

THE USE OF THE STABILITY INDEX IN THE MARKETING RESEARCHES

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Abstract: *The aim of this paper is to highlight the importance of the use of an appropriate stability coefficient in marketing researches in order to establish the target audience more accurately and much more easily. The paper presents the way in which such a coefficient is designed and the errors that may occur when taking marketing decisions on the basis of this stability coefficient.*

Key words: *Stability index, marketing researches.*

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