

# Kellog's case study

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01

Describe the purpose  
of market research.

Market research is a specific area of marketing that informs businesses like Kellogg's about the things consumers need, how best to design products to answer those needs and how to advertise those products to consumers.

It can identify what consumers might want in the future. It helps a business to make more informed choices.

This reduces the risks for any new product development.

It also increases the likelihood that products will be well received by consumers when they are launched.



02

Explain the difference between primary research and secondary research.

**Primary research:** Research that is carried out for the first time to meet a specific objective.

A secondary study to make a particular goal easier to achieve.

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Analyse why an organisation like Kellogg's would use both qualitative and quantitative data.

Kellogg commissioned primary research in order to develop a new Crunchy Nut brand extension. It is suitable to use primary research. Primary research is regarded as a dependable source of information which is directly from the consumer and is specifically designed to reach the objectives of a project. Qualitative research or quantitative research are the substances of primary market data. Both types of data are worthy to ascertain what consumers really want or need. Qualitative research establishes a conversation with consumers that impels consumer's reaction. Quantitative research's purpose is to give a typical image of what consumers think of a new product idea or a new food.

The unity of qualitative analysis and quantitative analysis deeply reflects the inseparable relationship between qualitative analysis and quantitative analysis.



04

Evaluate why market research can reduce the risks of a new product launch.

Market research is a specific area of marketing that informs businesses about what consumers want, how best to design products to meet those needs, and how to market those products to consumers. Market research is not just about finding out what consumers are thinking. It identifies what consumers may want in the future. In this way, market research can help companies make smarter choices.

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Therefore, it is important to identify and anticipate changing consumer needs before developing new products. Market research adds value to a business by identifying consumer needs. It lets companies know which products or extensions to develop and for whom. It focuses on what consumers want.

Organizations that do this can improve a company's competitive advantage. Data from market research is valuable for understanding what consumers want or want. Qualitative data are more concerned with opinions, feelings, and attitudes. Quantitative data is presented in numerical form and is usually collected from a large number of respondents. It helps researchers understand their thoughts and feelings about new products.



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This reduces the risk of any new product development. It also increases the likelihood that a product will be popular with consumers when it is launched. Being market-oriented means that the entire organization is focused on the needs of the consumer.



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The committee presents the product to a representative group of consumers. They were asked to rate the ideas on different scales, so the company could identify the product ideas that consumers liked or disliked the most. Market research measures how attractive new products are to consumers and how likely they are to buy them in real life. The data collected also help calculate sales forecasts for the first and second years of a new product's launch. In the early stages of research, consumer reactions help companies explore many different ideas in an open way. It then conceived some ideas in more detail and screened them with consumers to select the ones that seemed to have the most appeal.



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Thanks for watching