

A survey is a set of questions.

“This can be physical e.g. on paper or digital e.g. online.”

Is this statement true or false?

Justify your answer.

Learning
Outcome 1
Understand
how to target
a market

1.5 PRIMARY (FIELD) MARKET RESEARCH METHODS (PHYSICAL OR DIGITAL) AND THEIR BENEFITS



1.5 PRIMARY (FIELD) MARKET RESEARCH METHODS (PHYSICAL OR DIGITAL) AND THEIR BENEFITS

Learners must be taught:

- ⊙ Primary (field) market research methods (physical or digital) and their benefits, i.e.
 - ⊙ Observations
 - ⊙ Questionnaires
 - ⊙ Surveys
 - ⊙ Focus groups
 - ⊙ Consumer trials



METHODS OF MARKET RESEARCH

- ⦿ There are two ways of categorising market research:
- ⦿ Primary and secondary
 - ⦿ Primary market research (field research) involves the collection of first hand data that did not exist before. Therefore it is original data
 - ⦿ Secondary market research (desk research) is research that has already been undertaken by another organisation and therefore already exists
- ⦿ Quantitative and qualitative
 - ⦿ Quantitative market research is numerical, the data collected is easy to analyse and represent graphically
 - ⦿ Qualitative market research is non numerical. It is about people's opinions

METHODS OF PRIMARY MARKET RESEARCH

Have you ever taken part in a questionnaire?

What type of questionnaire was it?

What was the purpose of the questionnaire?

How do you respond when someone approaches you in the street or rings you up asking you to take part in a questionnaire?

⦿ **Observation**

- ⦿ A method of collecting and analysing data from watching the actions of individuals in either natural or planned situations
- ⦿ This may take a covert form where those being observed are unaware
- ⦿ This allows businesses to understand consumer behaviour, particularly as individuals are in their natural environment

⦿ **Questionnaires**

- ⦿ May include open and closed questions, but primarily closed
- ⦿ A relatively easy way to collect consumer opinions
- ⦿ Normally paper based or online

⦿ **Surveys**

- ⦿ Normally questions are short and closed
- ⦿ Often provides respondents with options to choose from
- ⦿ Can be postal, telephone, face-to-face or on-line

CHALLENGE

- ① You want to find out about the shopping habits of people visiting a fashion store
- ① Write 4 questions to help you do this – 2 should be open and 2 closed

METHODS OF PRIMARY MARKET RESEARCH



Why might a business choose to run a focus group rather than a questionnaire to collect consumer opinions?

① Focus groups

- ② Groups of consumers who share their views and opinions in a focused discussion
- ② Provides qualitative data
- ② Allows for follow up questions
- ② Can be combined with viewing or trying a product or range of products e.g. taste tests

① Consumer trials

- ② A method of raising awareness of a product, normally before a national launch, by allowing consumers early access to it
- ② A new product is launched in a small geographical area to judge how it is received by customers before launching it on a wider scale
- ② If the trial is successful the business might take the next step, fully launching the product with a range of promotional methods

PRIMARY MARKET RESEARCH

The internet is NOT a research method.

It can be used to carry out other research methods e.g. questionnaires or surveys but is not a method on its own.

In the examination be careful as this will not be accepted as a correct answer.

- ① Primary market research methods can be:
 - ① Paper based
 - ① Digital/online
 - This includes websites, apps and social media
 - What are the advantages of carrying out research online



QUESTION TIME



Jasmine has decided to take her Dad's advice. She has decided to carry out some primary market research but she only has a limited amount of money to spend.

1. What is meant by primary market research?
2. Recommend and justify 1 method of primary market research that would be suitable for Jasmine.