**1.1.2 Market Research**

1. Write a definition for each of the following terms.

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| Term | Definition |
| Market research | The process of collecting and analysing data to inform marketing decisions. |
| Primary research | The collection of first hand data for the specific needs of the business. |
| Secondary research | Research that has already been undertaken by another organisation and therefore already exists. |
| Quantitative data | The gathering of statistical data to inform the business about people’s behaviour but does not identify the reasons. |
| Qualitative data | The gathering of non-statistical information that gives a business in-depth insight into the reasons for human behaviour. |
| Sampling | Choosing a proportion of the whole population as representative of the population for market research purposes. |
| Product orientation | An inward looking approach to new product development where the key focus is on what products can be made and the production process. |
| Market orientation | An outward looking approach to new product development where the key focus is on what products the consumer wants. |

1. Place each research method into the grid below.
   1. Observation of footfall past an empty shop
   2. Survey completed by existing customers
   3. Government population census
   4. Review of competitors’ blog
   5. Rankings given by participants of a focus group
   6. In-depth interviews with potential customers
   7. Results of a customer satisfaction survey published by a competitor
   8. Questionnaire of open questions to existing customers

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|  | Primary | Secondary |
| Quantitative | 1. Observation of footfall past an empty shop 2. Survey completed by existing customers 3. Rankings given by participants of a focus group | 1. Government population census |
| Qualitative | 1. Review of competitors’ blog 2. In-depth interviews with potential customers 3. Questionnaire of open questions to existing customers | 1. Results of a customer satisfaction survey published by a competitor |