

Unit 10: Market Research in Business

M1: Explain, with examples, how different market research methods are appropriate to assist different marketing situations.

In this task, I am going to go through some marketing situation and explain which market research methods would be the most useful to assist with that scenario

Understanding customer behaviour

In terms of understanding customer behaviour, I believe that website surveys will be the most effective in collecting this information for different reasons. The first is that internet surveys are effective in collecting vast amounts of data due to a large sample size being covered on the internet, so therefore this leads to website surveys being both cost and time effective, so therefore the brand can then get a general idea of what the majority of their customer base thinks and gets an idea of their behaviours. Also, as the customer can carry them out from their own home, they are more likely to carry them out, to a much higher standard, giving longer form answers, so therefore the company will be able to get this information much easier.

Buying patterns

Cookies are used effectively in terms of gaining market research, as they can find out what people's interests are online, so therefore for companies such as Amazon, they would use cookies to monitor people's buying patterns, and recommend them similar products in the future based on what they have previously bought. Also, as Amazon are a global brand, they will be able to collect vast amounts of market research from people worldwide, so therefore more data will help them to monitor more buying patterns leading to more advertising for them in the future.

Preferences

In terms of collecting information on specific preferences, a street survey is suitable as the interviewer and interviewee can communicate effectively to find out more detailed information regarding what the interviewee likes. With a street survey, you are able to ask questions in more depth, as well as refer back to answers, to investigate and find the root of why the customer doesn't like a specific feature of a product, so therefore street surveys would be very effective. With this, you can also note down different pieces of information such as their attitude toward the product and brand, so you can get an idea about the public perception, along with the answers to the surveys.

Satisfaction