1.4 Market Research Methods: Primary, Secondary and Sampling Techniques

Total Marks

AQA 7132 · Calculator allowed · about 45 minutes · Write-in edition

Name: _____ Date: ____ / ____ / _____

Answer ALL questions. Show working for every calculation. Short answers should be brief sentences. The Riverside Snacks customer survey, used in several questions, is fictional.

1 Which one of the following best describes secondary research used in market research for a small retailer?

- ☐ A) Interviews with customers in the shop
- ☐ B) Internal sales records used to spot trends
- ☐ C) Observations of customer behaviour at the shop entrance
- ☐ D) A new focus group organised by the retailer

(Total for Question 1 is 1 mark)

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2 Which one of the following would be the most appropriate SECONDARY source for Riverside Snacks wanting local demographic data to plan opening hours?

- ☐ A) A customer interview conducted in the shop yesterday
- ☐ B) The local council population statistics
- ☐ C) A taste test run by the cafe staff
- ☐ D) Responses from a new in-store survey

(Total for Question 2 is 1 mark)

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3 State two sampling methods a business could use when surveying customers, naming the methods.

(Total for Question 3 is 2 marks)

4 Riverside Snacks is a fictional local snack bar running a customer survey. Which one of the following is a qualitative response the survey might collect?

- ☐ A) Number of sandwiches sold per day
- ☐ B) Customer rating on a 1 to 5 scale
- ☐ C) A written comment on how to improve the menu
- ☐ D) The age of the customer in years

(Total for Question 4 is 1 mark)

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5 State two ethical issues Riverside Snacks should consider when sampling customers for a survey in the shop.

(Total for Question 5 is 2 marks)

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6 State two practical limitations Riverside Snacks might face when running face-to-face interviews in store as a primary research method.

(Total for Question 6 is 2 marks)

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7 Explain one advantage to a small cafe of using primary research rather than only secondary research when testing a new sandwich.

(Total for Question 7 is 3 marks)

8 In the same survey Riverside Snacks also recorded where customers had bought their last snack before visiting: Riverside Snacks 110, Corner Bakery 80, Station Kiosk 60. Using these numbers, calculate Riverside Snacks' market share of last-purchase customers within this sample. Show your working.

(Total for Question 8 is 2 marks)

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9 Riverside Snacks decides to use stratified sampling. The business knows 40% of its weekday customers are students, 35% are office workers, and 25% are retirees. If the cafe wants a stratified sample of 200 customers reflecting these proportions, calculate how many students should be included in the sample. Show your working.

(Total for Question 9 is 4 marks)

10 Data for Riverside Snacks: a 250-customer survey recorded that 150 people said price is the most important factor when buying a snack, 60 said taste, 40 said convenience. Analyse what this data suggests for Riverside Snacks' marketing strategy. Use the survey figures in your answer.

(Total for Question 10 is 6 marks)

11 Riverside Snacks must choose between conducting a short in-store questionnaire with a stratified sample of its customers or commissioning a national market report costing more but providing wider context. Recommend which research method Riverside Snacks should use to decide on changing its snack prices. Justify your answer using application, analysis and a clear recommendation.

(Total for Question 11 is 9 marks)

Mark scheme · 1.4 Market Research Methods: Primary, Secondary and Sampling Techniques

Question 1

B cao **B1**

Answer: B

Question 2

B cao **B1**

Answer: B

Question 3

random sampling **B1**

quota sampling, stratified sampling, or cluster sampling (any one other named method) **B1**

Answer: Any two named methods, e.g. random sampling and quota sampling.

Question 4

C cao **B1**

Answer: C

Question 5

obtaining informed consent from customers **B1**

protecting customer privacy and not sharing personal data without permission **B1**

Answer: Any two, e.g. obtain informed consent; protect customer privacy and personal data.

Question 6

it can be time consuming to interview many customers **B1**

it can be costly if staff time is required or customers need incentives **B1**

Answer: Any two, e.g. interviews are time consuming; they can be costly in staff time or incentives.

Question 7

identifies an advantage, e.g. specific feedback about the sandwich from the cafe's customers **B1**

develops the point, e.g. this information is directly relevant to the cafe's location and customer base **B1**

links to an outcome, e.g. meaning the cafe can refine the recipe or pricing to match customer preferences and reduce risk of failure **B1**

Answer: Primary research gives specific feedback from the cafe's own customers, which is directly relevant to its location and customer base, so the cafe can refine recipe and pricing to reduce the risk of the new sandwich failing.

Question 8

110 / (110+80+60) x 100 or equivalent method shown **M1**

44% cao **A1**

Answer: 44%.

Question 9

200 x 0.40 or equivalent method shown **M1**

calculation of 200 x 0.40 = 80 or equivalent intermediate **M1**

80 cao **A1**

explicit statement that 80 students should be included **B1**

Answer: 80 students.

Question 10

states that 60% (150/250) of customers regard price as most important **B1**

states that taste is 24% (60/250) and convenience 16% (40/250) or equivalent percentages **B1**

applies these percentages to suggest focusing on competitive pricing or promotions **B1**

discusses possible trade off, e.g. cutting price risks lower quality perception, so promotions or value combinations might work **B1**

considers targeting, e.g. tailor campaigns for the 24% who value taste with premium options and for the 16% who value convenience with grab-and-go options **B1**

draws a supported conclusion, e.g. priority should be pricing strategy supported by targeted product offers rather than only changing product range **B1**

Answer: 150 out of 250 customers, or 60%, say price is most important, with taste at 24% and convenience at 16%. This suggests Riverside Snacks should prioritise competitive pricing and promotions, while also offering targeted options for taste-focused customers and convenient grab-and-go choices. A balanced approach could be value combos or limited-time offers to keep perceived quality while addressing price sensitivity.

Question 11

Level 1 Makes simple statements about the two options with little or no application to Riverside Snacks and no clear recommendation. **1-3**

Level 2 Gives a developed argument for one option, using some application to Riverside Snacks and considering advantages and disadvantages, but the recommendation lacks full justification. **4-6**

Level 3 Weighs detailed application, analysis and trade offs between the in-store stratified questionnaire and the national report, and reaches a clear, justified recommendation linked to Riverside Snacks' needs. **7-9**

Indicative content:

- Arguments for the stratified in-store questionnaire: directly relevant to Riverside Snacks' customer base, can measure local price sensitivity, is quicker and cheaper, and the stratified approach ensures representation of key customer groups such as students and office workers.
- Arguments against the stratified questionnaire: sample is local and may miss wider trends or seasonal shifts, and small sample sizes can produce sampling error.
- Arguments for the national market report: provides broader context on industry pricing trends, competitor benchmarking and may reveal macro factors affecting price decisions.
- Arguments against the national report: costly, not specific to the cafe's local customer mix, may include data irrelevant to Riverside Snacks and may delay decision making.
- Judgement guidance: for an immediate price decision focused on local customers, the stratified in-store questionnaire is likely the better choice because it offers targeted, actionable data at low cost. If Riverside Snacks plans a major strategic repositioning or expansion, the national report could be justified as a supplementary source. A combined approach, using the in-store questionnaire first and buying targeted secondary reports if contradictory results appear, is viable when budget allows.