Topic 1.2Understanding Customer Needs: Activity



**Task 1 (AO1):**

1. Indicate whether the following are ‘**Primary**’ or ‘**Secondary**’ research methods.

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| **Research Method:** | **Primary/ Secondary Research:** |
| The store manager at Tesco has observed the retail assistants serving the customers at the till. | Primary |
| The store manager in HMV has looked at newspaper reviews for the pre-release of Fifa 2013. | Secondary |
| The marketing department at Boots have given out a questionnaire in the high street about their customer service on their website. | Primary |
| The marketing department at Thorpe Park have conducted a focus group to find out about the customers experiences at the park. | Primary |
| Amazon has read a report from a market research company called Mintel about the Smart Phone market. | Secondary |
| Reading a government statistics report to find out how many teenagers live in London. | Secondary |

1. Indicate whether the following are ‘**Qualitative Data**’ or ‘**Quantitative Data**’ methods.

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| **Research Method:** | **Qualitative/ Quantitative Data:** |
| A questionnaire reports that 55% of respondents would be willing to purchase a new car. | Quantitative |
| In a focus group a respondent indicated that they preferred red than blue as the primary colour on a Coca-Cola can, as it was traditional. | Qualitative |
| In an interview a respondent has said that they prefer to buy Tropicana over Fruit Shoot, as there is more fruit in the ingredients. | Qualitative |
| In an interview three out of eight respondents have previously purchased Volvic water. | Quantitative |
| A market research report from Mintel has indicated that 38% of people in the UK have never purchased chocolate from supermarkets | Quantitative |
| Reading a government statistics report to find out that 76% of public service workers do not feel the new pension schemes are fair. | Quantitative |

**Task 2 (AO2/AO3):**

1. You now need to analyse the following findings that have been made about the use of Tesco.com. In the box provided write what the market research results indicate and how this might influence Tesco’s strategies.









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|  | **Retail Outlet** | |
| **Tesco.com** | **Tesco Store** |
| **Ease of use** | **6/8 Respondents** | **2/8 Respondents** |
|  | ‘It’s a very simple process’ | ‘Shopping in stores does not take much effort’ |
| ‘Only takes a few clicks of a button’ | ‘It’s a straightforward way to buy’ |
| **Navigation** | **6/8 Respondents** | **2/8 Respondents** |
|  | ‘Can type products into a search’ | ‘The products I buy are always in the same place’ |