

CERCETARE DE MARKETING PRIVIND OPINIA STUDENTILOR DESPRE ALEGERILE PREZIDENTIALE DIN ETAPA A II-A

MARKETING RESEARCH REGARDING STUDENTS' OPINION ON THE SECOND ROUND OF THE PRESIDENTIAL ELECTIONS

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Abstract: This paper represents, to some extent, a proof of the fact that marketing research is an extraordinary source of information needed by any individual. The article presents some synthetic coordinates of an applicative research among students from Cluj-Napoca, with the aim of identifying their opinions about the second round of the Romanian presidential elections. The research method used was a survey, while the instrument used consisted in a questionnaire. The questionnaire's development took into account both the research objectives and the working hypotheses. The questionnaire was pretested on a sample of 18 respondents. The research was conducted on a sample of 235 students from Cluj-Napoca, the sampling method used being the non-random judgmental sampling. The present paper also describes some statistical analyses that are supported by the marketing research and that once again emphasize its importance.

Keywords: marketing research, statistical analyses, custom tables.