





Quantitative Marketing Assignment

Thecasesolutions.com



DEIRA
INTERNATIONAL
SCHOOL



Primary Research

Advantages

- specific data
- relevant
- confidential source

Disadvantages

- costly
- time consuming
- collection process may be tedious
- reliability of data may be in question
- response rate may be low
- data may be difficult to analyze

Secondary Research

Advantages

- cheap
- quick
- easy to access
- reliable
- data is already collected
- data is already analyzed
- data is already in a usable format

Disadvantages

- outdated
- may not be relevant
- may not be reliable
- may not be confidential
- may not be specific
- may not be accurate
- may not be up-to-date



Market Research

Advantages

- helps to understand the market
- helps to identify the target audience
- helps to identify the competitors
- helps to identify the opportunities
- helps to identify the threats
- helps to identify the risks
- helps to identify the challenges

Disadvantages

- costly
- time consuming
- may not be relevant
- may not be reliable
- may not be confidential
- may not be specific
- may not be accurate
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Primary Market Research Techniques

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Sampling

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Syllabus Checklist



4.4 Market research	
Why and how organizations carry out market research	AO2
The following methods/techniques of primary market research: <ul style="list-style-type: none"> • surveys • interviews • focus groups • observations 	AO2
The following methods/techniques of secondary market research: <ul style="list-style-type: none"> • market analyses • academic journals • government publications • media articles 	AO2
Ethical considerations of market research	AO3
The difference between qualitative and quantitative research	AO2
The following methods of sampling: <ul style="list-style-type: none"> • quota • random • stratified • cluster • snowballing • convenience 	AO2
Results from data collection	AO2



TOK LQ: *To what extent can market research ever be truly reliable?*

Learning Objectives

- *Define market research.*
- *Analyse primary and secondary research.*
- *Explain different methods of market research.*