Market Research Taste Test *BBI 2O1, Marketing Unit*

You and your partner have been hired to perform market research on snack foods for the school store.

***Step One: Identify the Problem*** – Our principal is interested in learning more about what the students want in a food or beverage item. What can we do to improve the selection of snack foods and drinks to make it more appealing to students?

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| BRANDS OF: Soft drinks (cola, ginger ale); Sports drinks (red, blue, yellow, green); Chips (regular, kettle, BBQ, salt & vinegar); Popcorn (light butter, butter, cheddar); Coffee; Pretzels; Tea, Bottled water; Pickles; Nachos; Chocolate; Candy; Crackers; other. |

***Step Two: Conduct Secondary Research*** – secondary research is published data that have been collected for some other purpose. Secondary data can come from books, magazines, internet, or from companies that specialize in market research.

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| Think about: What snack foods and drinks do Canadian teens consume most? How much are Canadian students willing to spend daily/weekly on snack foods and drinks? What are the favourite brands of snack foods and drinks? Record all sources of information. |

***Step Three: Select and Design Primary Research*** – primary research is original research conducted for a specific marketing situation. Types of research methods are: experiment, observation, survey.

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| Create a 10 question survey. Use google forms and create a survey for your peers. Ask questions in each of the following categories:   1. Demographic (gender, culture); b) Psychographic (beliefs, values, desires, fears, expertise); c) Behavioural (lifestyle, hobbies, socializing, buying, products); d) Top-of-the mind brand; e) Questions about price, place (of purchase), promotion, product preferences   Conduct a taste test, and collect the following information from each participant who samples the THREE food/beverages in the following areas (taste, texture, appearance, colour and overall rating) |

***Step Four: Report and Analyze Data* –** report qualitative research data (subjective) that provides insight into a problem and is in paragraph format. Report quantitative research data (objective), can be reported in graphs and charts with analysis or interpretation.

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| 1. Access your responses on google forms and screen shot each graph (10 in total). Under each graph explain in one or two sentences what the results are. 2. Determine the participants ranking of the products tested (1st choice overall, 2nd choice, 3rd choice) |

***Step Five: Research and Interpretation*** – how does the data collected help answer the questions you originally set out to find the answers to.

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| Make recommendations to our principal for the brand name and product information on the snack food or beverage item. |

**Format for Report:**

**Title Page:** Your name, your partners name, the food/beverage, any other information (class, teacher, date)

**Introduction:** Identify the problem (step 1) – explain what you set out to do and the answer to all questions in step 1.

**Secondary Research:** (step 2) answer all questions provided and your own questions. Provide all sources of information in a bibliography.

**Primary Research:** (step 3) provide a link to your survey/google form

**Report and Analyze Data:** (step 4) the graphs of data collected with a brief explanation

**Interpretation:** (step 5) how does the data collected help answer the questions you originally set out to find the answers to.

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| Test Taste Day (LEVEL of preparedness) | * Blind taste test prepared samples (packaging removed, station organized including napkins, cups, toothpicks, other items) | ……/10 |
| Organization | * Organized in suggested order with well-labelled sub-sections and content | ……/5 |

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| **Formal Report** | | Checklist | Mark |
| **Title Page:** | Your name, your partners name, the stadium/arena, any other information |  |  |
| **Introduction:** | Identify the problem (step 1) – explain what you set out to do and the answer to all questions in step 1. |  | ……/5 |
| **Secondary Research:** | Step 2- answer all questions provided and your own questions. Provide all sources of information in a bibliography. |  | ……/5 |
| **Primary Research:** | Step 3- provide a copy of your (blank) survey. |  | ……/10 |
| **Report and Analyze Data:** | Step 4- the graphs of data and a brief explanation. |  | ……/10 |
| **Interpretation:** | Step 5- how does the data collected help answer the questions you originally set out to find the answers to. |  | ……/5 |
| Technical Writing | * Proper word use, order, spelling and grammatically correct with proper punctuation |  | ……/5 |
| TOTAL MARKS & TEACHER NOTES: | |  | ……/55 |