

Teacher guide

Market research - JD

Where does the lesson fit?

This session would fit in a marketing module following an introduction to marketing generally. It could then be followed by sessions about the marketing mix, giving an insight into how the marketing mix is generated based on market data.



Suggested resources & activities related to JD and market research

- Full JD case study
- Market research PowerPoint
- JD crossword
- JD word search

Suggested timings for the session

5 mins	Starter e.g. JD word search
5 mins	Use the Market Research PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
30 mins	Task – market research plan
5 mins	What have you learned?

Answers to questions

1. What is market research?
Market research involves the capture and analysis of consumer, competitor and market trend data.
2. Identify three methods of primary research.
The three main methods of primary research are:
 - Questionnaires/surveys
 - Focus groups
 - Observations



THE TIMES 100

BUSINESS CASE STUDIES

3. Explain the difference between quantitative and qualitative data.
Quantitative data is numerically-based e.g. 80% of respondents preferred blue.
Qualitative data is based on opinions and feelings. It is less easy to analyse but often more useful than quantitative data.

4. To what extent is primary market research better than secondary market research when JD is determining the location of new stores?
On one hand, primary research is better because:
 - The research can be tailored to find exactly what the organisation wants, therefore...
 - JD can find out information that is directly relevant to its needs
 - JD's competitors will not have access to this research
 - The information found will be up to dateHowever,
 - There is a wealth of secondary data available for JD to use already
 - Primary research can be very expensive and time consuming

What have you learned?

Expected learning is likely to include:

- Definition of market research
- Purpose of market research
- Difference between quantitative and qualitative data
- Difference between primary and secondary research
- Advantages and disadvantages of both primary and secondary research
- Purpose and methods of sampling