



PRIMARY RESEARCH

DEFINITION

Collection of new data. Also known as **field research**



ADVANTAGES

Research is directly related to the business.
Information gathered will be up-to-date.

DISADVANTAGES

Designing the research, gathering the information and then analysing it can be time consuming.
Expensive if business employs specialist researchers.

Market Size: measured in value or volume

The number of individuals in a certain **market** who are potential buyers and/or sellers of a product or service. Businesses are interested in knowing the **market size** before launching a new product or service in an area.



Market Share:

The proportion of the whole market for a product that is held by the business.



Quantitative Research:

Using sampling techniques such as surveys where the findings are expressed numerically; closed questions allow a limited choice of responses and are easy to turn into statistics for analysis.

Methods of market research. **Primary:** Questionnaires, Surveys, Interviews, Focus groups

Secondary: internet research printed press eg newspapers.

Qualitative Research:

Collecting information about potential customers' opinions and preferences about the attributes/ characteristics/ properties of a product; open questions allow respondents to express their own views by not limiting their responses.

SECONDARY RESEARCH

DEFINITION

Collection of data that already exists.
Also known as **desk research**

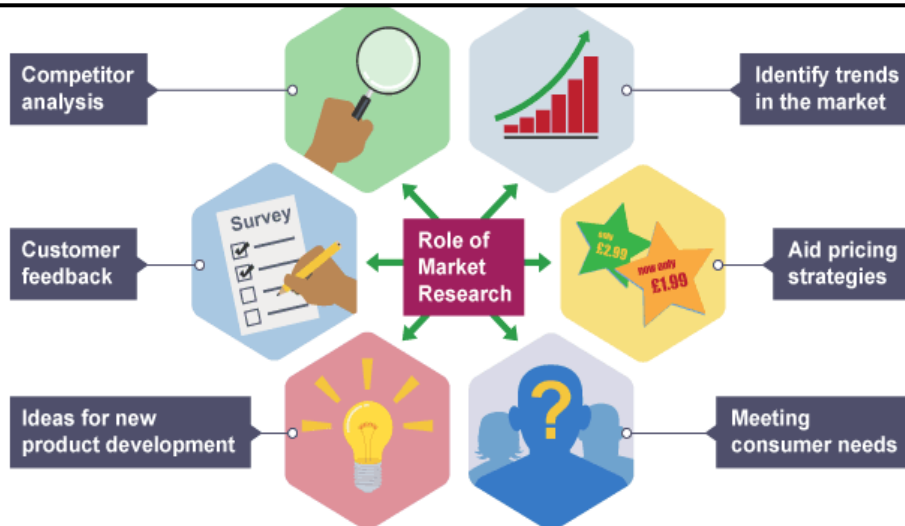


ADVANTAGES

The information is cheap to obtain.
The information is available immediately and there are lots of sources to choose from.

DISADVANTAGES

The information may be out-of-date.
Information available to every other firm in the market.





How can a market be segmented?

(There are many other ways too):

Gender	Age	Location	Income
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By segmenting the market a business can communicate directly to their target audience.

Why do businesses need to segment their markets?

Because customers differ in the...

- Benefits they want
- Amount they are able to or willing to pay
- Media (e.g. television, newspapers, and magazines) they see
- Quantities they buy
- Time and place that they buy

Mass market is

Mass market is a huge number of customers – so soft drinks, crisps, breakfast cereals – lots of competition so loads of advertising (ie soft drinks market)

Niche is a small market – like the surf board market – limited competition, but also less potential customers

The marketing department (sometimes called Marketing function) are responsible for ensuring that:

1. The right **product** for the target market
2. Is sold at the right **price**
3. In the right **place**
4. A targeted **promotion** campaign will ensure customers desire the product.

Product

Advanced smartphone
Leading-edge performance
High-res camera
Vast App ecosystem

Price

£539-£789 depending on configuration
Discounted if bought with data tariffs

Place

Direct from Apple
Sold by mobile phone networks most electronic retailers / e-tailers

Promotion

Widespread launch PR
Social media
Extensive online & other media advertising
Product placement

A target market is the **set of customers sharing common needs, wants & expectations that a business tries to sell to.**

Selecting the target market is one part of the marketing strategy process, and should normally follow an analysis of the available market segments.



“EXPLAIN”: When you are asked to **EXPLAIN** in an exam question, you should always extend your answer, for example: “.....this is an advantage because.....”. This will ensure you **explain** yourself and achieve full marks for exam. question.