



**Business/Marketing Virtual Learning**

# **11-12 grade College Business**

**May 7, 2020**



Lesson: [May 7, 2020]

**Objectives/Learning Targets:**

Marketing Research: Primary Data

Identify three common ways to collect primary data.

Explain the reasons for and limitations of using observation.

# Let's Get Started

Watch these Videos:

[Primary Market Research](#)

[Observational Research](#)



# Collecting Primary Data for Marketing Research Studies

When completing marketing research, the data collection method you choose will depend on the type of information you need. To find out how people shop for a product or service, you would use a different data collection method than you would if you wanted to know how they actually use the product or service. Following that example of common sense, it is obvious that you would use a different data collection method to determine consumers' attitudes toward advertising than you would to identify the quantity of a product they consumed during a year. The idea to remember is that the data collection method used in a marketing research study should be as efficient as possible to collect accurate data.

We will take a closer look at three of the most commonly used methods of marketing research data collection, starting with **Observation** in this lesson. In the next lesson we will examine **Surveys**, and the lesson following that we will focus on marketing research **Experiments**.

# Primary Data: Observations

**Observation** collects information by recording actions without interacting or communicating with the participant. The non-contact with study participants is what makes this method of data collection unique as compared to surveys and experiments.

The purpose of observation research is to see the actions of the participants rather than to have them recall or predict their actions. This usually results in greater accuracy and objectivity, and less chance of bias. The trade-off to this is that using observations to gather data requires more time and expense than surveys. It also is difficult to gather information from a large number of participants using observation.

Observations must be carefully planned in order to keep from changing the participants' actions as a result of the observation. If people know they are being watched, their actions may be very different. Trained observers typically know what to observe and how to record information quickly and accurately.

## Primary Data: Observations

Some observations can be made using technology with video cameras, audio recordings, or with other types of equipment designed to gather information about the actions of people. We will look at two equipment-based data information gathering technologies used specifically by marketing researchers.

The first is eye-tracking technology, which uses close-up video recordings to determine where the customers' eyes look first, how long they focus on certain products, how they search the entire display, and what they look at when making a product choice. This information can be very helpful for retail stores in organizing and placing certain brands and products in displays and on shelves.

The second technology, barcode scanners, is familiar to most consumers today. For the researcher, the scanner can record the types and quantities of products purchased, the timing of purchases, how payment was made, whether coupons or other promotions were used, and what items were purchased at the same time (complimentary products). You can learn a lot about purchasing behavior in this way without asking the consumer any questions.

## ACTIVITY #24

- 1) Why are the results of observation generally considered more accurate than survey results?
- 2) Why is it important that participants in a market research study not know they are being observed?
- 3) How do you think marketing researchers observe and track your internet activity?
- 4) Give an example or two of times that you have noticed receiving advertisements online that match your interests?