Chapter 9

Chapter 9 Ordinary Level Questions

Q1. Describe **two** reasons why market research is important when a business is identifying its target market.

1. Helps understand customer needs and preferences Market research provides insights into what customers want, how they shop, and what influences their choices. This allows the business to create a product or service that matches its ideal customer's expectations.
2. Reduces the risk of business failure By identifying the right target market, a business can avoid wasting resources on the wrong audience. It ensures marketing efforts are focused and effective, increasing the chance of success.

Q2. (i) Discuss **two** types of market research a business may use before expanding.

1. Primary (field) research This involves collecting new information directly from potential customers, often through surveys, interviews, or focus groups. It provides specific insights tailored to the business's expansion goals.
2. Secondary (desk) research This uses existing data from sources like government reports, trade publications, or industry statistics. It gives broad insights about market trends, competitors, and consumer behaviour.

(ii) Outline **one** benefit of each type

1. Primary research It gives up-to-date and direct feedback from the target audience, helping businesses make accurate decisions.
2. Secondary research It is faster and more cost-effective than collecting new data, making it useful for early-stage planning.

Q3. Fill in the missing elements of the marketing mix below. Two are done for you.

Description	Element of the marketing mix
The product or service a business offers including the brand name and USP	Product
Different ways a business can charge for the product or service	Price
How the product is advertised to customers	Promotion
Employees and others involved in delivering the product or service to the customer	People
The design, look or wrapping of the product	Physical Evidence / Packaging
The steps involved for someone to order or use the product or service	Process
Where and how the product is made available	Place

Q4. Explain how the target market for a business would influence the **pricing** and the **promotion** elements of the marketing mix. Provide an example to help demonstrate each point.

Pricing

A business must set prices that match what its target market can afford and is willing to pay.
For example, a teenage clothing range in Penneys may use low prices to attract value-conscious students.

Promotion

The target market influences where and how the business advertises its product.
For example, if the target is young adults, the business might use TikTok or Instagram ads instead of print media for advertising.

Q5. Outline **two** ways an Irish protein bar manufacturer like All Real Nutrition may need to change its **packaging and product** when selling to new customers overseas.

Packaging 1. Change the language and labelling to meet local regulations and make information easy to understand. For example, ingredients and nutrition details may need to be translated or adjusted to match EU or US guidelines. 2. Adjust size, colours, or design to appeal to local preferences. A brighter, more minimalist design might work better in Scandinavian markets than in Ireland.
Product 1. Adapt flavours to suit local tastes. E.g. a peanut butter flavour might be replaced with matcha or berry in Asian markets. 2. Modify ingredients to comply with food laws or dietary expectations. This could include removing allergens or using organic ingredients where required by different countries outside of the EU.

Q6. (i) Name a product or service of your choice.

Domino's Pizza delivery service

(ii) Suggest changes/improvements to three elements of the marketing mix for the product/service of your choice, justifying why you would make those changes.

1. Promotion Increase targeted advertising on social media platforms like Instagram and TikTok. This helps attract younger customers who are more likely to order food online and engage with digital content.
2. Price Introduce discounts or bundle deals to attract price-sensitive customers and increase average order size. Domino's Pizza could offer more student meal deals or group bundles during evenings and weekends to boost sales during peak times.
3. Physical Evidence Enhance packaging design and sustainability to improve customer experience and brand image. Domino's Pizza could switch to recyclable boxes with QR codes linking to offers or allergen info, showing a commitment to both convenience and eco-friendliness.

Q7. Outline **two** ways that ethics or sustainability can influence a business's marketing.

1. Use of environmentally friendly materials Businesses often highlight sustainable packaging or reduced carbon footprints in their marketing to appeal to eco-conscious customers. For example, Innocent Drinks promotes its 100% recyclable bottles to position itself as an environmentally responsible brand.
2. Honest and transparent messaging Ethical marketing involves avoiding false claims and being upfront about product sourcing or practices. E.g. Patagonia clearly states where its materials come from and emphasises fair labour practices in its campaigns, building strong customer trust.

Q8. Circle the correct answer in each statement below:

(i) A product's **USP** is: Its unique selling point / Its unit sale price / Its unusual supplier

(ii) **Promotion** includes: Product design / Online advertising / Delivering packages

(iii) **Digital marketing** means: Flyers in the post / Sponsored posts on Instagram / Talking to customers in a shop

Q9. Match each factor to the correct element of a STEEPLE analysis. Write the correct STEEPLE element beside each statement.

Options: Social / Technological / Environmental / Economic / Political / Legal / Ethical

Factor	STEEPLE Element
A new EU rule bans certain packaging types	Legal
Customers are more aware of climate change	Environmental
New social media trends change how teens shop	Social
A sharp rise in interest rates makes borrowing more expensive	Economic
New apps allow better customer feedback tracking	Technological

Chapter 9 Higher Level Questions

Q1. (i) Explain the importance of market research when identifying a business's target market.

Reduces risk and helps define customer needs Market research allows a business to gather data on customer preferences, habits, and demand. This ensures the business develops products or services that meet the target markets audience's needs, improving the chances of success.

(ii) Describe **one** method of primary research **and one** method of secondary research a business could use when preparing to launch a new product.

Primary Surveys can be used to collect first-hand opinions from potential customers about their needs and buying behaviour. This gives specific, up-to-date data that's relevant to the exact product being developed.
Secondary Government reports or industry publications can be used to gather existing information about market size or trends. This helps the business understand the broader environment without the cost of new research.

Q2. Explain how a business like Deliveroo could use **three different promotion strategies** to increase awareness and downloads of their food delivery app. Use examples in your answer.

1. Digital Marketing / Social Media Influencers Deliveroo could partner with local food influencers on TikTok or Instagram to showcase ordering experiences. This builds trust with followers and creates engaging content that encourages app downloads. For example, an influencer could post a "what I ordered" video featuring local restaurants via Deliveroo.
2. Sales Promotions They could offer first-time users a discount code or free delivery on their first order – a short-term gimmick to incentivise them to try the App. For example, "Get €5 off your first order when you download the Deliveroo app" targets price-sensitive customers.
3. Public Relations (PR) Campaigns Deliveroo could launch a community-based campaign, such as supporting local restaurants or donating meals. This generates positive media coverage and positions the brand as ethical and community-minded.

Q3. A company is designing a marketing campaign for a new energy drink aimed at 16–20 year olds.

(i) Outline two ways the target market might influence the **packaging** and **product** elements of the marketing mix.

Packaging 1. The use of bold colours and modern graphics appeals to a younger audience. This helps the product stand out on shelves and creates a youthful brand identity. 2. Lightweight, resealable cans or bottles support active, on-the-go lifestyles. This improves convenience and encourages repeat purchases among 16–20 year olds.
Product 1. Try interesting flavour choices such as tropical punch or sour apple which could be popular with younger consumers. These flavours align with trends seen in other youth-focused drinks like energy shots or soft drinks. 2. Adding functional benefits like added caffeine or vitamins enhances appeal. This responds to the target market's interest in products that boost energy and performance – tie it in to improved study or sports performance.

(ii) Explain why it is important for the business to understand this target market when making marketing decisions.

Understanding the 16–20 age group ensures that marketing decisions match their values, habits, and preferences. They can adjust their marketing mix to suit what people in that market segment prefer. This increases the chances of product uptake, builds brand loyalty, and avoids wasting resources on ineffective strategies.

(iii) Develop the **pricing** and **process** elements of the marketing mix for the new energy drink.

Pricing Penetration pricing could be used to attract price-sensitive young consumers with affordable launch offers. Bundled deals or multi-buy discounts (e.g. 2 for €3) can further incentivise purchase and drive volume sales.
Process The drink should be available through fast, digital-friendly processes like click-and-collect or vending machines. Mobile-friendly ordering and visibility through delivery apps or event pop-ups ensures easy access for this tech-savvy age group.

(iv) Provide a USP analysis for the product based on your suggestions.

Strengths of the drink:
- Cheaper price point makes it more accessible for students.
- Lightweight, resealable packaging is easier to carry and use on the go.
- Sold at pop-up locations like sports events and college campuses, meeting consumers where they are.

Strengths of competitors (Monster, Red Bull):
- Strong global brand recognition and loyalty.
- Wide flavour range and established distribution in shops and vending machines.
- Seen as edgy and performance-focused in marketing.

What young consumers want (the target market):
- Affordable energy boosts for busy school or social schedules.
- Convenience and portability in their drinks.
- Something that feels fun, modern, and available in their social spaces.

The USP:
A more affordable, lighter energy drink that's easy to carry and available at events and venues popular with 16–20 year olds—offering energy with ease and accessibility.

Q4. Choose a streaming service of your choice (e.g. Netflix, Prime, AppleTV, Disney...) Suggest improvements for **four different elements of the marketing mix** that could help the service attract more customers. Justify your suggestions and refer to the needs of the target market.

Streaming service: Disney+
Element: Product A business can adjust product features to better meet the needs and preferences of its target market. Offering interactive options such as user-generated playlists, alternative endings, or localised content enhances viewer engagement. For Disney+, adding region-specific shows or student-focused content would appeal more to younger, diverse audiences.
Element: Price Pricing strategies should reflect the target market's spending habits and perceived value. Introducing student discounts or bundling Disney+ with other youth-oriented services increases affordability and appeal. This would help Disney+ compete more effectively with platforms like Netflix among cost-conscious students.
Element: Promotion Effective promotion means choosing the right platforms and messages for the audience – digital marketing would work well. Using TikTok influencers or viral challenges linked to Disney+ releases would boost awareness and relevance. This creates a direct connection with 16–25 year olds, who consume content heavily on social media.
Element: Place A business should make the product available where its audience is most active. Expanding access through partnerships with mobile providers or streaming zones in colleges would increase visibility. For Disney+, offering free trials or app access in student areas would meet the target market where they are.

Q5. Explain two ways digital technology has changed how businesses

(i) conduct market research

1. **Businesses now use digital tools to collect real-time data on customer behaviour.** Website analytics and social media insights show what customers are viewing, liking, or buying. For example, a business can track which Instagram posts lead to the most clicks on a product link.
2. **Online platforms allow businesses to run fast, low-cost surveys or polls.** This gives immediate feedback from specific target groups without the expense of traditional field research. E.g. a start-up could use Reddit or Instagram stories to test product ideas before launch.

(ii) promote their products

1. **Digital marketing enables personalised and targeted advertising.** Businesses can tailor messages based on user data such as age, location, and interests. For example, an online store might show different ads to teens on TikTok than to parents on Facebook.
2. **Social media allows for two-way interaction with customers.** Promotion now includes engagement, likes, comments, and shares boost visibility and build community. A brand might launch a hashtag challenge or respond to comments in real-time to keep users involved.

Q6. Evaluate how ethics can influence a business's marketing strategy.

Ethical marketing builds trust and strengthens a business's reputation.
Using honest advertising and avoiding misleading claims helps attract socially aware consumers and increases long-term loyalty.

However, ethical decisions can increase short-term costs or reduce promotional freedom. For example, a business may avoid aggressive sales tactics or limit packaging to stay environmentally responsible, even if it's less eye-catching.

Overall, ethics positively influence marketing by aligning the brand with values that matter to consumers, especially younger audiences who expect transparency and responsibility.

Q7. Outline three ways sustainability is an important consideration when designing a marketing strategy.

1. **Sustainable packaging can enhance brand image.**
Using eco-friendly materials appeals to environmentally conscious consumers and reduces waste.

2. **Promoting ethical sourcing builds customer trust.**
Highlighting fair trade or local suppliers shows the business values people and the planet, not just profit.

3. **Reducing the carbon footprint can be a unique selling point.**
Businesses that minimise emissions or offset their impact can use this as a core part of their marketing message.

Q8. A clothing brand is analysing customer types using a **power–interest grid**. It currently markets its brand in the same way to all groups. It identifies the following:

Group A: Casual shoppers who browse online occasionally

Group B: Major retail partners who buy in bulk

Group C: Loyal young customers who buy regularly and give feedback

Group D: Fashion influencers with large online followings

(i) Conduct a power interest grid, placing each group in the appropriate place.

Group A: Casual shoppers – *Low power, low interest*

These customers browse occasionally (low interest) and have little influence on the business's success.

Group B: Major retail partners – *High power, low interest*

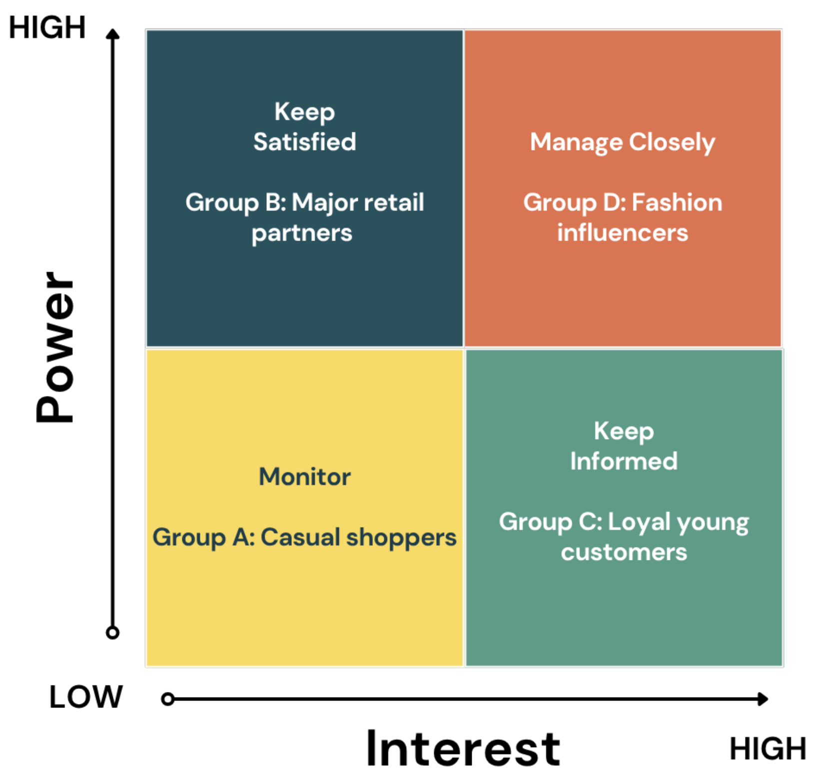
They make large orders (high interest) but may not be involved in branding or regular engagement (low interest).

Group C: Loyal young customers – *High interest, low power*

They buy regularly and give feedback (high interest), showing strong engagement but limited control as they don't spend much on the product (low power).

Group D: Fashion influencers – *High power, high interest*

Their influence can shape brand perception and sales (high power), and they actively engage with the brand (high interest)



(ii) Identify the group the business should prioritise when adjusting its marketing strategy, and suggest changes they could make to **two** elements of their marketing mix to target this group.

Priority group identified: Group D – Fashion influencers
1. **Promotion** Use digital marketing/endorsers by developing exclusive collaborations or limited-edition drops co-created with influencers. This leverages their audience reach and positions the brand as trend-forward and desirable.
2. **Product** Adjust design/features in collections that reflect influencer styles and current trends, based on direct input from this group. This ensures products resonate with wider audiences influenced by those tastemakers.

Q9. *A small Irish business is planning to expand into international markets.*
Develop a STEEPLE analysis for them, outlining the relevant factor and describing its possible impact on their plans.
Choose four out of the five factors listed: Technological, Environmental, Economic, Political, Legal

1. Technological A small Irish business can use low-cost digital tools to market internationally, helping to overcome limited resources. E-commerce platforms and automation software enable it to manage overseas orders and customer queries without large local teams.
2. Environmental International expansion may require the Irish business to comply with stricter environmental standards in other countries. This could involve adjusting packaging or transport methods to meet expectations around sustainability, which may be more demanding abroad.
3. Economic As a small Irish business, fluctuations in exchange rates in non-EU markets or economic downturns abroad can quickly affect profit margins. Careful pricing and budgeting will be needed to ensure products remain affordable and viable in each new market.
4. Political A small Irish business may face added challenges navigating tariffs, trade restrictions, or customs processes when entering new regions. Political instability or regulatory differences could disrupt plans, so the business must research each country's trading environment before launching.