Secondary Market Research

Secondary Market Research - Analysing data which has been collected by somebody else for an alternate purpose.

Methods:

- Rival's info (catalogues etc)
- Government info based on population/demographics, trends etc
- Media Sources - Articles, journals, news reports etc.
- Market Research Companies (specific to Market research) with info based on the market your business is in
- Loyalty cards - Companies know what consumers want to buy more when given a discount
- Internet (+)

- Less of a cost implication
- Research is fairly quick
- We could use the research to spot trends over a consistent period of time

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- Information could be dated
- Not exclusive to the organisation

Quantitative Market research - Market research which can be displayed statistically/numerically
Qualitative Market research - Market research which displays people's thoughts, opinions, and ideas