

1.7 Marketing and market research

Name: _____ Class: _____ Date: _____

Total: 13 marks

KEY WORDS marketing 市场营销 • market research 市场调研 • primary research 一手调研
• marketing mix 营销组合 • target market 目标市场

Objective

Use **market research** 市场调研 and the **marketing mix** 营销组合 to justify a marketing decision for a target market.

You must be able to:

- distinguish primary and secondary research
- identify product, price, place, and promotion
- use research evidence to justify a marketing choice

1 Worked examples

■ Research before choice

A café interviews students about breakfast collection time. This is **primary research** 一手调研 because it collects answers for the café's own question.

■ Fit the mix to the target

Students want pickup before 8 am. The café offers pre-order pickup at the school gate (place) and promotes it through the student app (promotion). The decisions fit the target market.

2 Practice

2.1 State whether a government report is primary or secondary research. [1]

2.2 State which element of the marketing mix concerns where customers receive an offer. [1]

2.3 Explain why asking only café employees about student demand may produce weak research. [2]

3 Exam-style questions

3.1 A café plans a high-protein breakfast box for students. Explain two marketing-mix choices that would fit this target market. [4]

3.2 Analyse why market research should be completed before spending a large promotional budget. [5]

Solutions

2.1

- The report already exists and was not collected for this café's question.
- **Secondary research**

2.2

- **Place**

2.3

- Employees may not be part of the target market.
- Their answers may not represent what students want or can pay for.

3.1

- Offer pre-order pickup before school starts, matching students' time needs.
- Promote through a student app or group they use.

3.2

- Research can identify the target market and its needs.
- It reduces the risk of spending on a channel or offer customers do not want.
- It can improve the use of a limited promotional budget.
- A judgement may recommend a small test before a large campaign. (E1)