

5.3_G

Student A

1 Primary

- = new info: from (1) people, e.g., customers, retailers; (2) observation, e.g., of shoppers
- + info = recent; can ask specific questions (good method for psych. research)
- expensive; time-consuming

5.3_G

Student B

2 Secondary

- = info from sources, e.g., books, internet, trade mags, reports, etc., (i.e., already exists)
- + cheap; good overview of market; based on real sales statistics; relatively fast
- reports → sometimes expensive; poss. out of date

5.3_G

Student C

3 Qualitative

- ≠ numbers; usually verbal info; used to find out attitudes, beliefs, etc. Methods inc. interviews, focus groups, etc.
- + reveal unknown probs.; basis for quant. methods
- in groups, opinions easily led by one person; only small numbers ∴ difficult to generalize

5.3_G

Student D

4 Quantitative

- = statistical info, usually thro' questionnaires
- + good for factual info; overview of trends ∴ large nos.
- sample must be v. big; people lie ∴ results may ≠ reliable; low response rate for questionnaires