**AS Business Studies**

**Market Research**

**Task: Identify which method of market research is primary and which is secondary research.**

*Remember:*

* *Primary research is the business researching new data.*
* *Secondary research is the business researching existing data.*

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| Research Method | * Primary | * Secondary |
| **Questionnaires:** a set of questions designed to discover information relating to a product or service. |  |  |
| **Interviews:** interviews with members of the public to find out their views. |  |  |
| **Focus Groups**: in-depth discussion with a small group of consumers, which probes their feelings towards a product or service. |  |  |
| **Telephone Survey**: a series of set questions delivered over the telephone to consumers as a method of primary research. |  |  |
| **Internet Research:** Researching markets on the internet. |  |  |
| **Supplier Feedback:** gathering information from businesses which supply products and services. |  |  |
| **Customer Feedback:** formal or informal responses from customers to the product or service offered by customers. |  |  |