**Market research examples**

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| **Research method** | **Advantages** | **Disadvantages** |
| Observations, this is where a market researcher watches and takes note of consumer behaviour | * This works really well in retail situations allowing the researcher to see what consumers are doing and buying
 | * This method of research leaves a lot of questions unanswered, i.e. why consumers are behaving the way they are
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| Questionnaire, A business will carry out a questionnaire assessing potential demand for a product/service | * Can identify target customers
* Help with promotion
* Establish selling price
 | * Very time consuming
* Questions can be biased and mislead results
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| Survey, involve respondents being asked a number of questions. The most common surveys are telephone surveys and postal surveys but online surveys are becoming increasingly popular.  | * They can reach a wide demographic
* A wide range of questions can be asked
 | * Response rate is often low
* Often you learn what peoples preferences are but not why they have those preferences
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| Focus Group, allows for more in-depth answers and more open questions | * Interviews give an insight into customer perceptions
* Help a firm decide on advertising image
 | * Time consuming and expensive
* Interviewer can sometimes affect the results
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| Consumer trials, New products tested on the public before they are launched | * Useful to get consumer feedback prior to product launch to establish demand and price willing to pay
 | * Time consuming and expensive
* People will often say what the tester would like them to say
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