

Recap:

Secondary market research (desk research) is research that has already been undertaken by another organisation and therefore already exists.

Why do you think it is also called desk research?

Do you think this is an outdated alternative name? Can you justify your answer?

Learning  
Outcome 1  
Understand  
how to target  
a market

## 1.6 SECONDARY (DESK) MARKET RESEARCH SOURCES AND THEIR BENEFITS



## 1.6 SECONDARY (DESK) MARKET RESEARCH SOURCES AND THEIR BENEFITS

Learners must be taught:

- ⊙ Secondary (desk) market research sources and their benefits, i.e.
  - ⊙ Internal data
  - ⊙ Books/newspapers/trade magazines
  - ⊙ Competitors' data
  - ⊙ Government publications and statistics
  - ⊙ Purchased research material (e.g. Mintel)



# SECONDARY MARKET RESEARCH SOURCES AND THEIR BENEFITS

## ⊙ **Internal data**

- ⊙ Information freely available from the business' own organisation
- ⊙ Financial reports e.g. sales data, year on year profit and revenue trends
- ⊙ Marketing data e.g. customer profiles, customer feedback, promotional spend

## ⊙ **Books/newspapers/trade magazines**

- ⊙ Using information that already has been collected and is available in printed format
- ⊙ Newspaper reports on market trends, economic forecasts or changing consumer tastes
- ⊙ Specialist magazines for specific industries e.g. The Grocer



# SECONDARY MARKET RESEARCH SOURCES AND THEIR BENEFITS

## ⦿ **Competitors' data**

- ⦿ Competitors provide a wide range of data
- ⦿ This may include information regarding new products, pricing, sales etc.
- ⦿ Larger enterprises such as PLCs provide an annual report

## ⦿ **Government publications and statistics**

- ⦿ Publications released by government organisations regarding a range of issues
- ⦿ These enable businesses to understand conditions in the economy
- ⦿ Examples include National and Local Government e.g. Office for National Statistics

# SECONDARY MARKET RESEARCH SOURCES AND THEIR BENEFITS

The internet is NOT a research method.

It can be used to carry out other research methods e.g. download Government publications but is not a method on its own.

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

- ◎ **Purchased research material e.g. Mintel**
  - ◎ An analysis of the conditions associated with a particular market e.g. the fashion industry
  - ◎ This might include demand and supply, prices and trends
  - ◎ Normally undertaken by private organisations
  - ◎ Market Research organisations include MORI and MINTEL
  - ◎ This data has to be paid for
  
- ◎ In pairs think about all of the methods of secondary market research
  
- ◎ Draw a spider diagram to show the internet could be used to conduct each method of secondary research

# METHODS OF MARKET RESEARCH

Work in pairs to complete the table.

Research method	Advantages	Disadvantages
Observations		
Questionnaires		
Surveys		
Focus groups		
Consumer trials		
Internal data		
Books, newspapers, trade magazines		
Competitors' data		
Government publications and statistics		
Purchased research material		

## QUESTION TIME

Jasmine is setting up a business making and selling handmade silver and pewter jewellery. Each item will be unique. Her dad has suggested she should first carry out some detailed market research. He suggested she used secondary market research due to her limited budget. However, Jasmine is also keen to speak to potential customers to find out their views on her designs, location and pricing.

1. What is meant by secondary research?
2. Explain 2 benefits to Jasmine of using secondary market research.
3. Explain 1 reason why Jasmine should look at her competitors in the market.



# METHODS OF MARKET RESEARCH

What factors would a business need to consider when deciding on a research method?

Market Research	Primary	Secondary
Advantages	<ul style="list-style-type: none"><li>• specific to your needs</li><li>• up to date</li><li>• can be cheap</li></ul>	<ul style="list-style-type: none"><li>• already exists</li><li>• may be compiled by experts</li><li>• quick to access</li></ul>
Disadvantages	<ul style="list-style-type: none"><li>• lack of expertise</li><li>• time consuming</li><li>• results may be limited</li></ul>	<ul style="list-style-type: none"><li>• can be out of date</li><li>• often expensive</li><li>• not specific to you</li></ul>



Would you take part in market research on lip balm?

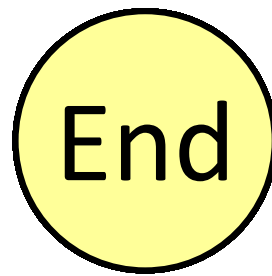
## VIEW SUBWAY'S ONLINE SURVEY

Is this an example of primary or secondary research?

Why do you think Subway collect personal information from their customers?

State and justify 1 other method Subway could use to help meet customers' needs.

Explain how Subway could use the results from this survey to help meet customers' needs.



You have 30 seconds to write down as many terms as you can think of that are linked to market research, starting from NOW!