveness:** a mathematical comparison of two alternative therapies for the additional cost per extra unit of health benefit or outcome produced.

**Incremental Validity:** the amount of extra information test adds to the predictive validity already obtained via another test or method.

**IND:** Investigational New Drug Submission to regulatory body to secure permission to study a new drug in human subjects.

**Independent Samples:** mutually exclusive samples, drawn from two different populations, no member of the first sample can be in the second sample or vice versa.

**Independent Variable:** variable free from influence of, or not dependent on, other variables.

**Indication:** 1. uses for which a specific drug is approved, most countries have a licensing body whose role is to approve a drug for a specific indication, based on safety and efficacy data. 2. a valid reason to use a specific test, medication, procedure, or surgery, the opposite of indication is contraindication.

**Indirect Approach:** when the true purpose of a research project is disguised. Used when revealing the true purpose would bias participant’s responses.

**Indirect Channels:** channels of distribution by which goods/services are sold indirectly to the final customer through independent middleman (e.g. wholesalers/retailers).

**Indirect Costs (of Illness):** value of resources (time, money, materials) lost due to illness or time taken off for its treatment.
**Individual Interview:** See depth interview.

**Industrial Market:** market consisting of individuals, groups, or organisations that purchase specific kinds of products for resale, for direct use in producing other products, or for use in day-to-day operations; also called organisational market.

**Indirect Observation:** is an observation technique where some record of past behaviour is used to deduce what happened during an event, e.g. looking at packaging usage in a fast food restaurant to understand what flavoured drinks sell the most.

**Indirect Question:** a question that seeks the respondent’s views about other people’s behaviour or attitudes, used in qualitative research as a projective technique to uncover ideas that the respondent might otherwise be reluctant to reveal.

**Industrial Product:** product purchased to be used directly or indirectly to produce other products or to be used in the operations of an organisation.

**Inelastic Demand:** type of demand in which a price increase or decrease will not significantly affect the quantity demanded.

**Inference:** 1. a form of logic in which you make a generalisation about an entire class based on what you have observed about a small set of members of that class. 2. a conclusion drawn by deduction or induction.

**Inferential Analysis:** the analysis of data to test a specific hypothesis.

**Influencer:** person who can, and does, affect the attitudes and/or behaviours (e.g. the purchasing or usage decision) of an individual or group of individuals or organisation.
**Information**: 1. a message received and understood, knowledge acquired 2. data. 3. in its most restricted technical meaning, information is an ordered sequence of symbols.

**Information Gap**: conceptually, the researcher seeks to identify and fill information gaps, which are discrepancies between the currently available information level and that needed to make move forward/make decisions/take action.

**Information Management**: ongoing process that deals with the lifecycle of information handling to provide it for business use. Information Management activities address the identification, creation, acquisition, organisation, storage, dissemination, retention and disposal of information.

**Informed Consent**: voluntary agreement of respondents to participate in market research, it must be based upon adequate and not misleading information about the general nature and purpose of the project. Informed consent also guarantees the right not to participate and the right to withdraw at any time.

**Informed Eclecticism**: describe an eclectic approach to market research, involving the use of qualitative and quantitative theories, methods and researchers drawn from a wide range of fields.

**In-Home Interview**: participants are asked survey questions face-to-face in their own homes.

**In-House Research**: research conducted directly by the organisation that wants the information, rather than by a research agency or other agent, etc acting on its behalf.

**Ink Blot Test**: the Rorschach and Holtzman ink blot tests, more widely used in clinical work than in market or social research, are a projective technique in which the subject is asked to describe what he or she sees in a number of haphazard shapes.
**INN:** International Non-proprietary Name for Pharmaceutical Substances - the generic name given following the WHO’s guidelines on naming. There are different stages of the procedure: pINN = “proposed International Non-proprietary Name” / rINN = “recommended International Non-proprietary Name”.

**Innovation:** introduction of a new product, idea, or service into the market place.

**Innovative Imitation:** company introduces a ‘me-too’ product that is at least superior in one important aspect in the eyes of the customer. (‘me-too BUT better/cheaper/quicker’).

**Innovators:** one type of adopter in Everett Rogers’ diffusion of innovations framework describing the first group to purchase a new product or service.

**Insight:** 1. penetrating discoveries that can lead to specific opportunities 2. deep, embedded knowledge about the customer and the market that supports structured thinking and sound decision making, providing a coherent, complete, ‘joined-up’ view.

**In-street Interview:** participants are asked survey questions face-to-face in the street.

**Instrument Error:** type of non-sampling error caused by the survey instrument (or questionnaire) itself, such as unclear wording, asking respondents for information they are unable to supply or the instrument being changed in some way during the course of the research.

**Intangible Costs (of Illness):** implications of disease or treatment that cannot be quantified in monetary terms, mainly pain and suffering.
**Integrated Communication:** the bringing together of all marketing communication in order to ensure synergy in terms of common messages, themes, visual identity, response mechanisms and timing.

**Intended Sample:** the ideal sample for a particular research project (which may be different to the resulting sample).

**Interaction Detection Methods:** separate sample into segments that differ most in terms of factors that have greatest relationship with dependent variable.

**Interaction Effect:** the effect of all the factors working together, which is greater than the sum of the separate effects.

**Interactive Research:** brings client staff together with stakeholders such as customers, to explore issues.

**Interactive Testing Effect:** see pre-test manipulation interactive bias.

**Interdependence Techniques:** multivariate analysis techniques used where no distinction is made as to which variables are dependent or independent.

**Interdependency:** when variables influence each other to some degree.

**Interlocking Quotas:** quotas that specify the numbers of interviews required in each cell of a matrix defined by the specific characteristics, e.g. sex, age and social grade.

**Internal Audit:** an assessment by one’s own members of staff of the perceptions they feel, external people (e.g. customers) have of the company, personnel and products or services.
**Internal Consistency Reliability**: the extent to which the sub-scales of a psychometric instrument are free from random error. Estimated by the correlation between items that are supposed to measure the same construct.

**Internal Secondary Data**: data generated and/or collected by a business during its normal course of activity.

**Internal Validity**: a measure of the accuracy of an experiment in terms of the degree to which changes in the dependent variable can be attributed to manipulations of the independent variable.

**International Research**: research carried out across two or more countries to compare inter-country differences.

**Internet**: a global web of thousands of computer networks. Includes email, the worldwide web etc.

**Internet Research**: Research in which a respondent, either on a single occasion or as part of a panel:

- Completes a questionnaire online via the Internet on a server belonging to the research agency or a provider
- Downloads a questionnaire from a server on the Internet and returns it by e-mail
- Receives the questionnaire incorporated into an e-mail and returns it in the same way
- Participates in an online qualitative interview or discussion
- Takes part in a measurement system which tracks web usage by such means as specialist software installed on the user’s p.c.

**Interpretation**: process by which sense and meaning are made of the data gathered and by which the emergent knowledge is applied to the issues.
**Interquartile Range:** is a measure of variability, it is the range between the upper and lower quartiles (i.e. the middle 50% of a distribution) and it is equal to the difference between the 75th and the 25th percentile.

**Interval Scales:** scale in which the numbers assigned to the attributes measured, only allow the comparison of the size of the differences amongst and between objects.

**Intervention (Healthcare):** a procedure, service or programme that is designed to improve the health status of individuals or populations.

**Interview:** defined as any form of direct or passive contact with respondents where the objective is to acquire data or information which could be used in whole or in part for the purposes of market research.

**Interviewer:** the person who collects data from respondents for market, opinion, social and healthcare purposes.

**Interviewer Bias:** systematic error arising from the judgement, opinion or and behaviour of an interviewer. It can include influencing the respondent in some way, asking questions in the wrong order with the wrong wording and intentional errors such as cheating and fraudulent data entry. (see Interviewer Error).

**Interviewer Error:** see Interviewer Bias.

**Interviewer Instructions:** directions to the interviewer printed on the questionnaire/guide, e.g. filters or skips, probing and prompting instructions. Their presentation usually distinguishes them from questions or response formats e.g. different font.

**Intranet:** internal computer network (see Extranet).
**Intra-Cultural Analysis:** the breakdown of data into individual countries (or cultural units) and analysis within each individual country.

**Intuitive Hypothesis Testing:** (as opposed to statistical hypothesis testing) is when someone uses something he or she has observed to see if it agrees with or refutes his or her belief about that topic.

**Inverted Funnel Approach:** is a way of ordering questions in a questionnaire where the specific questions are asked before the general questions. This approach can be useful where respondents do not have strong feelings or a general view on a subject.

**Involvement:** degree to which a consumer perceives a product, brand etc. as personally relevant to achieve more or less important goals.

**IQCS - Interviewer Quality Control Scheme:**
UK Market Research Society’s minimum standards of interviewer recruitment, training, supervision and quality control.

**Itemised Rating Scale:** a type of non-comparative scale where each choice category has some form of description (as opposed to a semantic differential scale, where only the extreme categories are labelled).
**Johari Window:** model (originally developed for interpersonal communication) adapted to provide a framework for thinking about the nature of information that can be accessed through different types of market research interviewing. Four kinds of material - accessible/will share, inaccessible/will share, accessible/won’t share, inaccessible/won’t share.

**Joint Venture:** partnership between a domestic firm and foreign firms and/or Governments.

**Journal Advertising Costs:** cost of product ads in journal publications. Normally estimated and based on published space rate. Costs for artwork tend not to be included.

**Judgement sample:** technically, any non-random sample can be described as a judgement or purposive sample. Statistical theory relating to random sampling cannot properly be employed to calculate confidence limits for estimates derived from judgement samples.

**Juster Scale:** eleven point purchase probability scale.
Kelly Grids: technique drawn from Personal Construct Psychology, used to understand the way in which an individual employs his or her own experience in order to make sense of the world. Also known as a repertory grid, this identifies and maps the interactions between the key ideas, themes or constructs that a person uses. In a market research context, generally used to rate or describe brands or organisations. Participants are presented with three attributes and they are asked to think of ways in which two are similar to each other but different from the third.

Key Informant Technique: see Expert Opinion Survey.

Key Intelligence Topic (KIT): focus of intelligence activities and the basis of a discrete intelligence project or effort.

Key Messages: the main propositions to be outlined in any communication to the target audiences. These may focus on product attributes or customer benefits or both.

Key Performance Indicators (KPI): quantifiable measure of performance (progress or delivered).

Key Value Drivers: variable that significantly affects the value of an organisation, used within shareholder value analysis.

Key Word Recording: method used by interviewers to record answers to open-ended questions where only the important words and phrases are recorded.
**Kish Grid/Box:** a table for use by interviewers in random sample survey to select one person from a household. The procedure gives an approximately equal chance of selection to each member of the household.

**Knowledge Management:** to create optimal flow of knowledge (based on information) within and throughout an organisation. Treating knowledge as an explicit concern of the organisation.

**Kolmogorov-Smirnov One Sample Test:** a non-parametric goodness-of-fit test that compares the cumulative distribution function for a variable with a specified distribution, based on one sample.

**Kolmogorov-Smirnov Two Sample Test:** a non-parametric statistical test to determine whether two distributions are the same. The test takes into account differences in means, dispersion and skew.

**KOLs:** Key Opinion Leaders. (See Opinion Formers).

**Krankenkassen:** health insurance funds or sickness funds in Germany and Austria.

**Kurtosis:** a measure of relative height or flatness of a distribution curve compared with a normal distribution. A positive Kurtosis value indicates that the distribution is more peaked than a normal distribution. A negative value indicates that the distribution is flatter than a normal distribution.
**Labelling:** see Package Insert.

**Laboratory Experiment:** is one that is conducted in an artificial setting (where the internal validity is usually higher than the external validity).

**Laddering:** technique used in qualitative marketing research to link attributes to their consequences and ultimately to the end values they represent to the respondent.

**Laggards:** last consumers to adopt a new product, one type of adopter in Everett Rogers’ diffusion of innovations framework describing the risk adverse group that follows the late majority.

**Lamberth Ruling:** decision in US courts (1998) that permits companies to disseminate all factual information (including off-labelling) about approved products, with fewer caveats than imposed by FDAMA.

**Late Majority:** after a significant portion of the population has adopted a product, the ‘late majority’ will consider its use, one type of adopter in Everett Rogers’ diffusion of innovations framework.

**Latent Class Analysis:** method for finding sub-types of related cases (latent classes) from multivariate data.

**Lateral Diversification:** diversification in which neither technological nor marketing synergies exist. In this case the company tries to reach new customer groups that are unrelated to the existing business.
**Lateral thinking**: escaping from habitual patterns of (or logical sequential) thinking generally to solve problems or explore new ideas.

**Latin Square Design**: in the design of experiments, Latin squares are efficient designs to study the effect of one primary (treatment) factor in the presence of 4 blocking (nuisance) factors but they are restricted to cases where all factors have the same number of levels.

**Launch**: introduction of a new product/service.

**Law of Diminishing Returns**: 1. tendency for the effect of an action to decline in effectiveness over time. 2. (economics) adding further units of an input (labour, capital etc.) will yield successively smaller incremental output.

**Layout**: accurate position guide of a piece of literature showing the overall location of each visual element usually for approval before proceeding to artwork.

**Lead Indication**: first specific disease or condition for which regulators will approve the new drug.

**Leading Question**: one that suggests an answer by the way in which the question is worded or asked.

**Lead Time**: time between when an action is initiated and when it is completed

**Learning Curve**: graphical representation of the amount of material learned, plotted against the number or time of trials. (Normally S-shaped).

**Leniency**: tendency to give mild, not too critical/harsh response.
**Licensing:** agreement between two participants in which the licensor grants the right to the licensee to sell/use a (patented) product/service in specified markets for a certain fee.

**Lifecycle:** see Product Lifecycle.

**Lifecycle Management:** strategies aimed at maximising revenue throughout the product’s life. such as the introduction of additional formulations and indications.

**Lifestyle Drug:** medicines treating conditions or problems that are considered (by some) to be outside or on the periphery of medical needs e.g. baldness, impotence, wrinkles, minor medical conditions relative to others.

**Likert Scale:** five or seven point scales built from preliminary research in which the respondents are asked to indicate their degree of agreement or disagreement with each of the statements. The average score across all respondents can be used to establish the general strength of an attitude towards the variable under consideration.

**Linear Regression Analysis:** type of regression analysis between variables that are believed to have a linear relationship.

**Line Extension:** new product marketed by a company that already has at least one (similar) product/service being sold in that market/product area.

**Linear Analogue Instrument:** a measurement scale in which respondents are requested to indicate levels of answers on a single line.

**LMR:** Local Manufacturers Realisation price into the first part of the distribution chain, usually the wholesaler. Also known as ‘ex-manufacturer’. LMR is exclusive of any discounts or taxes so it is the lowest visible price in a market.
Loaded Question: has buried in its wording elements that introduce bias by alluding to values/rules and a preferred answer.

Location Studies: research projects that aim to identify the best position (usually for a retail outlet).

Logistics: planning, execution and control of the movement and placement of people and/or goods; in a market research context it tends to refer to the planning, execution and control of project resources – people, materials, budget. single approach (logic) to manage the process of planning, allocating and controlling those financial and human resources that ensure physical distribution, support manufacturing and purchasing operations.

Logo: graphic design used as a continuing symbol for a brand, a company or an organisation.

Longitudinal Data: observations of the same items collected over a period of time, the population remains constant although the sample may or may not be the same. Sometimes called “time series data.

Longitudinal Study: research study conducted over time to understand developmental trends. Can use the same or a new sample over time, generally at set intervals.

Loss Leader: product offered at cost price or less to encourage customers to use that company or other products available in a range.

Low Involvement Processing: theory about information processing and memory that suggests we routinely absorb and store a huge amount of data, automatically/unconsciously. Although this data is not highly processed, with repeated exposure certain connections and associations will be made.
**MAA:** Marketing Authorisation Application. (Same as the NDA but used in Europe).

**Macro Marketing:** analysis of market/marketing processes from a broad perspective (e.g. national) to investigate into economical, social, cultural and/or political perspectives.

**Mail Questionnaire:** self-completion questionnaires sent by mail to respondents, who are encouraged to complete and return them by mail.

**Mail Survey:** is one where respondents complete a questionnaire (unaided i.e. self-completion) and return it to the sender either by post.

**Main Testing Effect:** see Pre-Testing Bias.

**Majority Fallacy:** marketing strategy that targets products/services to an entire market or to the largest market segment despite the fact that this segment is already crowded by the competitors.

**Mail Intercept Interviewing:** is a common form of central location interviewing where participants are selected at random in busy shopping malls/centre/precinct.

**Managed Care:** integrated healthcare management with the dual objectives of controlling costs and improving the quality of care. Usually applied to US institutions though principles widely applied elsewhere.
Management Information System (MIS): computerised information-processing system designed to support the activities and functions of company management.

Mann-Whitney U Test: a non-parametric test for assessing whether two independent samples of observations come from the same distribution, the general formula assumes that the responses are ordinal or continuous measurements.

Manufacturer Brand: brand initiated and owned by the producer, also known as a producer brand, there is potential then for the producer and product/brand to be associated.

MAPPING: Mathematical Analysis of Perception and Preference. A technique employed to visually graph or map the perceptions and preferences of target consumers.

Marginal Analysis: technique of analysis that deals with investigations into the impact of producing, marketing or consuming one more unit.

Marginal Cost: the additional cost of increasing the scale of a service or programme.

Marginal Revenue: the change in total revenue that occurs after an additional unit of a product is sold.

Market: aggregate of people who, as individuals or as organisations, have similar characteristics and for this reason similar needs for products/services in a product/service class and who have the ability, willingness, and authority to purchase such products/services.
Market Attractiveness/Business Position: two-dimensional matrix designed to serve, as a diagnostic tool to highlight SBU’s (Strategic Business Units) that have an opportunity to grow or that should be divested.

Market Coverage (Strategies): ensuring that the product is made available through appropriate intermediaries so that: (a) the potential customer can access it as easily as possible; and (b) the product is properly displayed, sold and supported within the channel of distribution. Market coverage might involve intensive distribution, selective distribution or exclusive distribution.

Market Definition: the way you define the marketplace in which your product competes or will compete. A market can be defined for example by ATC’s, treatment opportunities, diagnoses, symptoms, attitudes, behaviour etc.

Market Demand: total volume of a specific product/service bought/prescribed/used by a defined group of customers in a specific market area, in a specified time period.

Market Density: the number of potential customers within a unit of land area, such as a square kilometre.

Market Development: selling existing products into new market segments or geographic territories.

Market Dynamics: the interaction of critical market factors on the behaviour of products within that market, e.g. price, reimbursement, promotion, entry order, perceived product offer, national/regional healthcare directives, regulatory restrictions etc.

**Market Leader:** brand or product securing the greatest proportion of total sales within its field. May sometimes refer to the company marketing the brand or product concerned.

**Market Manager:** person responsible for the marketing activities that are necessary to serve a particular group or class of customers.

**Market Map:** a diagram that shows the relative positions of brands or target segments in terms of their most important characteristics, often used to summarize the findings of attitudinal research.

**Market Opportunity:** an opportunity that arises when the right combination of circumstances occurs at the right time to allow an organisation to take action toward generating sales from a target market.

**Market Penetration:** the number of individual’s prescribing/buying/using the product/service within a given market. (see Penetration Strategy).

**Market Planning Cycle:** the five-step cycle that involves developing or revising marketing objectives relative to performance, assessing marketing opportunities and resources, formulating marketing strategy, developing the plan for implementation and control, and implementing the marketing plan.

**Market Potential:** estimated size of total present or future market, i.e. number of individuals who will need/use the product or service. May be calculated as volume (number of units) or value (total spend).
**Market Research Manager:** person responsible for providing professional research services for internal “customers” who need the information for planning, problem solution and decision-making.

**Market Sales Potential:** amount of a product/service that specific customer groups would purchase within a specified period at a specific level of industry wide marketing activity.

**Market Segment:** group of individuals, groups, or organisations that share one or more similar characteristics that make them have relatively similar product or treatment needs.

**Market Segmentation:** process of dividing a total market into groups of people with relatively similar characteristics and therefore similar product needs, for the purpose of designing a marketing mix (or mixes) that more precisely matches the needs of individuals in a selected segment (or segments).

**Market Services:** functions needed to service channel intermediaries and/or (final) customers.

**Market Share:** percentage measurement of the share obtained by an individual company or product from the total market available. May be calculated in volume or value terms, usually expressed as a percentage.

**Market Sizing:** a research technique to estimate the overall size of a specific market or niche.

**Market Test:** stage of new-product development that involves making a product available to buyers in one or more test areas and measuring purchases and consumer responses to promotion, price, and distribution efforts.
**Marketing**: business philosophy involving the anticipation and identification of customer problems/needs, and the profitable fulfilment of these with information, products and services.

**Marketing Audit**: systematic examination of the objectives, strategies, organisation, and performance of a firm’s marketing unit.

**Marketing Channel**: group of interrelated intermediaries who direct products to customers; also called channel of distribution.

**Marketing Cost Analysis**: method for helping to control marketing strategies whereby various costs are broken down and classified to determine which costs are associated with specific marketing activities.

**Marketing Environment**: environment that surrounds both the buyer and marketing mix; consists of political, legal, regulatory, social, consumer movement, economic, and technological forces. Environmental variables affect a marketer’s ability to facilitate and expedite product/service exchanges.

**Marketing Goal**: statement of what is to be accomplished through marketing activities.

**Marketing Intelligence**: all data gathered which forms a basis for marketing decisions.

**Marketing Management**: process of planning, organising, implementing, and controlling marketing activities to facilitate and expedite product/service exchanges effectively and efficiently.

**Marketing Mix**: planned combination of the elements of marketing in a marketing plan which will typically include the four Ps; Product, Price, Place, Distribution and Promotion (communication) with the aim of achieving greatest effect at minimum cost.
Marketing Organisation: formal structure of the marketing operations in a given company e.g. divisional/regional/matrix-shaped or central vs. decentralised.

Marketing Orientation: a business approach that centres its activities on solving problems, satisfying the needs and wants of its customers.

Marketing-Oriented Organisation: organisation that attempts to determine what target customers want and then tries to produce and deliver it.

Marketing Plan: written document or blueprint for implementing and controlling an Organisation’s marketing activities related to a particular marketing strategy.

Marketing Planning: a systematic process that involves assessing marketing opportunities and resources, determining market objectives, and developing a plan for implementation and control.

Marketing Program: set of complimentary marketing strategies that are implemented and used at the same time.

Marketing Research: (definition of the American Marketing Association, ICC and ESOMAR) “The function that links the consumer, customer and public to the marketer through information - information used to identify and define marketing opportunities and problems; generate, refine and evaluate marketing actions; monitor marketing performance; and improve the understanding of marketing as a process. Marketing Research specifies the information required to address these issues; designs the method for collecting information; manages and implements the data collection process; analyses the results; and communicates the findings and their implications.”
**Marketing Strategy:** the approach a company takes to securing and retaining profitable relationships with its customers, generally involving segmentation, targeting and positioning choices as well as adoption of a suitable marketing mix.

**Markov Modelling:** a statistical representation of uncertain recurrent events over the course of time e.g. the probability of users of one brand switching to another.

**Mark-Up:** a percentage of the cost or price of a product added to the cost.

**Mark-Up Pricing:** pricing method whereby the price is derived by adding a pre-determined percentage of the cost to the cost of the product.

**Maslow’s Need Hierarchy:** theory of human motivation that assumes that human beings satisfy their needs in a hierarchical order. (physiological/safety/belongingness /esteem/self-actualisation needs).

**Master Class:** small, highly participative workgroup session led by expert facilitator, to improve skills and understanding of the topic under discussion.

**MAT:** Moving Annual Total. Rolling total based on the last twelve months.

**Matching:** is the organising of experimental units into groups so that they share some particular characteristics that are relevant to the research.

**Matrix Organisation:** combination of functional and product related form of organisation to obtain the advantages of each organisational forms.
Maturation Error: occurs in experiments when there is a gradual change in the dependent variable over time that is not caused by the independent variable, e.g. participants’ knowledge levels increasing over the period of an experiment.

Maturity Stage of Product: stage in the product life cycle in which the sale curve peaks and plateaus prior to decline.

MCO: Managed Care Organisation. Describes various models of ‘managed healthcare’ delivery in the USA, aimed at reducing healthcare costs and improving quality of medical care.

Mean: is a measure of central tendency that takes the sum of a set of values divided by the number of values in the data.

Means and Theory: the theory on which the laddering technique is based. (see Laddering).

Measurement Timing Error: occurs in experiments when there are changes in the dependent variable that are caused by taking measurements at different times.

Measures of Central Tendency: are those that describe the centre of a distribution. Examples of measures of central tendency are: mean, median and mode.

Measures of Location: are statistics that describe the location within a data set. Examples of measures of location are the 25th percentile or the largest value. The mean, median and mode are also examples of measures of location (in addition to being measures of central tendency).

Measures of Shape: are skewness (asymmetry) and kurtosis (peak) that describe the outline of a distribution.
Measures of Variability (or Dispersion): are those that indicate the spread of a distribution. Examples of measures of variability are: range, interquartile range, variance, standard deviation and coefficient of variation.

Mechanical Observation: is when some form of mechanical device records the behaviour of interest, e.g. a people-meter recording of who watches which TV programmes.

Media Mix: specific combination of different advertising media.

Media Models: (mathematical) model combining audience data from particular media vehicles to estimate frequency, reach and exposure distributions of alternative media combinations.

Media Plan: plan that defines the exact media vehicles to be used for advertisements and the dates and times that the advertisements are to appear.

Median: is a measure of central tendency that identifies the middle-point value (or 50th percentile) in a set of values when they are arranged in order of magnitude.

Media Representative: company or person that is specialised in selling time or space in advertising vehicles to advertisers and/or advertising agencies.

Memory Span: the number of elements of a list one can reproduce after one exposure to this list (usually not more than seven).

Merchandising: promotional activities of manufacturers concerning physical activities at the point of sale (e.g. providing of in-store displays etc.).
**Message Matrix:** classification of product information into “labelling” i.e. that which can be directly promoted, and “independent”, i.e. for which there is adequate supporting data, but which cannot be directly promoted.

**Meta-Analysis:** statistical summary of findings pooled from different investigations.

**Metabolism (of Drug):** the process by which a drug is broken down in the body following ingestion, injection or absorption through the skin.

**Method Variance:** variation in scores caused by the method of data collection.

**Methodology:** is a description of the way in which the data is collected for part or all of a research project.

**Metric Data:** is data that can be analysed statistically, such as that from an interval or ratio scale.

**Mid-point:** the middle point on a scale between the extremes, there will be as many points below/to the left of the mid-point as there are above/to the right of the mid-point.

**Mini Group Discussion:** is a focus group with fewer participants (usually 4-6) than the normal 8-12.

**MIS:** see Management Information System.

**Mission Statement:** a carefully drawn up statement by an organisation outlining what it is and what it aims to do.

**Mode:** is a measure of central tendency that identifies the most frequently occurring value in a set of values.
**Model:** a combination of data analysis, theoretical derivations and assumptive inputs that describes the behaviour of a market.

**Modelling:** a mathematically formulated way of simulating a market or business decision environment over a time period for the purposes of prediction and analysis of interdependent market variables.

**Moderator:** is someone who leads (but does not influence the outcome of) group discussions (see Interviewer).

**Molecule:** see Compound.

**Monadic:** a monadic test is one in which each respondent evaluates just one product or price or concept, as distinct from comparative tests involving assessment of alternative options e.g. dyadic and triadic tests.

**Monopolar:** an attitude scale is monopolar where it measures one quality only, as opposed to bipolar, where it measures two.

**Monopolistic Competition:** a market structure in which a firm has many potential competitors; to compete, the firm tries to develop a differential marketing strategy to establish its own market share in which it can behave like a monopolist.

**Monopoly:** market structure existing when a firm produces a product that has no close substitutes and/or when a single seller dominates and may erect barriers to potential competitors.

**Monte Carlo Simulation:** a procedure for simulating real-world events. First the problem is decomposed then a distribution (rather than a point estimate) is obtained for each of the decomposed parts. A trial is created by drawing randomly from each of the distributions. The procedure is repeated for many trials to build up a distribution of outcomes. Monte Carlo simulation can be used to estimate prediction intervals.
Morbidity Study: a measurement of the incidence of ill health in the general (or a specific) population.

Morphological research: through the use of active interventional procedures (e.g. in-depth interviews), this type of research is used to understand the structures underpinning language, behavioural patterns and unconscious processes to enable the effective development of branding and communication strategies.

Mortality Study: a measurement of the incidence of death in the general (or a specific) population.

Mortality Error: occurs in experiments when experimental units cause changes in the dependent variable no longer being part of the experiment.

Motivation: internal energising force that directs a person’s behaviour toward his or her goals.

Motivational Research: is qualitative research designed to uncover participants’ inner-most feelings and motives that they either may be unaware of and/or they would not normally reveal when questioned directly.

Moving Average: for a time series, a series of averages such that each covers the same number of successive periods.

MRS: UK Market Research Society, a professional society for those who are involved or concerned with marketing and opinion research.

Mugging: marketing under the guise of market research.
**Multiattribute Attitude Models:** models designed to predict the attitudes of customers in respect to objects (e.g. products/services) based on their evaluations of product attributes or expected outcomes.

**Multi-Client Research:** also termed syndicated research, this describes studies for which the costs and the findings are shared amongst a number of clients.

**Multi-coded Questions:** respondents can give more than one (verbal/written) answer to the question posed.

**Multi-Collinearity:** is a state of high intercorrelations among independent variables.

**Multidimensional Scaling:** (mathematical) approach in which respondent’s perceptions of similarities of objects and their preferences among these objects are measured and plotted in a multidimensional space in order to identify similarities and differences.

**Multi-Item Scale:** is a measurement scale that gathers opinions about an object on a number of dimensions and the data can be collated to produce a combined rating. The dimensions used can come from secondary sources and/or qualitative research. The intended use of the resulting data will also determine which dimensions are included in the scale.

**Multi-Stage Sampling:** a sample that is drawn in stages. The units sampled at each stage are each regarded as being composed of a number of units of the next stage, until the final sampling units are reached, i.e. the people who are actually interviewed.

**Multiple Choice Questions:** are those that ask respondents to select one or more alternatives from a set.
**Multiple Cross-Sectional Design**: is a type of research design where two or more samples are drawn from a population of interest, each sample being only drawn once.

**Multiple Regression Analysis**: is a technique for developing mathematical relationships between two or more independent variables in order to identify patterns in the relationship.

**Multiple Response Question**: is one where respondents can provide more than one answer, e.g. by checking more than one item on a list.

**Multiple Source Buying**: purchasing strategy in which the annual purchasing requirements of goods/services are divided amongst more than one supplier. (Also known as “multiple sourcing”).

**Multiple Time Series Design**: is a type of quasi-experimental design where a series of periodic measurements is taken from two groups of test units (an experimental group and a control). The experimental group is exposed to a treatment and then another series of periodic measurements is taken from both groups.

**Multisegment Strategy**: market segmentation strategy in which an organisation directs its marketing efforts at two or more segments by developing a marketing mix for each selected segment.

**Multi-Stage Sample**: is a sample that is selected in stages, where the sampling units at each stage are sub-samples from the previous stage.

**Multivariate**: multivariate statistical methods are those that simultaneously examine the relationships among a number of variables measured.
**Multivariate Techniques:** are forms of statistical analysis that are used where there are two or more dependent variables to be analysed simultaneously.

**Mutually Exclusive:** categories are mutually exclusive when objects can be placed into one category alone and no other.

**Mystery Shopping:** is a type of observation study where someone is sent into a business location/retail outlet/pharmacy to act in the role of a customer to record and evaluate on site information relating to the products or services on offer.
**National Brand:** brand marketed in a national market (in contrast to local/regional/global brands).

**Natural Observation:** is the observation of behaviour without disturbing or questioning the respondent.

**Nay-Saying:** the negative counterpart to the yea-saying is nay-saying, identifiable as persistent responses in the negative.

**NCE:** New Chemical Entity. New molecule in development.

**NDA:** New Drug Application. Application made to USA regulatory authorities (Food and Drug Administration) to register a new drug.

**Need:** product, service, or resource or support which is necessary for a person’s survival, well-being, or comfort.

**Need (Marketing):** absolute requirement from a product (drug). May be expressed as a product feature or as a patient benefit. (see Unmet Clinical Needs).

**Needs and Wants:** motivational positive or negative forces that attract or distract an individual towards or away from specific actions, activities, objects or conditions.

**Net Benefit:** the arithmetic difference between the overall benefits (in monetary units) derived from a healthcare intervention and the total costs (in monetary units); a formal way of expressing the results of a cost-benefit analysis.

**Neural Network:** computer coding, processing and analysis of focus group information in order to identify patterns and relationships between the data inputs.
Neuromarketing: brain mapping using functional Magnetic Resonance Imaging to record conscious and subconscious consumer reactions to brands and advertising.

Neutral Value: is usually the mean of all responses to a question and it can be used as a substitute for a missing response.

New Product Development: process consisting of the following phases: idea generation, screening, business analysis, product development, test marketing, and commercialisation.

New Product Forecasting Models: (mathematical/non-mathematical) models that are designed to forecast the performance of new products/services.


NICE: National Institute for Clinical Excellence. British government sponsored centre that will use EBM (evidence based medicine) and other sources to recommend optimal standards of practice to doctors, and to advise the government on cost effectiveness.

Niche Strategy: strategy to serve market segments that are small and well defined but big enough to be profitable for the company.

Niche Targeting: competing in one small, well defined segment of the market only (niche).

Noise: randomness found in data series.

No-Show: a focus group participant who agrees to come to a session and is confirmed the same day, but nonetheless does not come to the group.
Nominal Scale: scaling method using levels of measurement in which numbers have no value but are used to allocate responses to different, non overlapping categories e.g. male/female, user/ non-user.

Non-Audit: a specific secondary information base, containing numeric, factual and opinion-based information.

Non-Business Marketing: marketing activities conducted by individuals and organisations to achieve some goal other than ordinary business goals such as profit, market share, or return on investment.

Non-Comparative Scale: is one where each object is measured independently of the other objects in the same test and absolute results are obtained.

Non-Metric Correlation: is a correlation measure for two non-metric variables that relies on rankings to compute the correlation.

Non-Metric Data: is data that cannot be analysed statistically, such as that from a nominal or ordinal scale.

Non-Metric Multidimensional Scaling: is a perceptual mapping technique that is based on an analysis of non-metric data such as rank ordering.

Non-Parametric Analyses: statistical methods that do not assume that data is normally distributed e.g. Wilcoxon signed rank test.

Non-Parametric Test: is a test that involves non-metric data (i.e. data that comes from nominal or ordinal scales).
Non-Price Competition: a policy in which a seller decides not to focus on price and instead emphasises specific product features, service, product quality, promotion, packaging, or other factors to distinguish its product from competing brands.

Non-Probability Sample: is a sample in which the selection of units is based on factors other than random chance, e.g. convenience, prior experience or the judgement of the researcher. Examples of non-probability samples are: convenience, judgmental, quota and snowball.

Non-Profit Marketing: involves the application of marketing concepts and techniques to non-profit groups e.g. hospitals and colleges.

Non-Profit Organisation: an organisation, which attempts to achieve an objective rather than profit, for example, animal rights, relief of famine or public service.

Non-Random Sample: see Non-Probability Sample.

Non-Response Bias: error that results from a systematic difference between those who do and do not respond to the measurement instrument.

Non-Response Error: is a type of non-sampling error caused by some sub-groups of the sample responding less than the rest of the sample.

Non-Sampling Error: is any error caused by factors other than sampling error. Examples of non-sampling error are: selection bias, population mis-specification error, sampling frame error, processing error, respondent error, non-response error, instrument error, interviewer error and surrogate error.
**Normal Distribution:** also known as the normal (bell shaped) curve and the Gaussian distribution. A statistical frequency distribution that is of particular importance in sampling theory, since it is a close approximation to the sampling distributions of many statistics derived from reasonably large samples. It is used to make statements about the confidence limits that may be attached to estimates derived from random samples, and for tests of statistical significance.

**Normative:** normative beliefs and statements, as opposed to positive beliefs and statements, are those that concern value judgements. They express opinions about what ought to be.

**NPV:** Net Present Value - used in forecasting to compare earnings/sales in future years on the same baseline as the present.

**Nth Selection:** statistical means of taking a given number of names or units equally selected over the full population of study. The nth number interval is derived by dividing the total number of units by the sample number desired. Also known as interval selection.

**Null Hypothesis:** is a statement to be tested that is usually expressed in a negative (or null) way and suggests that no difference or effect is expected. If the statement is disproved, then the null hypothesis is rejected and the alternative hypothesis is accepted.
**Objective:** a statement of purpose of an organisation, or more commonly, for individual programmes. Usually expressed in terms of markets to be covered, products or services to be developed and financial targets to be met, i.e. profit. Should be a SMART goal, i.e. Specific, Measurable, Achievable, Realistic and Time related.

**Observation:** the value of a specific event expressed on a measurement scale by a single data value.

**Observation Bias:** refers to changes in the behaviour or events under study that are caused by the observation process itself. Personal observation is usually more likely to have observation bias than mechanical observation.

**Observation Error:** error in the sampling process that is based on inaccurate information gathered from sample elements and/or introduction of errors in the data processing and/or in reporting of the findings.

**Observation Method:** researcher records the overt behaviour of subjects, noting physical conditions and events. Direct contact with subjects is avoided; instead, their actions are examined and noted systematically.

**Observational/Naturalistic:** a type of longitudinal study where patients are followed up under conditions of routine care rather than under strict conditions of conduct of clinical trials.

**Observational Study:** is a research study where data is collected by watching consumer behaviour or events taking place.
Odd-Even Pricing: type of psychological pricing that assumes that more of a product will be sold at $99.99 than at $100.00, indicating that an odd price is more appealing than an even price to customers.

Oligopolistic Market: structure existing when a few sellers control the supply of a large proportion of a product; each seller must consider the actions of other sellers to changes in his/her own marketing activities.

Omnibus Survey: a survey conducted on a regular basis (e.g. weekly, monthly) amongst a clearly defined target population (e.g. general public, GPs, asthma sufferers etc.) on which different companies can ‘buy space’ for their own specific questions. A cost-effective way of obtaining answers to a few precise questions.

One Group Pre-test/Post-test: is a type of pre-experimental design where a single group of test units is measured, exposed to an experimental treatment and then measured again.

One-on-One: a qualitative research technique in which an interviewer interviews a single participant.

One Stage Sampling: is a sampling procedure that involves collecting data from all available units in selected sub-groups of a population of interest.

One-Shot Case Study: is a type of pre-experimental design where a single group of test units is exposed to an experimental treatment and a single measurement is taken afterwards.

One-Sided Question: is a form of leading question that presents only one aspect of an issue being considered by respondents.
**One-Tailed Test:** is a test where the null hypothesis is expressed directionally, e.g. the proportion having a characteristic is more than x%. One-tailed tests are more popular than two-tailed tests because the directional result makes the findings more actionable.

**One-Way Mirror:** a special mirror that permits observers to watch the proceedings in the focus group without the participants being able to see the observers.

**Open-Ended Questions:** are questions that do not provide any ready-made alternatives for respondents, so they answer in their own words. (see Closed Question).

**Open Pricing:** general circulation of pricing practices with a view to achieving conformity of prices within an industry.

**Opinion:** belief an individual holds about some aspect and/or an object in his/her environment. Different to things he/she “knows”.

**Opinion Formers (Leaders):** people whose attitudes or actions are likely to influence or affect those of others. Also referred to as opinion leaders or thought leaders.

**Opinion Leader Development:** establishment of durable but professional working relationships with opinion leaders in a particular field through appropriate activities such as advisory boards.

**Opinion Poll:** a survey of opinions about political, social and other issues of public interest, especially as a basis for forecasting voting behaviour.
Opportunity: a situation favourable to the achievement of the organisation’s objectives, usually characterised by unfulfilled customer demand, the organisation being in a position to meet demand and the relative weakness or total absence of competition.

Opportunity Cost: the foregone alternative use of resources. It is the real cost of the chosen course of action from the economist’s viewpoint.

Optimum Allocation: is the allocation of sample units to strata so as to maximise the statistical efficiency of the survey.

Order Bias: occurs when respondents tend to favour objects because of their position in a list or sequence. The objects at the beginning and at the end of a list can be remembered more than those occurring in the middle. Usual practice is to rotate a list to eliminate this type of bias.

Order of Entry: (see Entry Order).

Ordinal Scale: is a scale where the numbers assigned represent relative amounts of the characteristic being measured, e.g. first or second in a ranking or a verbal rating such as excellent/good/fair/poor. The distances between intervals in an ordinal scale are usually not equal - i.e. the difference between the values of first and second is not the same as the difference between third and fourth in a ranking.

Orphan Drug: product developed for small or unprofitable indications with tax or patent concessions (as an incentive to develop the product/service).

Osgood Scale: see Semantic Differential Scale.
**OTC**: medicines, which can be purchased by patients Over The Counter. These fall into two categories: available only through a pharmacy, or available by general sale, e.g. in supermarkets.

**OTC Switch**: gaining approval to sell prescription only medicines OTC. Only available to a restricted number of drugs, and used to compensate for patent expiry.

**Out of Stock Costs**: costs that can be attributed to the non-availability of product/services when the customer wants to buy them.

**Outcome**: (see Consequences-Economic).

**Outcomes Research**: a multidisciplinary approach to identifying, evaluating, monitoring and interpreting the whole range of measurable changes and events that is attributable to healthcare interventions.

**Outliers**: are extremely small or extremely large values in a set which are outside the normal distribution. May sometimes be removed to prevent skewing the average/mean.

**Over-Recruit**: the extra people who are recruited for a focus group to compensate for the inevitable no-shows.

**Over-The-Counter (OTC) Drug**: medication that is dispensed without prescription.
**Pack Size:** measurement of, for example, the number of tablets, inhalers, ampoules in each package (for any given product formulation).

**Pack Test:** any kind of market research to evaluate a package design, in terms of its functional efficiency, visual impact at the point of sale, product image conveyed and influence on purchasing/prescribing intention or sales.

**Pack Volume:** measurement of, for example, the dose quantity of inhalers, ampoules, bottles of syrups, etc in each package (for any given product formulation).

**Package Insert:** official document also known as Labelling and Full Disclosure. Full description of what the product is approved for, contraindications and warnings, and listing of type, severity and frequency of side effects seen in clinical trials. This has to be included with the medicine in the USA.

**Paired Comparison Scale:** is a type of comparative scale where respondents are presented with two alternatives and they are asked to choose which they prefer (according to a criterion).

**Paired Depth:** depth interviews conducted with two respondents simultaneously (see also Friendship Pair Interview).

**Pairwise Deletion:** is a treatment of survey data where only the completed questions are analysed, i.e. partially complete responses are not excluded from the analysis.

**Panel:** a group of respondents that participate in several market research studies over a period of time (see also Consumer Panel).
Panel Research: identical group (panel) of respondents that are measured repeatedly over time with respect to the same variable(s).

Pan-Cultural Analysis: is the collection of data from different countries (or cultural units) and analysis of the aggregated data.

Panel Conditioning: is a form of systematic error that occurs when panel participants change their behaviour (that is being observed) as a result of being part of the panel.

Pantry Check: see Home Audit.

PAPI (Paper and Pencil Interviewing): survey in which the respondent fills out a traditional paper questionnaire, usually administered by interviewer.

Parallel Groups: groups of experimental subjects that are studied over the same time period for purposes of comparison.

Parallel Importing: importers buy products from distributors in one country and sell them in another to distributors who are not part of the manufacturer’s normal distribution chain. Caused by price differences for the same product between countries.

Parameter: characteristics of a population such as the mean or standard deviation, distinguished from the characteristics of a sample taken from a population, these are statistics.

Parametric Analyses: statistical methods which assume the normal (i.e. Gaussian) distribution of data e.g. paired t-test.

Parametric Test: is a test that involves metric data (i.e. data from interval or ratio scales that can be analysed statistically).

Parfitt-Collins Model: model for forecasting the market share of a product/service by using early panel data sales results.
**Partial Complete:** where a respondent does not get to the end of a survey. The questions that have been answered may or may not be included in the final data set.

**Partial Correlation Coefficient:** is a statistic that is calculated to measure the association between two variables after controlling (or adjusting) for the effects of one or more additional variables.

**Participant:** is a general term covering anyone who is involved in a research study and not just someone who is interviewed, e.g. may be involved in an observation study.

**P.A.T.:** Profit After Tax. Also known as Net Profit.

**Patent:** temporary monopoly given by law to an inventor, which allows the inventor to prevent others from exploiting the invention. Term of the monopoly varies from country to country but is usually 15-20 years. A patent gives protection in the country in which it is granted only. Consequently, an inventor must file a patent application in all countries in which patent protection is required.

**Patent Expiry:** date at which patent protection for a branded product expires.

**Pathology:** the study of the causes, nature, mechanisms and consequences of diseases.

**Patient Diary Study:** collection of data relating to an individual patient taken from actual case notes/records (retrospective diary) or documented on a customised pro forma during the consultation (prospective diary) by the HCP responsible for the patient’s management.
**Patient Flow:** the technique of modelling the movement of patients through different stages of their treatment.

**Pattern Answering:** respondent falls into routine of responding in a pattern sometimes referred to as straight-lining, can be a symptom of fatigue or boredom.

**Payback:** time in which a new product/service has recovered its cost of development and marketing.

**PBIRG:** Pharmaceutical Business Intelligence and Research Group (the US association of pharmaceutical marketing researchers).

**P.B.T.:** profit before tax.

**P.B.I.T.:** profit before interest and taxes. Also known as operating profit or earnings before interest and tax.

**PDA:** personal data accessory.

**PDR:** Physicians Desk Reference, listing of full FDA-approved product labelling.

**Pearson Coefficient:** see Product Moment Correlation Coefficient.

**Penetration:** is the proportion (usually expressed as a percentage) of a population of interest that has accepted a product or an idea in some way.

**Penetration Pricing:** a lower price designed to penetrate the market and thus quickly produce a larger unit sales volume.

**Penetration Strategy:** a strategy designed to achieve a certain number of prescribers (normally by low prices).
**People Meter:** is an electronic device attached to a TV set that monitors which programmes are watched by whom.

**Perceived Risk:** expected negative outcome of engaging into an action (e.g. the purchase of a product/service).

**Perceived-Value Pricing:** pricing method in which the seller sets the price at a level that represents the value the intended buyers place on the product/service.

**Percentile:** a value on the scale of 0-100 that indicates the percent of a distribution that is equal to or below it.

**Percent of Sales Approach:** method for establishing the advertising appropriation whereby marketers simply multiply a firm’s past sales, forecasted sales, or a combination of the two by a standard percentage based on both what the firm traditionally has spent on Advertising and what the industry averages.

**Perception:** process by which an individual selects, organises, and interprets information inputs to create a meaningful picture of the world.

**Perceptual Mapping:** is an analysis technique that is designed to demonstrate how consumers view a concept or brand relative to the alternatives. Perceptual maps can be constructed from different types of analysis, e.g. Factor analysis, correspondence analysis and multi-dimensional scaling.

**Perfect Competition:** ideal competitive structure that would entail a large number of sellers, not one of which could significantly influence price or supply.
**Periodicity:** is a cyclical variation in a characteristic being measured. Periodicity can lead to a bias in systematic sampling when the period of the cycle coincides with the sampling interval being used.

**Personal Data:** any information relating to an identified or identifiable natural person.

**Personal Interview:** when an interview is carried out face-to-face between an interviewer and a respondent.

**Personal Observation:** is when researchers record the behaviour of interest or events taking place (as opposed to mechanical observation i.e. by video camera).

**Personal Selling:** process of informing customers and persuading them to purchase products through personal communication in an exchange situation.

**Personification Technique:** is a projective technique where participants are asked to ascribe “personality-type” traits or characteristics to a product/brand or idea.

**Pharmaco-dynamics:** the sum total of the physiological, pharmacological, biochemical and therapeutic effects of drugs in the body following administration.

**Pharmaco-economics:** application of economic theories and principles to the evaluation of medicines.

**Pharmacokinetics:** the process of absorption, distribution, metabolism (bio transformation) and elimination of medicines from the body.

**Pharmacology:** the study of the nature of drugs, the processes they undergo in the body and their actions.
**Pharmaco-vigilance:** scientific collection and assessment of information from Healthcare Professionals and patients to detect and quantify adverse drug reactions in order to improve the safety of medicines brought to market.

**Pharmacy Dispensing:** measures retail pharmacy dispensing and provides a measure of sales closer to the end point in the channel of distribution i.e. the patient.

**Pharmacy Purchase Price:** price at which the wholesaler is expected to supply a product to pharmacy. It tends to include wholesale margins, and tends to exclude discounts and local taxes. It is comparable with the LMR/ex manufacturer price as follows: Pharmacy Purchase Price = LMR + Wholesale Margin.

**Phases of Clinical Trials:** trials planned and initiated after IND (investigational new drug) submission, measuring different endpoints, comparators etc. to address regulatory and marketing issues.

**Phase I:** the first exercise to test a drug on human subjects. It is usually carried out on normal male volunteers to evaluate safety as well as the tolerable dose-range and regimen.

**Phase IIA:** pilot clinical trials intended to test the efficacy and safety in selected human groups with the target disease.

**Phase IIB:** rigorously designed well-controlled trials to evaluate efficacy and safety. It is the most valid evidence of clinical efficacy of a new drug.

**Phase IIIA:** studies in larger numbers of patients (often in multiple sites) in order to generate further evidence of efficacy and safety under controlled and uncontrolled conditions as well as in special patient groups (e.g. those with renal insufficiency or liver dysfunction). This takes place before the submission of the NDA dossier.
Phase IIIB: a trial initiated after the submission of an NDA but before approval in order to further substantiate efficacy based on other end-points such as subjective sense of improvement, quality of life and resource utilisation.

Phase IV: sometimes referred to as post-marketing surveillance studies, these are designed to provide additional information on the safety and efficacy profile of the drug in the real world. Their designs could be as formal controlled studies or as observational (‘naturalistic’) studies.

Physical Distribution: integrated set of activities that deal with managing the movement of products within firms and through marketing channels.

Physiological Needs: needs that must be satisfied if an individual wants to survive (physiologically): food/air/shelter/relief of pain/sex etc.

Pictograph: is a type of graph that uses pictures or symbols to display the data.

Pilot: in market research, a small-scale pre-test of a questionnaire or discussion guide to ensure accuracy, smooth flow, absence of ambiguity and assess time required to administer. Also used in clinical research as a preliminary test of hypothesis.

PIMS (Profit Impact on Marketing): a Strategic Planning Institute (SPI) research programme that provides reports on the (marketing) efficiency of SPI member firms; these reports assist the member firms in analysing marketing performance and formulating marketing strategies.

Pioneer Advertising: type of advertising that informs persons about what a product is, what it does, how it can be used, and where it can be purchased.
**Pipeline:** the range of products in clinical development for a company. (see Phases of Clinical Trials).

**Place:** the distribution channels used, e.g. outlet locations or methods of transport.

**Placebo:** an inactive, usually innocuous, substance given to a control group during a clinical trial.

**PMS:** Post-Marketing Surveillance. Observational studies carried out after approval to less rigorous standards than RCTs to improve product marketability.

**Point of Sales:** establishment where products/services are sold to the final customer.

**Poll:** a survey in which public opinions form the subject matter and are collected by means of a random sample.

**Pop Up Survey:** a survey that ‘pops up’ in its own window.

**Population:** is the group whom the researcher wants to investigate and from whom a sample will be drawn.

**Population Mis-specification Error:** is a type of non-sampling error caused by incorrectly defining the population of interest for a survey and either excluding or including certain types of respondents, e.g. limiting a survey to previous consumers of a product (and not asking the views of those who have not tried it).

**Portfolio:** the total range of products offered by the company. Also incorporates those products in development.

**Portfolio Planning:** assessment by senior management of therapeutic areas and key targets for prioritisation in research and development.
**Position Bias:** see Order Bias.

**Positioning:** the act of creating and communicating what a product can offer, to whom and why it should be adopted, so that it will occupy a distinct and sustainable competitive position in the mind of the target consumer.

**Positioning Statement:** written declaration by a company regarding its view of the positioning of its product or service in the marketplace. (see Positioning).

**Post Purchase Evaluation:** evaluation of a product after consumption or use. The degree of satisfaction (disappointment/satisfaction/enthusiasm) has influence on the subsequent (repurchase) behaviour.

**Postal Survey:** any survey carried out by post, using a self-completion questionnaire or diary.

**Post-Test:** is an evaluation of advertising after it has been run in the media.

**Post-Test Only Control Group Design:** is a type of true experimental design where test units are randomly allocated to an experimental group and a control group. The experimental group is exposed to a treatment and both groups are measured afterwards.

**Power:** is the probability in a statistical test that a hypothesis testing procedure will lead to a rejection of a null hypothesis that is false (that it will not make a Type II error). The power is one minus the probability of committing a Type II error, i.e. $1-\beta$.

**P.P.R.S.:** Prescription Pricing Regulatory System. UK pricing formula agreed between the NHS and drug companies.
**Pragmatic Validity:** predictive criterion related validity. Approach to validate a measure in respect to the usefulness of predicting some other characteristics of the individual.

**Pre and Post-Launch Tracking:** the evaluation of the effectiveness of a launch campaign. Involves establishing a baseline of behaviour and attitudes pre-launch, then comparing this with behaviour and attitudes post-launch. May be a one-off study or may be repeated for months or even years.

**Precision:** statistical definition refers to the size of the estimating interval when estimating a population parameter.

**Precision Level:** is a measure of the spread of a confidence interval. The narrower the interval, the higher the level of precision.

**Pre-coding:** is the assignment of codes (coding) before the fieldwork of a survey is carried out to facilitate data processing.

**Prediction Intervals:** the bounds within which future observed values are expected to fall, given a specified level of confidence. For example, a 95% prediction interval is expected to contain the actual forecast 95% of the time. However, estimated prediction intervals are typically too narrow for quantitative and judgmental forecasting methods.

**Predictive Validity:** is the degree to which a measured marketing phenomenon at one point in time is able to predict another marketing phenomenon at a future point in time.

**Pre-experimental Design:** is an experimental design where randomisation procedures are not used to control for external variables. Examples of pre-experimental designs are: one-shot case study, one group pre-test/post-test and a static group.
**Preference**: a term derived from economics and decision theory used to refer to the relative desirability or value of a given state or outcome for an individual or population.

**Preference Share**: derived from trade-off analysis, the value assigned to a product based on an assessment of its attributes.

**Pre-Marketing**: any marketing activity before the effective launch of a product/service.

**Pre-Measurement Error**: see Pre-Testing Bias.

**Pre-Recruited Participants**: are selected participants who have been contacted before the research fieldwork takes place and they have agreed to participate in the study.

**Prescriber Targeting**: the targeting of individual, named physicians based on e.g. practice size, psychological profile, prescribing behaviour.

**Prescription (Data)**: an account of what drug/treatment formulation and dose the doctor intended the patient to receive, not what the pharmacist dispensed.

**Pre-Test**: as opposed to post-test, a test of something before it has been exposed to the public, particularly advertising and promotional material.

**Pre-Testing Bias**: is when the pre-testing in an experiment has a systematic effect on the main experimental results, regardless of what happens between the measurements.

**Pre-Test Manipulation Interaction Bias**: is present when the pre-testing in an experiment heightens participants’ sensitivity and makes them behave in a systematically different way during the experiment that prevents the results being generalised to a population of interest (i.e. it reduces external validity).
**Pre-Test/Post-Test Control Group Design:** is a type of true experimental design where test units are randomly allocated to an experimental group and a control group. Both groups are measured before and after the experimental group is exposed to a treatment.

**Prevalence:** total number of cases of a disease area or condition in existence at any one point in time. (see Incidence Rate).

**Price:** the stated amount of money charged for a product or the monetary amount agreed for an exchange between the buyer and seller.

**Price Competition:** policy whereby a marketer emphasises price as an issue and matches or beats the prices of competitors also emphasising low prices.

**Price Differential:** any difference in the prices charged for the same product to different market segments or in different geographic regions.

**Price Differentiation:** demand-oriented pricing method whereby a firm uses more than one price in the marketing of a specific product; differentiation of prices can be based on several dimensions e.g. type of customers, type of distribution used, the time of the purchase, region where the product is sold.

**Price Discrimination:** a policy whereby some buyers are charged lower prices than other buyers, which gives those paying less a competitive advantage.
**Price Elasticity of Demand:** responsiveness of demand to changes in prices. Elastic products are very responsive, so that a price increase leads to a fall in demand, while inelastic products are very unresponsive and thus a rise in price leads to little or no change in demand. A unique life saving drug may have an inelastic demand pattern with respect to price.

**Price Leadership:** recognition and adoption of a price that has been set by one or more members of the industry (competitor). Normally in situations in which the “price-follower” is too weak to influence the market price.

**Price Quality Relation:** relationship between perceived value of a product or service and the paid price.

**Price Sensitivity:** the extent to which price is an important criterion in the customer’s decision making process; thus a price sensitive customer is likely to notice a price rise and switch to a cheaper brand or supplier.

**Price Sensitivity Meter (PSM):** a technique for assessing price consciousness consisting of a set of four questions - asking respondents at what prices they perceive a product would be cheap or expensive, and also so cheap or so expensive they would not buy it. Sometimes referred to as Van Westondorp’s method.

**Price Skimming:** pricing policy whereby an organisation charges the highest possible price that buyers who most desire the product will pay.

**Price Structure:** time and conditions of payment, reimbursement by healthcare authorities, discounts and other conditions of pricing in a given market.
**Pricing Methods:** way in which the companies in a given market fix their price. Dependent on the market conditions prices can be calculated cost-orientated (mark-up pricing), demand-orientated or competition-orientated.

**Pricing Policy:** a guiding philosophy or course of action designed to influence and determine pricing decisions.

**Pricing Strategy:** deliberate planning of the pricing structure in relation to factors such as consumer desires, product attributes and competition in such a way as to fit in with the overall profitability of the company.

**Primacy:** tendency to place greater emphasis (e.g. in terms of recall) upon the items at the top of a list that is read as oppose to the recency effect which is the tendency to place more emphasis upon the items at the end of a list that has been read out.

**Primary Data:** are data that are collected specifically for a current research project to address information needs or gaps (as opposed to secondary data which already exists and can be purchased or interrogated as required).

**Primary Effect:** 1. tendency to remember the first elements heard/seen of a list of terms to be recalled. 2. tendency to attribute more weight to first seen concepts or statements in a research study.

**Primary Research:** original, new marketing research, which involves collecting information for a specific purpose (from focus groups, individual face to face interviews, telephone interviews, postal surveys or web based research), and may involve commissioning a study tailored to filling the information gap. (see Qualitative, Quantitative and Secondary Research).
**Private Brand:** a brand that is initiated and owned by a reseller; also called a retail brand.

**PRN:** physician terminology for “Take as Required”.

**Probability:** the probability of an event is expressed as a number from 0 to 1. An impossible event has probability of zero. A certain event has a probability of 1.

**Probability Proportionate to Size:** is an approach used in cluster sampling where the clusters have widely differing numbers of units in them. Clusters are selected with a probability proportional to the number of units in them. The units within each selected cluster are then sampled with a probability inversely proportional to the number of units, so that the probability of selecting each unit from the selected clusters is equal.

**Probability Sample:** is a sample where all units in the population of interest have a known and non-zero chance of being selected. Examples of probability samples are: Simple, Random, Systematic, Stratified and Cluster.

**Probe:** any non-directive stimulus that an interviewer uses in order to obtain an answer from an informant, or to encourage elucidation of the original answer, or to seek additional detail.

**Problem Children:** defined in the Boston Consulting Group Portfolio Matrix as products or services with low market share in a high growth market. Problem Children (also called “Question Marks”) are products/services that possibly will grow to be “Stars” and for this reason have a high demand for cash (generated e.g. by “Cash Cows”). See also Dogs.
**Problem-Solution Approach:** selling approach in which the salesperson argues along the perceived problems of the customer and tries to offer the best solution (option).

**Processing:** collecting/recording/storing of information and subsequent organisation/adaptation/consultation/interrogation and dissemination of the data.

**Processing Error:** is a type of non-sampling error caused during the processing of the data. Examples include the incorrect entry of data and incorrect assignment of values.

**Procurement:** function normally executed by the purchasing department. Covers the activities of the time period from the moment an item or service is requisitioned until its delivery.

**Prodigy:** prescribing rationally with decision support in general practice study. Computer based decision support system used in the UK to improve evidence based prescribing cost-effectiveness.

**Product:** a good or service offered or performed by an organisation or individual.

**Product Adaptation:** strategic approach in which a new product/service is developed by modifying or improving an existing offer (“me-too but better/cheaper/quicker”). This strategy contrasts with pioneering or pure imitation.

**Product Adoption Process:** the multi-stage process of buyer acceptance of a product: awareness, interest, evaluation, trial, and adoption.

**Product Attributes:** characteristic by which products/services are identified and differentiated. (Normally: Features/functions/benefits/uses).
**Product Champion:** an individual who takes on or is given responsibility to promote a particular product or project within an organisation and bring it to a successful conclusion (e.g. product manager).

**Product Class:** group of products that are seen as homogeneous or substitutes in the eyes of the customer in a given product segment.

**Product Concept:** verbal and/or pictorial representation of a new product/service proposal, normally described by its features and benefit(s).

**Product Differentiation:** the process of making a product distinctive along a factor or set of factors important for customer choice.

**Product Evolution:** the product development is seen in parallel to the pattern of evolution in nature. Gradual changes and modifications to keep it competitive or to attract new buyers.

**Product Image:** what customers believe the product to be and what emotional/rational associations it has, over and above objective technical performance.

**Product Innovation:** activities to create a new product/service. Different from invention (finding a new idea), the innovation process includes the work required to bring the idea into the final form for marketing.

**Product Life Cycle:** concept suggesting that a product goes through various stages in the course of its life: introduction, growth, maturity and decline. At each stage, a product’s marketing mix might change, as will its revenue and profit profile.
**Product Line:** group of closely related products that are considered a unit because of marketing, technical, or end-use considerations.

**Product Manager:** person who holds a staff position in a multi-product company; responsible for a product, a product line, or several distinct products that are considered an interrelated group. He/she is responsible for co-ordination of functional areas to support and ensure the success of a product from marketing research to sales (see Product Champion).

**Product Mapping:** multi-dimensional maps of product brand positioning, often revealing indirect competition between different product choices.

**Product-Market Matrix:** framework (also called the Ansoff-matrix) for considering the relationship between strategic directions and marketing strategy by the two dimensions: Product (current/new) and Market (current/new). Derived strategies: Market penetration/Product development/Market development/Diversification.

**Product Mix:** the composite of products that an organisation makes available to consumers.

**Product Modification:** alteration of one or more characteristics of a current product/service to make it “fit” better to the market demand. Contrasts to creation of a line extension and repositioning of the current offering.
Product Moment Correlation Coefficient (\(r\)): is a statistic that is calculated to determine whether a linear relationship exists between two metric variables and it takes values between -1 and +1 (depending on the degree of the relationship). A negative value indicates that the variables move in opposite directions and a positive value indicates that they move in the same direction. A value of 0 indicates that there is no linear relationship (although there may be a non-linear relationship).

Product Orientation: strategic marketing approach to business that centres its activities on continually improving and refining its products, assuming that customers simply want the best possible quality for their money.

Product Perception: personal interpretation of a product/brand; the reception of sensory stimuli and conscious or unconscious application of them to form an acceptable interpretation of their meaning.

Product Portfolio: see Portfolio.

Product Portfolio Analysis (BCG Approach): strategic planning approach (used by the Boston Consulting Group / BCG) based on the philosophy that a product’s market growth rate and its relative market share are important considerations in determining its market strategy.

Product Positioning: see Positioning.

Product Profile/Concept: detailed description of a product’s features and benefits, sometimes expressed as verbal summary or numerical rating against predetermined performance criteria, which is used to provoke a reaction from a target prescriber, patient or influencer.
**Product Promise:** succinct expression distilling core brand values and user benefits.

**Product Quality:** the measure of the extent to which the benefits of a product (perceived problem solution potential) meet the requirements of the buyer/user of a product/service. Process of quality assessment depends on the individual requirements.

**Product Repositioning:** modification of positioning to make an existing product more successful.

**Product Use Test:** form of a test in which the quality of product/service is measured in respect to the practical use.

**Production Orientation:** the point of view that increasing the efficiency of production is the primary means of increasing an organisation’s profits. There is little regard for customers’ desires.

**Professional Respondent:** is one who regularly attends group discussions, whose views may well not be typical of the intended respondents.

**Profile:** is a general term that covers the description of a population of interest (or a sub-group) according to certain characteristics. For example a demographic profile describes consumers in terms of their age, gender, life-cycle stage and occupation.

**Projectability:** the capability of research results to be extrapolated to the larger universe, on the assumption that the sample is representative of the total.

**Project Team:** multidisciplinary team managing drug development and commercialisation processes.
**Projection:** a statistical forecast of data based on analysis of historical values.

**Projective Techniques:** type of creative qualitative research technique allowing respondents to express their own views/motivations by projecting them onto a third party or object (e.g. describing the typical aspirin prescriber, word association, role plays, analogies – if this product were an object what object would it be and why etc).

**Promotion:** the communication with individuals, groups, or organisations to directly or indirectly influence audience members attitudes in order to accept/purchase an organisation’s products/service.

**Promotion Mix:** the specific combination of promotional methods an organisation uses for a particular product/service.

**Promotion Models:** models to estimate the effects of promotional activities (e.g. effects of temporary price changes, increase of advertising etc.). Normally measured by market response functions or by empirical market data that are assessed by (experienced) managers (BRAND AID model).

**Promotional Spend:** total amount spent on promotion by product. For example, the total cost of Journal Advertising, Direct Mail, DTC Advertising and Detailing, etc.

**Promotional Testing:** marketing research testing the effectiveness or otherwise of new promotional concepts and materials.

**Prompt:** as distinct from a probe, this term covers any method used to suggest specific possible answers to a question.
**Prompt Card:** a card that lists the possible answers to a question.

**Prompt Material:** is any material that is shown to participants in research projects.

**Prompted Awareness:** is the percentage of respondents who claim to have seen something (e.g. a brand or an advert) after having been shown some form of stimulus material.

**Proportionate Stratified Sample:** is a type of probability sample where the probability of a unit being selected from a stratum is proportional to the number of units in the stratum.

**Proposal:** is an outline (usually in writing) of how marketing research data could be collected and used to solve a specific problem or information need. Research suppliers normally write proposals and they usually are divided into the following sections: - background, objectives, sample, methodology, costing and timings.

**Proprietary Products (Popular):** proprietary products can be advertised to the public and are not subject to regulations.

**Proprietary Software:** information purchased by a company from an external information provider that is provided in a technological environment. The supplier wholly owns the software.

**Proprietary Techniques:** are research techniques that are considered to be the intellectual property of a research supplier.

**Prospective/Longitudinal:** a study conducted over a period of time for the purpose of describing or comparing populations for defined clinical or non-clinical parameters at baseline and/or at end of study. Experimental studies such as clinical trials are typical examples of prospective/longitudinal studies.
**Psychodrawing:** a projective technique that requires people to express themselves non-verbally, by making a drawing that reflects their feelings about a product or brand or disease area.

**Psychographics:** the study of why consumers behave the way they do typically examining demographic characteristics, lifestyle, personality, beliefs and values.

**Psychological Pricing:** pricing method designed to encourage purchases that are based on emotional reactions rather than rational responses.

**Psychometrics:** the science of measurement of subjective constructs (e.g. quality of life) by scaled responses to item questions. It demonstrates the extent to which the scores thus generated are valid, reliable and sensitive to change using principles of statistics, behavioural sciences and psychophysics.

**Public Domain:** information that is external to the company and can be utilised without a financial subscription in place.

**Public Price:** theoretical price that a member of public would pay for a product on production of a private prescription, excluding the effect of any local taxes. This price tends to take into account the Pharmacy Margin, and tends to ignore the effects of any co-payment, reimbursement or local taxes. Comparable with Pharmacy Purchase Price as follows: Public Price Excluding Tax = Pharmacy Purchase Price + Pharmacy Margin.

**Public Relations:** the management of communications and relationships to establish goodwill and mutual understanding between an organisation and its public.
**Pull Strategy:** communicational and promotional activities normally by the producer to convince the customer (consumer) to request a specific product/brand/service from the retail channel members (Alternative: push strategy).

**Pupilometer:** is a device used to measure the dilation of a participant’s pupil in response to a visual stimulus.

**Purchasing Power:** a buyer’s income, credit, and wealth available for purchasing products.

**Purchase Intentions:** is a measure of respondents’ attitudes towards buying a particular product or service.

**Purposive Sample:** see Quota Sampling.

**Purposive Sampling:** as its name would suggest, purposive sampling is about selecting a particular sample on purpose. Often used in qualitative research. The dimensions or factors according to which the sample is drawn up are analytically and theoretically linked to the research question(s) being addressed.

**Push Strategy:** an attempt to sell into channel intermediaries using personal selling and sales promotions and fulfilling their specific requirements.
**Q-Sort Scaling:** is a type of comparative scale where respondents are asked to sort statements on cards (usually) into piles according to specific criteria. It is a useful technique for sorting relatively large numbers of options quite quickly.

**Q-Sort Technique:** form of data processing method (e.g. in Factor Analysis). Respondents have to sort a number of statements by placing a defined number of statements into a specified sorting category. This gives the possibility to determine relative rankings of stimuli by individuals and allows for deriving clusters of individuals who show similar preference orders of stimuli.

**Q-Spread:** the distance between the first and third sample quartiles.

**Qualitative Research:** marketing research to explore opinion and value judgement of individuals from which collective general conclusions may be drawn. Such research usually involves group discussions or depth interviews (see Quantitative research).

**Quality Assurance Programme:** an exercise aimed at monitoring and improving the quality of healthcare delivery.

**Quality of Life (QOL):** a subjective self-appraisal of perceptions, functioning, opportunities and satisfaction with life.

**Quality Adjusted Life Year (QALY):** a product of life-years expected adjusted with a utility (preference-rated quality of life) adjustment factor.

**Quality Control (QC):** refers to a set of procedures to ensure that interviewers follow the instructions provided by the sampling plan.
**Quantitative Research:** involves the collection of samples of quantitative data large enough to allow some form of statistical analysis to be applied to the results.

**Quartiles:** the division of the observation distribution into quarters (in the same way the median divides the distribution in half).

**Quasi-experimental Design:** is a type of experimental design that applies some but not all of the procedures of a true experiment and lacks full experimental control. Examples of quasi-experimental designs are: time series and multiple time series.

**Questionnaire:** a structured instrument for collecting data consisting largely of a series of pre-coded, closed questions. Questionnaires can be in self-completion format, administered by an interviewer, or completed online.

**Quid Pro Quo:** expression used in licensing to describe a product swap, with or without additional financial compensation.

**Quintiles:** are sets of four values that divide the total frequency into five equal parts.

**Quota Sampling:** non-probability sampling in which the target sample is structured to include pre-defined numbers of respondents with specific and identifiable characteristics. The actual final choice of respondents is left to the interviewers.

**Quotable Quote:** extract from credible source, such as medical journal, and/or reputable speaker, for example endorsing a particular product, which is used in a promotional piece. Such quotes must be used in the correct context.

**Quotation:** specific offer, verbal or written, of goods or services, the acceptance of which will form a contract.
**Radio Button:** used in online questionnaires. Allows respondent to choose only one option from a list of possible answers.

**Random Digit Dialling:** is a method of reducing sampling frame error and involves the use of randomly generated numbers for a telephone survey to make the sample more representative, instead of relying on telephone directories or other lists of numbers that may exclude certain types of consumers.

**Random Error:** is an error that affects measurements in an unpredictable way due to random chance changes or differences that could not be recreated.

**Random Sampling:** type of sampling in which all the units in a population have an equal chance of appearing in the sample, also known as probability sampling.

**Random Sampling Error:** is the error caused by a particular sample not being representative of the population of interest due to random variation.

**Randomisation:** involves the use of random chance to assign experimental (and control) units to different treatments.

**Randomised Block Design:** is a type of statistical experimental design where units are blocked (or grouped) on the basis of one external variable to ensure that the experimental and control group are matched on that variable.
**Randomised Trials:** trials in which the allocation of subjects to different groups is done such that any one subject has the same chances as another of being included in any of the experimental categories. (RCT = Randomised Controlled Trial).

**Range:** is a measure of variability that is the difference between the largest and the smallest value in a set of values.

**Rank Order Scaling:** is a type of comparative scale where respondents are presented with a set of objects and they are asked to rank them in sequence according to a criterion such as preference, importance, effectiveness etc. Order can be *ordinal* (e.g. A is higher than B) or *relative* (e.g. A=10, b=6).

**Ranked Scale:** see Ordinal Scale.

**Rapporteur:** country selected by a company to conduct a New Drug Application review as a first step in the pan-EU registration procedure.

**Rate of Return:** discount rate (closest to the company’s opportunity costs of capital) that will equate the present worth of the negative and positive cash flows associated with an alternative.

**Rate of Return Pricing:** method of price determination by adding a specific mark-up that will generate a predefined return on investment.

**Rating Scale (Health Outcomes):** a visual analogue scale with clearly defined anchors, e.g. 0 = death; 100 = perfect health.
Rating Scale (Marketing): scale used to gauge or measure opinions, feelings or reactions of respondents on specific issues/parameters. May be nominal (numbers/levels on scale are no more than labels), ordinal (showing relative position of options but not the magnitude of difference e.g. Likert Scale agree/disagree format), interval (numbers indicate magnitude of difference between scale points but there is no zero point e.g. attitudinal scales) or ratio (includes magnitude of difference and zero point e.g. age, height).

Ratio Scale: is a type of interval scale with a zero point, which represents an absence of the characteristic being measured, on which scale values indicate magnitude and can be compared arithmetically e.g. age, height, income. The data from ratio scales can be analysed statistically (which is not possible with data from nominal or ordinal scales).

RCTs: Randomised, Controlled Trials. Scientifically, the most rigorous design, whereby adequate numbers of well-matched subjects are randomly assigned to different treatment groups and carefully monitored.

Reach: is the proportion of a specified television audience or universe who have been contacted by an advert at least once.

Reactive Bias: is a type of experimental error where participants in an experiment change their normal behaviour as a direct result of the experimental conditions.

Recall Test: widely used test of advertising/sales detail effectiveness. Sample of the members of the (target) audience are asked to recall advertising/sales detail messages seen and/or heard a time period (“day after”) after exposure to a media vehicle (“Aided recall”: Respondents are prompted with elements of the ad/detail. “Unaided recall”: Respondents are not prompted with elements of the ad/detail).
**Recency Effect:** tendency to remember the last elements last heard/seen of a list of terms to be recalled.

**Recession:** stage in the business cycle, during which unemployment rises and total buying power declines, stifling both consumers and businesses’ propensity to spend.

**Recognition Test:** a post-test method of evaluating the effectiveness of advertising; individual respondents are shown the actual advertisement and asked whether they recognise it.

**Recommendations:** are suggested courses of action or an assessment of the relative strengths and weaknesses of particular courses of action.

**Reconvened Group Discussion:** refers to two group discussions with the same participants that are separated by a period of time.

**Record:** any written/visual/audio information collected, processed, stored or analysed relating to a market research project (incl. brief, proposal, guide/questionnaire, sampling list/frame, respondent identification and details, fieldwork schedule, quality control protocol etc).

**Recruiter:** is the person who locates and invites selected participants to participate in a market research study.

**Reference Group:** a group with which an individual identifies so much that he or she takes on many of the values, attitudes, and/or behaviours of group members.

**Reference Price:** 1) price of the same/similar product available in the same country or a reference country, used by governments to set launch prices for a new pharmaceutical. 2) price that customers use to compare the offered price of a product/service.
**Refusal Rate:** the number of people who refuse to be interviewed, as a proportion either of the number selected for the sample, or of the number of contacts.

**Regression:** a range of statistical projection tools used to identify the trend of a data set over time.

**Regression Analysis:** is the analysis of the relationship between a dependent variable and one or more independent variables. Its purpose is to determine whether a relationship exists and the strength of the relationship. It is also used to determine the mathematical relationship between the variables, predict the values of the dependent variable and control other independent variables when evaluating the effect of one or more independent variables.

**Reimbursement:** healthcare systems agreement to cover the costs of pharmaceuticals treatments for patients. Mechanisms and levels of reimbursement vary by country and product, from full, or partial to no coverage.

**Reinforcement:** the reward experienced by an organism for the response that the experimenter was trying to create (Central term in learning theory).

**Relationship Marketing:** deliberate building of strong relations with (internal and external) customers with the aim of satisfying their needs and wants in order to keep them enthusiastic. In this way (internal and external) customer retention will create an ongoing market success.

**Relative Market Share:** share of market segment relative to largest (group of) competitor(s).
**Relative Price:** the price of a product compared to the weighted average price of the market. This is weighted by usage to take account of factors such as generics, which tend to have a high share but a low price.

**Reliability:** reliability exists when a sample is representative of the population; it also exists when repeated use of an instrument produces almost identical results.

**Reminder Advertising:** advertising used to remind consumers that an established brand is still around and that it has certain uses, characteristics, and benefits.

**Repeat Rate:** the proportion of first-time users of a product who purchase the product at least a second time.

**Repertory Grid:** an interviewing technique, based on George Kelly’s Personal Construct Theory, using factor analysis to evaluate the personality of the interviewee and adjusting the course and content of the interview to maximise the quality of data collected.

**Representative Sample:** is a sample that contains units in the same proportion as the population of interest.

**Reproducibility:** ability of an instrument to produce identical measurements under different conditions or at different times provided the attribute being measured remains unchanged. Usually assessed by determining test-retest correlation coefficients.

**Re-Screening:** a brief interview conducted with potential participants when they arrive at a facility to ensure that they completely qualify for the session. Re-screening normally uses some of the questions that were originally asked when the participants were originally recruited.
**Research Design:** is the framework for conducting a market research project that specifies how the research will be carried out.

**Research Effect:** is a general term that suggests the research itself may be contributing to a change in the data.

**Researcher:** any individual or organisation responsible for carrying out a market research project (includes client/agency personnel, consultants).

**Residual:** is the difference between an observed and a predicted value.

**Residual Error:** What still cannot be explained, after estimating the coefficients of the independent variables. Usually blamed on measurement or omissions.

**Respondent:** a person or organisation from whom information is collected for the purposes of a marketing research exercise.

**Respondent Error:** is a type of non-sampling error caused by respondents intentionally or unintentionally providing incorrect answers to research questions. Possible sources of respondent error can be due to: misunderstanding of questions, low level of education /literacy, inaccurate recall, wish to be seen to conform to social norms.

**Respondent Fatigue:** is when respondents are disinclined to continue participating in a research project and it can lead to invalid responses (usually towards the end of the research project or where interview questions/tasks are very repetitive).

**Respondent Level Data:** is data from an individual respondent.
**Response Bias:** see Respondent Error.

**Response Latency:** is the speed with which a respondent provides an answer.

**Response Rate:** the number of adequately completed interviews, questionnaires, etc obtained from a survey, expressed as a percentage of the number of eligible individuals.

**Resulting Sample:** is the sample that has been achieved in a particular research project (which may be different to the intended sample).

**Response Tendency:** tendency to follow a specific pattern in answering questions. e.g. always positive or always negative.

**Retailer:** an intermediary that purchases products for the purpose of reselling them to ultimate consumers.

**Retailing:** focuses on the activities required for exchanges in which ultimate consumers are the buyers.

**Retailing Mix:** variable instruments that a retailer has available and can combine in alternative ways as strategic tools to attract customers. (merchandising/service/pricing/advertising/promotion/store design/location etc).

**Retainer:** fee paid to an individual or company on the understanding that it will provide a service as and when required.

**R.F.P:** request for proposal. (see Brief).

**Risk Analysis:** stage in the definition of a strategic plan where the internal vulnerability (weaknesses) and the external threats are identified. (Part of the SWOT Analysis).
R.O.A.: return on assets.
R.O.E.: return on equity.
R.O.I.: return on investment.
R.O.N.A.: return on net assets.
R.O.S.: return on sales.

Role: set of actions and activities that a person in a particular position is supposed to perform, based on the expectations of both the individual and the persons around the individual.

Role Playing: is a projective technique where participants are asked to play the role or assume the behaviour/opinions of someone else.

Round Robin: an experimental design for product testing in which all of the options to be tested/explored are arranged equally in order and selected in turn.

Routine Response Behaviour: the type of decision-making a consumer uses when buying frequently purchased, low-cost items that require very little search and decision effort.

Routing: instructions to the interviewer or respondent (in a self-completion questionnaire) directing them to the next question to be answered, based on their previous responses.

Rx: abbreviation to denote prescription. see Prescription.
Safety: the extent to which a drug is free from harmful effects.

Sagacity Segmentation: is a means of segmenting a population of interest using life-cycle stage, income and occupation variables.

Sales Audit: collection of information by external information suppliers based on sales from wholesalers and manufacturers to retail and hospital pharmacies.

Sales Force: group of representatives who visit and detail target individuals with a view to encouraging prescription of their organisation’s products.

Sales Force Monitoring: process of measuring the effectiveness of a team of sales representatives against a range of pre-determined targets. This may include performance against sales targets, call rates, coverage of target customers, etc.

Sales Forecast: estimation of the currency and/or unit sale for a given future period in a proposed marketing plan.

Sales Organisation: organisational forms of sales forces. Can be centralised (corporate level) or decentralised (divisional level). Specialisation can be different: full product line by one sales person per territory vs. specialised by product/market/type of account etc.

Sales Orientation: a focus on increasing an organisation’s sales as the major way to increase profits.

Sales Potential: part of a market potential that a company can expect to achieve.
**Sales Promotion:** any activity which is not face-to-face, but which is concerned with increasing sales. Term is often taken to exclude above-the-line advertising.

**Sales Reports:** report produced by salespeople to inform management about the developments of the respective market segment and about activities and results of the salesperson.

**Sales Territory:** geographic or therapeutic/disease related segment of the company’s market assigned to a specific salesperson or a group of sales representatives.

**Sales Training:** educational program designed to inform salespersons on management’s expectations of job responsibilities and to provide the salesperson with the knowledge and skills to meet the sales targets.

**Sales-Oriented Organisation:** a general belief that personal selling and advertising are the primary tools used to generate profits and that most products/services regardless of consumers’ needs can be sold if the right quantity and quality of personal selling and advertising are used. Developed as a consequence of over-production in the 70’s.

**Sampling:** selecting representative units/respondents from a total population.

**Sample Control:** is the efficiency and the effectiveness of the sampling approach at reaching the units specified in the research brief.

**Sample Definition:** is a description of the ideal (or the intended) sample for a research project.

**Sample Selection Error:** occurs in experiments when a bias is introduced into the way in which experimental units are assigned to groups.
**Sample Size:** is the number of sample units to be included in the sample.

**Sample Unit:** an individual member of the sample.

**Sampling Error:** an estimate derived from a sample is usually different from the true value for the population as a whole. The term standard error is often used to refer to sampling error.

**Sampling Frame:** is a list of the population of interest that is used to draw the sample in a survey, e.g. a telephone directory or a list of members of a professional group.

**Sampling Interval:** is the size of the step between selected units in systematic sampling.

**Sampling Plan:** is a set of instructions given to interviewers concerning the selection of participants for a research project.

**Sampling with Replacement:** is when sample units can be replaced (delete included) more than once in the sample to maintain a constant probability of selection.

**Sampling without Replacement:** is when sample units cannot be included more than once in the sample.

**Satisficing:** respondents providing responses that they deem are satisfactory rather than optimal responses, can be a result of respondent fatigue.

**Satisfaction/Dissatisfaction:** positive/negative reaction to a product/service after buying/using it in terms of the extent to which it fulfils the buyer/user’s needs or expectations.
**Saturation Point:** level at which any further expansion of distribution in a market is unlikely to be achieved and where further sales are restricted to the potential arising from replacement needs or population growth.

**Scale:** a measurement tool of numerical/verbal/visual design to record respondent reactions/opinions.

**Scale Accuracy:** is the extent to which a scale is valid and reliable, i.e. free from bias and random error.

**Scale Reliability:** is the degree to which a scale is free from random error and can reproduce consistent results.

**Scale Transformation:** is the manipulation of scale variables to ensure comparability with other scales and enable comparisons to be made. The most frequently used scale transformation procedure is standardisation.

**Scale Validity:** is whether a scale measures what it is intended to measure. A scale may be biased by the way in which a question is worded and therefore the results it produces are not valid.

**Scamp:** rough layout of design for printed literature, or advertisement or other promotional material.

**Scatter Diagram:** is a plot of the values of two variables for all the cases or observations.

**Scenario:** a set of assumptions fed into a market model to simulate a particular set of future market dynamics.

**Score:** a numerical value assigned to an observation, e.g. an answer given in response to a rating scale.
**Screening Questions:** are the questions at the beginning of an interview or questionnaire to ensure that a potential respondent is eligible for the survey.

**Search Qualities:** tangible attributes of services that can be viewed prior to purchase.

**Seasonal Variations:** changes that occur regularly due to external factors/events (e.g. climate, holidays, customs).

**Second Generation Product:** product, which is related to but supersedes existing versions on the market, usually possesses superior features.

**Secondary Data:** information collected from sources that already exist either internal to the company, or external via public domain or subscription data.

**Secondary Research:** research, which involves collecting information from, sources which already exist, e.g. internal company records, sales audits, government or other official statistics, published reports, databases, market intelligence. Also known as desk research.

**Segmentation:** breakdown of a market into discrete identifiable groups, each of which may have its own (similar) special needs or characteristics e.g. demographics, attitude, behaviours, diagnoses, treatments or other characteristics.

**Segmentation Variable:** a dimension or characteristic of individuals, groups, or organisations that is used to divide a total market into segments (groups of customers with similar problems/needs).
Selection Bias: is a type of non-sampling error where the sample units are selected for treatment in a particular way that produces a different profile to the population. Selection bias can be introduced by researchers and/or by respondents (putting themselves into groups to which they aspire to belong, but they do not currently belong).

Selective Exposure: selection of some inputs to be exposed to our awareness while many others are ignored because of the inability to be conscious of all inputs at one time.

Self Administered: is where a respondent completes a survey without the assistance or involvement of a researcher, e.g. a self-completion questionnaire sent through the mail.

Self Concept: one’s own perception of himself or herself.

Self Completion: see Self Administered.

Self-Fulfilling Forecast (Prophecy): a forecast that stimulates behaviour in a way that causes the forecast to be realised.

Self Serving Bias: tendency to attribute success to oneself and failure to others.

Semantic Differential Scale: form of assessment scale in which a respondent is asked to choose a position on the scale between a set of bipolar adjectives that describes his/her feelings towards a given idea/brand object in the best way.

Semiotics: use of symbols, signs and icons to help understand and decode people’s feelings, beliefs and needs to overcome expected/conditioned responses.
**Semi-Structured Interview:** interview format used in marketing research using a mixture of structured (pre-coded) questions as well as open-ended questions. The interviewer may write in verbatim responses or the interview may be audio-taped. Interviews may also be coded and data processed. More structured than a discussion guide, requires less sophisticated interviewers.

**Sensitive Data:** personal information relating to an individual respondent’s race/ethnic origin/political opinions or affiliation/religious beliefs/physical or mental health/sexual life or orientation and criminal record history. Collection and processing of personal data may be subject to additional restrictions in terms of respondent consent.

**Sensitivity (to Change):** ability of a health status/Quality of life measure to detect important changes taking place over time even when they are small. Also referred to as responsive-responsiveness.

**Sensitivity Analysis:** assessment of the effects of a change in one or more of the assumptions used in a decision. For instance, a pharmaceutical company may analyse the effect of lowering the price of one of its products on future performance, in order to estimate the likely impact on sales and profitability.

**Sensitivity Panel:** is a type of focus group where the same participants are convened several times over a period of time in order to allow respondents to develop greater awareness of and sensitivity to the issue with a view to solving a problem or finding alternative ways of looking at it.

**Sentence Completion:** is a projective technique where participants are asked to complete a number of incomplete sentences that are provided by the researcher.
**Sequential Bias:** see Order Bias.

**Sequential Sampling:** is where the sample units are drawn one by one or in groups and the results of the drawing at any stage decide whether sampling is to continue.

**Service:** an intangible output carried out by people/organisations for the benefit of others (as opposed to goods which are material items).

**Share of Audience:** number of receivers (sets) tuned to a particular radio/TV-station during a given time period.

**Share of Mind:** is the extent to which a particular brand will be thought of in relation to a specific product category.

**Share of Promotion:** see Share of Voice.

**Share of Voice:** the share of total promotional expenditure of a product in a given market.

**Shelf Life:** the time span in which a product can safely remain in storage between production and consumption before it begins to deteriorate physically.

**Show Cards:** are types of prompt material in the form of cards with images, words or numbers that are shown to participants in research studies.

**Side Effects:** undesirable actions produced by drugs when administered for therapeutic purposes.

**Significance Level:** the maximum probability of rejecting a true null hypothesis (or committing a type I error), equal to 1 minus the confidence level.
**Sigmoid Curve:** a mathematical concept used to model the natural life cycle of living organisms, careers, marriages, businesses and products. The tilted S-shaped curve includes initial introduction/building, growth, maturity and decline phases.

**SIMALTO:** Simultaneous Attribute and Level Trade-Off. A method of trade-off research which requires respondents to rate the performance of products at different levels on key parameters based on their experience, expectations or ideals. (see Trade-Off Analysis).

**Simple Correlation:** see Product Moment Correlation Coefficient.

**Simple Random Sample:** probability sample in which each element has an equal and known chance of being included in the sample and where there is no Multi-Stage Selection, Clustering or Stratification.

**Simple Tabulation:** count of a number of cases that fall into each category when categories are based on only one variable.

**Simulated Test Market:** is a type of laboratory experiment that aims to imitate real life, where respondents are selected, interviewed and then observed making or discussing their purchases.

**Single Cross-sectional Design:** is a type of research design where one sample is drawn from the population of interest only once.

**Single Domain Instrument:** a health status instrument that explores only one aspect of health, e.g. mental function or pain.

**Single Item Scale:** is a measurement scale that gathers opinions about an object on a single dimension.
Single Product Test: see Monadic Test.

Single Response Question: is one that asks respondents for only one answer.

Single Source Data: is data on a variety of behavioural habits from consumers in the same households, such as TV watching, reading and shopping habits.

Single Variable Segmentation: simplest form of segmentation; achieved by using only one characteristic to divide or segment the market.

Situation Analysis: analysing the set of circumstances or conditions that exist when marketing activities are planned.

Skewness: refers to the symmetry of a distribution. A skewed distribution is one where the mean, the median and the mode have different values, whereas in a symmetrical distribution they all have the same value.

Skimming Policy: pricing strategy in which first those customers should be reached that are willing to pay a higher price before price reductions appeal to more price sensitive buyers. (See Penetration policy).

Skip Pattern: is a question used to guide an interviewer through a survey to different questions (i.e. skipping some questions), depending on the answers given.

Skip Questions: a skip question is one whose answer affects which question will be answered next.

Smart Mapping: technique for profiling competitive products on market-driven criteria. A step used in development of positioning and competitor strategies, key messages and to plan future studies.
**Smiling Face Scale:** is a balanced sequence of pictures of facial expressions that are often used in children’s research to obtain satisfaction ratings.

**Smoothing:** is the process of removing fluctuations in an ordered series of data.

**SMS:** Short Messaging System. Also known as text messaging. A limited technology for research.

**Snowball Sampling:** is a type of non-probability sampling where initial respondents are selected at random and subsequent respondents are then selected by referrals or information from the earlier respondents.

**Social Class:** is a means of segmenting consumers into groups based on the occupation and income of the head of household and sometimes other variables e.g. education.

**Social Desirability:** is the tendency for respondents to give answers that are socially desirable or acceptable, that may not be accurate.

**Social Group Norms:** are expected overt modes of behaviour that constitute culturally acceptable ways of behaving in specific situations. Participants in market research projects may well bias their responses in order to conform to expected behaviour.

**Social Indicators:** statistical data and series of data that facilitate the evaluation of how well a society or institution is performing in respect to (given) social values and goals.

**Social Marketing:** development of programs designed to influence the acceptability of social ideas or causes.
Socialisation: process by which an individual learns the values and appropriate behaviour pattern of a group, institution or a culture.

Socio-Economic Information: is information that is based on the occupation and income level of the head of household.

Solomon Four-Group, Six-Study Design: is a type of true experimental design where test units are randomly allocated to two experimental groups and two control groups. One of the experimental groups and one of the control groups is measured. Both experimental groups are then exposed to a treatment. Afterwards both experimental and control groups are measured. Six measurements are taken in all and the design aims to account for pre-testing bias and pre-test manipulation interaction bias.

Source Credibility: credibility of a communication or source of information or advertising message.

SPC (Summary of Product Characteristics): outline of information for Healthcare Professionals on how to use a medicine safely and effectively. Contains details of the product’s name, composition, formulation, strength, dose, method of administration, indication(s), contra-indications, special precautions, interactions, side effects, shelf life, storage and disposal.

Spearman Rank-Order Correlation: correlation analysis technique for use with ordinal data.

Specialist Research: see Expert Opinion Survey.

Speciality Product: an item that possesses one or more unique characteristics that a significant group of buyers is willing to expend considerable purchasing efforts to obtain.
**Split Ballot Technique:** is a procedure where a sample is divided into two halves and each receives a slightly different questionnaire.

**Sponsorship:** a business relationship between a provider of funds, resources or services and an individual, event, or organisation, which offers in return some rights, and association that may be used for commercial advantage.

**Spontaneous Awareness:** is a measure of how many respondents can recall a brand name or promotional message without any assistance on behalf of the interviewer.

**Spurious Correlation:** is when two variables appear to change together but there is no causal relationship between them.

**Stakeholders:** individuals or groups having a stake in the organisation’s well being, e.g. shareholders, employees, the public etc.

**Standard Deviation:** is a measure of variability (or dispersion) of a distribution and it is equal to the square root of the variance.

**Standard Error:** is a measure of the amount of sampling error present and it is equal to the standard deviation.

**Standard Error of the Mean:** see Standard Deviation.

**Standardisation:** is a scale transformation procedure that involves manipulating data from different types of scales so that they can then be compared. It consists of subtracting the sample mean from each score and dividing by the standard deviation.

**Standard Gamble:** a technique of generating patient preferences based on decision theory of choices under conditions of uncertainty.
**Standard Units:** smallest common dose of a product formulation, (e.g. 1 tablet or capsule, 5 millimetres of syrup, 1 ampoule etc.). A measure used to calculate treatment days/years. Also known as a dose unit. Calculation = Units x pack size x pack volume. Standard units are more appropriate than counting units when comparing sales and prices of products with different formulations.

**Stapel Scale:** is a type of categorical, non-comparative scale that is similar to a semantic differential scale except that instead of having two opposing adjectives, there is only one adjective in between a sequence of positive and negative categories. Respondents indicate how relevant each single characteristic is to an object in question.

**Staple Goods:** convenience products that are bought very often and consumed on a regularly basis (bread/potatoes/salt etc.).

**Star:** defined by the Boston Consulting Group Portfolio Matrix as a highly successful, profitable product which has established a competitive track record and is still growing, i.e. high market share in a market with high growth. (see Cash Cows, Dogs, Problem Children).

**Statement Alternatives:** alternative statements provided in response to a question, respondents are asked to pick the statement that is the most appropriate/most closely corresponds with their own view.

**Static Group:** is a type of pre-experimental design where there are two groups; an experimental group and a control group. The test units are not assigned randomly between both groups. The experimental group is exposed to a treatment and afterwards, both groups are measured.
**Statistical Design:** is a type of experimental design that allows for the statistical analysis and control of external variables. Examples of statistical design are: randomised blocks, Latin square and factorial design.

**Statistical Efficiency:** involves a comparison of the sampling errors generated by different sampling procedures. A statistically efficient sampling procedure is one that produces fewer sampling errors for the same sample size than the other procedures.

**Statistical Interpretation:** analysis that focuses on what is typical or what deviates from the average; it indicates how widely respondents vary and how they are distributed in relation to the variable being measured.

**Statistical Significance:** probability with which the findings of a study cannot be attributed to chance, (i.e. if repeated, the same findings would be produced). In clinical trials a 5% difference is called statistically significant.

**Stimulus Material:** any material (visual, written, auditory) presented to a respondent during fieldwork to stimulate discussion or exchange of information.

**Stimulus Response Sales Approach:** sales presentation method that emphasises the situational environment, “Saying the right things at the right time” (stimulus, based on a scripted presentation) - to elicit the desired response.

**Stochastic Analysis:** a form of analysis in which values of parameters and occurrence of outcomes are determined and expressed in terms of probabilities, usually with 95% confidence intervals (CI).

**Stochastic Fancy:** phrase for random or chance.
**Stochastic Process:** is one where there is an element of random variation.

**Store Loyalty:** degree to which the customer patronises a specific retailer.

**Storyboard:** sequence of illustrated proposals or visuals describing scenes of a proposed commercial, sales detail or promotional campaign.

**Story Completion:** is a projective technique where participants are asked to provide the conclusion to a number of incomplete stories provided by the researcher.

**Strategic Alliance:** collaboration between two or more organisations through e.g. joint ventures, licensing agreements, long-term purchasing and supply arrangements.

**Strategic Business Unit (SBU):** a division, product line, or other profit centre within a company that sells a distinct set of products and/or services to an identifiable group of customers and competes against a well-defined set of competitors.

**Strategic Marketing Planning:** a process whereby an organisation can develop marketing strategies that, when properly implemented and controlled, will contribute in achieving the organisation’s overall goals.

**Strategic Window:** limited time period in which the critical success factors in a market and the respective competences of a company fit together in an optimal way.
**Strategy**: plan for reaching certain predetermined objectives, usually quantified and more often on a relatively long time base. Steps typically include: identifying a market gap or unmet need, realising a gap; defining a target goal in terms of meeting the gap, searching for and finding all possible ways to achieve the target goal (strategic alternatives/paths), assessing the relative strengths and weaknesses of these alternative strategic paths, choosing the best, implementing and controlling the execution.

**Stratified Sample**: units in a population are divided into groups according to a common characteristic or attribute and weighted to reflect the actual representation of these groups in the target population. *Prior* stratification involves weighting before the sample is collected, *posterior* stratification weights the sample afterwards.

**Sub Contractor**: any individual or organisation that undertakes any part of a market research study (design/fieldwork/analysis/reporting) under the instruction of the Researcher.

**Stratum Chart**: is a set of line charts where the data are successively aggregated over the series. The magnitudes of each variable are represented by the areas between the line charts.

**Structured Interview**: interview format used in quantitative research using a stringent interview structure involving a written questionnaire consisting of closed pre-coded questions.

**Structured Observation**: is a form of observation study where the behaviour of interest and the method of observation are clearly specified in advance of the study.

**Structured Questions**: are those where the choice alternatives for respondents are all specified.
**Stub:** is a row heading in banner format tabulations. It is usual practice to have the dependent variables as stubs.

**Sub Sample:** is a sample of a sample, which may or may not be selected using the same approach as the original sample.

**Subjective Question:** a question that has no pre-listed answers which requires the respondent to answer in his or her own words. Also known as an open-ended question.

**Subliminal Perception:** assumption in advertising that it is possible to influence individual behaviour by impulses that is not to be overtly seen or heard by the audience. (Hypothesis not yet scientifically proved).

**Sugging:** is selling under the guise of market research and it is one of the reasons why potential participants in market research projects are sometimes reluctant to take part.

**Sum of Squares Due to Regression:** the variation explained by the regression.

**Summated Ratings:** form of self-report technique in attitude measurement in which the respondents are asked to rate their degree of agreement/disagreement with a specific number of statements. The individual’s attitude score is the sum of all scale values attributed to each category checked.

**Supplemental NDA:** addition to NDA review for new dosage schedule, indications etc. usually submitted post-approval.

**Supplier:** any organisation or person undertaking a market research study supported by a pharmaceutical company.

**Supply Chain:** means by which products are moved from the producer to the ultimate consumer.
Supply Chain Management: the process of sharing information on end customer needs all the way down the supply chain such that each part of the supply chain is actively involved in producing the optimal end product.

Surrogate Error: is a type of non-sampling error where someone other than the intended respondent participates in the research and this produces a systematic difference between the resulting sample and the intended sample.

Surveys: involve a large number of interviews with respondents, using pre-designed questionnaires.

SWOT: a structured approach to evaluating the strategic position of a business by identifying its strengths, weaknesses, opportunities and threats.

Syndicated Data Services: external or independent sources of general information which may be purchased by a number of companies who may not have influenced the original design.

Syndicated Research: is where the findings and costs of a research project are shared (partially or fully) among a number of clients (who may or may not have had an input into the original design).

Synectics: a technique which encourages people to view problems in a new light, by breaking free from the limited perspectives imposed by familiarity.

Synergy: when the power of the whole is greater than the sum of the parts, \(1+1=3\).

Systematic Bias: where the result differs consistently from the true value.
**Systematic Error:** is an error that affects measurements in a consistent way.

**Systematic Sample:** method of probability sampling in which each nth element is selected from the sample list after a random start (may be biased if the list has a specific pattern).
**T Distribution:** is a symmetrical bell-shaped distribution that is used for testing samples smaller than 30.

**T Test:** is a statistical test that compares a sample mean with a hypothesised mean for a population of interest. The test is appropriate for small sample sizes (less than 30) or when the population variance is unknown. The test is also designed for comparing the differences between two means.

**Tab Houses:** are specialist suppliers of research data and simple analysis.

**Tab Plan:** see Code and Tab Plan.

**Tabulation:** statistical procedure in which all number of cases falling into a certain category are counted.

**Tabulation:** is a frequency count of each question’s answers.

**Tachistoscope:** is a device that allows a participant to look at some stimulus material (e.g. packaging or a brand name) for a pre-defined brief period of time. The aim is to investigate the stand out and/or recognisability of the material under investigation.

**Tactics:** the detailed components of a strategy contained within a marketing plan explaining in detail what actions are to be taken to meet the objectives set.

**Target Audience:** see Target Market.
**Target Market:** a segment of the market or group of people (typically healthcare professionals or patients), which has been selected as a focus for the company’s offering or communications.

**Target Population:** see Population of Interest.

**Targeting:** directing marketing activities and resources into a specific market segment or niche, by evaluating market segment attractiveness and making a selection.

**Task Force:** group of people that is formed to reach a specific target (e.g. introduction of a new product). The members are chosen along their ability to contribute to the process and not along functional responsibilities.

**TATI:** is touch tone aided telephone interviewing. Interviewer-administered telephone surveying in which the respondent uses the touch-tone buttons of his or her phone to provide answers. Also known as touch tone data entry (TDE).

**TAWI:** Telephone Assisted Web-based Interviewing. A hybrid method where call centres and telephone interviewers might be used to guide a respondent through an online or web-based survey.

**TDE:** touch-tone data entry is interviewer-administered telephone surveying in which the respondent uses the touch-tone buttons of his or her phone to provide answers. Also known as touch-tone aided telephone interviewing (TDE).

**Team Selling:** a sales strategy that forms a group of people (instead of a single salesperson) that is familiar with the viewpoints and problems of the key decision makers of the customer’s organisation (“buying centre”).
**Technical Efficiency:** generation of the greatest amount of outputs (health benefits) per unit of inputs (resources) consumed.

**Telemarketing/Telesales:** a form of personal selling whereby highly trained sales executives do everything over the telephone that face-to-face salespeople do.

**Teleology:** is a consequential approach to evaluating ethics whereby the degree of ethicalness depends on the outcomes or actions that result from the decisions (rather than the decisions themselves).

**Telephone Interview:** respondents’ answers to a questionnaire are solicited over the telephone, with the answers being written down by the interviewer or recorded on computer.

**Telephone Selling:** a type of non-store retailing based on a cold canvass of the telephone directory or a screening of prospective clients before calling.

**Telescoping:** is when respondents mis-remember when an event occurred, usually by stating that it occurred more recently than it really did.

**Temporal Ordering:** is when a variable X (or a change in X) must occur before the variable Y (or a change in Y) is observed and it is one of the three conditions that have to be met to infer a causal relationship.

**Termination Rate:** is the number of eligible respondents who do not complete an interview once started.

**Territory Management:** a system to help representatives visit key doctors with the right frequency and which facilitates visit reporting and administration. (see ETMS).
Test Marketing: a limited introduction of a product in areas chosen to represent the intended market to determine probable buyers’ reactions to various parts of a marketing mix.

Test Statistic: is a measure (derived from a formula) of how close the sample has come to the null hypothesis.

Test-retest Reliability: is a method of estimating the reliability of a test by repeating the measurement using the same scaling device under conditions that are judged to be similar.

Theatre Test: is an advertising testing procedure where participants are exposed to test and control commercials in the context of a TV programme or a film.

Thematic Apperception Test (TAT): is a projective technique where participants are presented with one or more pictures or cartoons that depict a situation. They are asked to suggest what will happen or what one character may be saying or thinking in response to another character or a situation.

Thematic Maps: computer-generated maps that combine geography with demographic data and company information on sales, etc.

Therapeutic Substitution: where permitted, the dispensing of a different drug with similar effects to the one prescribed.

Therapeutic Window: the difference between the minimum and maximum doses of a drug that is both efficacious and safe (i.e. free of toxic effects).

Third Person Technique: is a projective technique where participants are presented with a situation and are asked to suggest the feelings and attitudes of other people to the situation.
**Threat:** a situation or trend, which is unfavourable to the achievement or organisational objectives, for example a government regulation, competitor initiative or technological development.

**Time Series Design:** is a type of quasi-experimental design where a series of periodic measurements is taken from one group of test units, followed by a treatment, then another series of measurements.

**Time Series Analysis:** a technique in which the forecaster, using historical (sales) data, tries to discover patterns in the development of this data over time (also known as exponential smoothing).

**Time to Customer:** time an offering needs to be accepted (bought) by the customer. In modern (crowded) markets a more important target than Time to Market.

**Time to Market:** the time it takes for a company to develop a new product and turn it into a product, which people can buy. This is particularly long in the case of pharmaceutical products (12-15 years on average).

**Time Trade-Off (TTO):** a health economic method of valuation of quality of life where a respondent is asked to state the amount of time of life he or she is prepared to forego to achieve a given health state. Used to calculate QALYs (Quality Adjusted Life Years).

**Tolerability:** an index of drug safety indicating how likely it is to produce untoward reactions in patients.

**Topline Report:** is a brief summary of the main findings of a study.
**Total Cost of Goods Sold:** gross costs of goods sold, less each discount earned on purchase plus alteration room and workroom net costs.

**Total Costs:** the sum of fixed costs and variable costs.

**Total Error:** is the difference between the true value of a parameter in the population and a value derived from a survey. Total error is the sum of the sampling and non-sampling errors in a survey.

**Total Revenue:** price times quantity sold.

**Trace Analysis:** see Indirect Observation.

**Tracker:** a series of studies to measure and understand the dynamics of the market over time.

**Tracking:** monitoring a campaign as it progresses to ensure that it is having the required effect on the target audience. (see Pre- and Post Launch Tracking).

**Tracking Study:** is a study that provides periodic updating of company and competitor performances on criteria other than sales.

**Trade Card/Punch Card:** a card issued to those customers who buy on a regular basis. When a certain total is reached prize or purchase credits are granted to the buyer.

**Trade Name:** the legal name of an organisation, rather than the name of a specific product/another term for brand name.

**Trade Off Analysis:** see Conjoint Analysis.

**Trade Price:** (see Pharmacy Purchase Price).
**Trade Show:** allows manufacturers or wholesalers to exhibit products to potential buyers and therefore assists in the selling and buying functions; these shows are commonly held annually at a specified location.

**Trademark:** a legal designation indicating that the owner has exclusive use of a brand or part of a brand and that others are prohibited by law from using it.

**Trade-Off Analysis:** a measure of the trade-off customer’s make between elements of a product in making final usage decisions (e.g. price/technical benefits). May be performance parameters, may include price and brand. Allows assessment of relative impact of each on product preference.

**Trading-Up:** a company’s effort to handle and promote more expensive and/or exclusive goods/services in order to improve the image of the company.

**Training Manual:** self-learning modules (paper or computer-based) covering therapeutic and product /market knowledge. Used by medical and marketing staff during early pre-launch and by sales representatives shortly before launch or to support actual campaigns.

**Transcribing:** see Data Entry.

**Transfer Pricing:** the type of pricing used when one unit in a company sells a product to another unit; the price is determined by one of the following methods: actual full cost, standard full cost, cost plus investment, or market-based cost.

**Treatment Days:** standardised way to compare sales quantities. A measure of the average number of days of treatment associated with a particular form and strength of a product. Calculation = Standard units divided by average daily dose (AVDD).
**Trend Analysis:** use of statistical procedures (e.g. time series) to find/describe trends.

**Trend Extrapolation:** projection of specific patterns found in past data into the future.

**Triad:** interview involving three respondents simultaneously (see Duo and Friendship Pair Interview).

**Triangle Group:** is a focus group with three participants who each have differing viewpoints.

**Triangle Product Test:** is a type of blind test that involves two similar products to determine the degree to which potential consumers can differentiate between them. Two of the products are identical and one is different. Participants are asked to test all three and indicate which two are similar to each other.

**Trimmed Mean:** obtained by eliminating outliers and trimming a percent of the high and low ends of a distribution to find the mean of the remaining distribution.

**Triple-S:** emerging standard for the exchange of research data and metadata.

**True Experimental Design:** is a type of experimental design where the researcher randomly assigns test units and treatments to the experimental groups. Examples of true experimental designs are: pre-test/post-test control group, post-test only control group and a Solomon four group, six-study design.

**Two Stage Sampling:** is a simple case of multi-stage sampling where a sample of units is drawn from selected sub-groups of a population of interest. In comparison, one stage sampling involves collecting data from all available units in the selected sub-groups.
Two Step Flow Communication: belief that communication that flows from the source to an opinion leader and from there to the final recipient is more effective than the direct message to the final receiver (one-step).

Two-tailed Test: is a test where the null hypothesis is expressed in terms of a characteristic existing or not existing, e.g. a value is 50%. From the results of the test, it is not possible to determine on which side of the test value the true answer lies, therefore directional (or one-tailed tests) are used more often.

Two Way Classification: is the classification of a set of observations according to two criteria.

Type I Error: is a mistake that is made when a researcher rejects the null hypothesis and accepts the alternative hypothesis, when the null hypothesis is correct.

Type II Error: is a mistake that is made when a researcher accepts the null hypothesis and rejects the alternative hypothesis, when the null hypothesis is incorrect.
**Unaided Awareness:** see Spontaneous Awareness.

**Unaided Recall Test:** a post-test method of evaluating the effectiveness of advertising/promotional campaigns; subjects are asked to identify advertisements/promotional messages that they have seen or heard recently but are not shown any clues to stimulate their memories.

**Unbalanced Scale:** is a scale where the number of favourable and unfavourable categories is not the same.

**Unbiased Questions:** are those that are worded so that they do not influence respondents’ opinions.

**Undisguised Observation:** is the observation of behaviour or events with participants’ knowledge.

**Unforced Rating Scale:** is a scale that allows a neutral or no opinion choice.

**Unipolar:** an ordinal scale with one positive end and one negative end.

**Unique Selling Proposition (USP):** benefit of product or service, which is not offered by competitors.

**Unit Pricing:** pricing information that provides besides the package price also the price per unit (e.g. kg/pound/litre etc.).

**Units:** the number of packs of a product sold regardless of the quantity in each pack.
**Univariate Techniques:** are forms of statistical analysis that are used where there is a single measure of each variable or where each variable is measured in isolation of other variables.

**Unmet Clinical Needs:** needs perceived by customer groups, which are not met by currently available products. These may be used by companies as criteria by which new products are authorised for full development, and to determine optimal product positioning.

**Unstructured Observation:** is a form of observation study where the behaviours of interest and/or the method of observation are not clearly specified in advance of the study.

**Unstructured Questions:** are those that do not have any suggested alternatives and respondents answer in their own words (also known as open-ended questions).

**Unstructured Segmentation:** method of segmenting the market where no prior ideas exist regarding the potential number or characteristics of individual segments.

**Unwillingness Error:** is where respondents are reluctant to answer a particular question. This may be because too much effort is required, the situation or context is not seen as appropriate for disclosure, no legitimate purpose or need is seen for the information requested or the information is seen as sensitive.

**Uptake Curve:** the curve used to predict the rate of increase in market share following a product launch.
Usage & Attitude Surveys (U&A): are research projects that aim to describe users (and non-users) of a product, together with their attitudes towards the product.

**USC:** Uniform System of Classification. The USA standard for classifying products into therapeutic classes (see the ATC and WHO Classification definitions).

**Utility (in Health Economics):** a measure of the relative preference for or desirability of a given health state or outcome under conditions of uncertainty.
**Validation:** is the subsequent re-contacting of respondents in a survey to check that the proper procedures have been followed, e.g. the respondent was qualified to be included in the survey, the responses recorded were accurate or even that the interview actually took place.

**Validity:** is the extent to which a research process is accurate and reflects actual market conditions (i.e. it is free from systematic error).

**VALS (Values, Attitudes and Lifestyles):** is a psychographic segmentation system developed in the 1970s and offered by companies such as the Stanford Research Institute.

**Value:** the worth, desirability or utility of an entity (inherent value). Something well worth the money spent (value for money). (see Added Value).

**Value Added:** value that a company adds to the cost of its input as a result of its own activities and so arriving at its price of output.

**Value Assessment:** identification of criteria by which the global value of a product is established relative to competitors and alternative interventions.

**Value Chain Analysis:** dividing the activities of a company into “value-adding” functions comparing their contribution to competitive companies and assessing in that way the position of competitive advantages.

**Value Judgement:** subjective expression of opinion, unsupported by fact or available data.

**Van Westondorp’s method:** See Price Sensitivity Meter.
**Variable**: is a property that may take on different values at different times during the research.

**Variable Cost**: costs that vary directly with the number of units produced and marketed. Total variable costs: Sum of all variable costs of a given number of units. Average variable costs: Total variable costs divided by the number of the units produced currently.

**Variable Respecification**: is the transformation of data to create new variables (or modify existing variables) so that they are more consistent with the objectives of the study.

**Variable Sampling Fraction**: a method of probability sampling in which certain groups within the population are selected in higher proportions (requires weighting of results).

**Variance**: measure of variability of a distribution equal to the mean of the squared deviations of all values from the mean.

**Verbal Descriptors**: expressions to describe the product and its potential use(s) for use in medico-scientific communications.

**Verbatim**: see Quotation.

**Variance**: is a measure of variability (or dispersion) of a distribution and it is equal to the mean of the squared deviations of all values from the mean.

**Venn Diagram**: is a graphical method of representing operations on sets that is often used to illustrate probabilities.

**Verbal Protocols**: is a technique used to understand respondents thought processes while they are performing a task or making a decision by asking them to think aloud.
Verbal Rating Scales: are those that require respondents to indicate their position by selecting among orally identified categories.

Verbatim Statement: is a reproduction of all (or a representative part) of a respondent’s opinion of an object or concept using their exact words.

Vertical Channel Integration: the combining of two or more stages of a marketing channel under one management.

Vertical Integration: expansion of a business by integrating (development/acquisition) businesses engaged in earlier or later stages of marketing. Direction either forward (e.g. manufacturer acquires wholesaling or retailing functions) or backward (e.g. wholesaler develops own production facilities).

Vertical Marketing System: a marketing channel in which channel activities are co-ordinated or managed by a single channel member to achieve efficient, low-cost distribution aimed at satisfying target market customers.

Viewing Room/Facility: location adjacent or near to the room in which focus groups or interviews are taking place to allow researchers/project team members to observe the discussion via a one way mirror or video camera.

Virtual Reality: computer generated artificial environment. Virtual market research uses sensory stimuli to allow the respondent to envisage the product/service being investigated.

Vision: a clearly expressed view of the future state the organisation will aspire to attain. Vision sits somewhere between purpose and mission.

Visual Analogue Scale: positions on scale expressed visually e.g. using visuals of thumbs up or thumbs down.
**Warranty:** promise or statement made to the customer that a product or service offered would be fit for the use and purpose being claimed. Normally it gives information on what the seller will do if this promise fails e.g. when the product performs below expectations or turns out to be defective.

**Waves:** the phases of a tracking study in which multiple stages/waves are conducted over time.

**Weber’s Law in Marketing:** this “law” states that product buyers and users have more interest in relative differences between given products than in the absolute benefits of a single product.

**Weighting:** is when the responses from some (or all) sub-groups are assigned a statistical weight to reflect the correct representation of the sub-group in the population of interest.

**WHO:** World Health Organisation.

**WHO Classification:** international standard anatomical classification for coding, alpha-numerically, substances according to the therapeutic or pharmacological aspects into therapeutic classes. Developed and maintained by WHO. The main purpose of the WHO classification is for the international drug utilisation research and for adverse drug reaction monitoring. (see ATC classification).

**Wholesaler:** an intermediary that buys from a producer or another intermediary and sells to another reseller; performs such marketing activities as transportation, storage, and information gathering necessary to expedite exchanges.
**Willingness to Pay:** a method of valuation of benefit by determining the maximum amount of money an individual is prepared to spend in order to obtain a given healthcare consequence or outcome.

**Word Association:** is a form of projective technique where participants are presented with a list of words and, after each word, they are asked to say the first word that comes into their minds.

**Word of Mouth-Promotion:** information, experience and/or opinions that are discussed among customers in social context. Normally seen as more credible sources than e.g. advertising.

**Workable Competition:** economic model of a market in which an imperfect competition still allows the buyer to chose amongst sufficient buying alternatives.

**Workmats:** a group learning methodology. Large sheets of paper, containing a series of assignments to be solved by small groups.
**XML:** Extensible Mark-up Language. A richer, more dynamic successor to HTML. XML is used for transferring data to the web. It is also used for data exchange between b2b websites.

**Yea Saying:** persistent responses in the positive, the opposite of nay saying (see also Acquiescence Bias).

**Z Test:** is a statistical test that is based on the standard normal distribution.