

Marketing 1: Rapid Revision

1. A. Market segmentation is concerned with dividing up the market into clearly identifiable sections which have common characteristics. It allows a firm to identify who their target market is. Explain what is meant by the following Market Segmentation techniques and use examples in your answer.

<p>Demographic Analyse based on age/income/gender This can influence needs/wants. es. Nivea for men / Dove for women (scented) - Netflix TV shows for different age groups</p>	<p>Behavioural Analyse consumers based on knowledge/attitude towards a brand/products. Multipack offers v one off products, reward cards for frequent users like Sainsbury Shoppers (Dunnes £10 off).</p>
<p>Geographic Analyse based on location. - eg Country/region etc... Location might influence buying behaviour. McDonald's segment menu based on location - es. beef India.</p>	<p>Psychographic Analyse consumers based on social status, lifestyle/personality type. Food options - es. Vegan v Vegetarian, Green image products etc...</p>

- B. List three reasons why a business would segment their market.

<p>1. Focus on customers who will most likely buy your product. - saves time/resources</p>
<p>2. Build loyal relationships with customer base makes it easier to launch new products.</p>
<p>3. Prices can be accurately set based on consumer income of segment</p>

- others - Competitive advantage for smaller business against larger brand / Better targeted advertising.

2. Write the correct term from the answers given to match their definitions.

Marketing Concept/Product Positioning/Target Market/Marketing Strategy/Market Research

Market Research	This is the collecting of information about a product and its market and then using that information to make business decisions.
Marketing Concept	Identifying consumer's requirements and identifying how to supply these requirements at a profit. It is finding out what a customer wants and making a product to satisfy these needs profitably.
Marketing Strategy	This will set out a map of marketing goals and how these goals will be achieved. It is usually developed with the different stages of planning in place, and should have both strategic and tactical plans in place.
Target Market	These are the people who are expected to become your customers, they will have similar interests- e.g. Dora the Explorer for children.
Product Positioning	Creating an image for the product in the minds of consumers in the target market.

3.

A. List three common examples of Field and three common examples of Desk Research used by businesses.

Field Examples	Desk Examples
Observation	Internet
Survey / Questionnaire	CSO Statistics
Focus Group / Interview	Trade Magazines / Publications Sales Reports

B. From the list of advantages listed, write whether they relate to Field or Desk Research in the spaces below.

Field Research.	Designing its own research allows the business to address issues specific to its situation. It obtains the answers it needs to the questions it wants answered and from the consumers it is interested in.
Field Research.	A business owns that information and does not have to share it with anyone else. Therefore, it may find out things that its competitors do not yet know
Desk Research.	Usually costs a lot less and therefore can save huge expense for a business.
Desk Research.	A lot of data and information readily available that a business can use to make decisions

C. From the list of disadvantages listed, write whether they relate to Field or Desk Research in the spaces below.

Desk Research.	The business has no control over the accuracy or otherwise of the research.
Field Research.	Can be quite expensive to complete.
Desk Research.	Often freely available. The business's competitors can also access the same information
Desk Research	May have been done some time ago and is therefore out of date. The market situation may have changed drastically since the research was conducted
Field Research	Takes a lot of time and resources that could be used elsewhere in the business.

4. Explain three implications of a business operating in a niche market.

1.	• Little / no competition in market • less investment required (limited goods) - less investment needed.
2.	• High cost base - Job / Batch production - may need to charge high price to cover costs. • Cannot achieve economies of scale
3.	• More Focused Marketing • Loyal customer base

State / Explain