MARKET RESEARCH REPORT

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Introduction

Market research perform a fundamental role in the decision making process by presenting relevant up to date data to decision makers. Top management require updated information to evaluate customer’s needs and wants, extent of competition, technological change and other prospects. Besides, market research provides you to actual scenario by giving the trends, trends, forecast, segments, its major players in globe or in particular area and all these helps to develop a marketing strategy or a plan. Without a strategy one cannot enter in any market also can’t hold their position in any market, and thus, through market research one can know the status about our competitors of the business.

Moreover, market research helps one to know the required customer’s behavior in depth through which management can plan such tactic to attract them and mainly the right customer. Also, who are starting their business need to know what is their piece of cake where they can start on and on what. Market research is the fundamental building block of all business functions - sales and marketing, business strategy, product marketing, product management, and positioning against competition (Neuman, 2013). Market research is what brings teams from various functions onto the same page and have shared understanding of business goals and approach. Without market research, companies and the different teams will be groping in the dark. This result to misunderstandings, frayed nerves, a lot of finger pointing, and an environment or distrust and dissatisfaction (Karjaluoto, et al., 2015).

Sampling method in market research is usually applied where a portion of population are chosen to participate in study because of financial constraints and other related factors. The report outline how market research designed to discover the impact of the client selling their product directly via their website will be conducted as well as explaining how results were presented.

**Types of data**

The type data direct the sampling methods and methods analyzing data since different methods of suitable to a given type of data. Data is classified into different kinds based on several criteria. There are two types of data based on the origin of data namely primary and secondary data (Quinlan, et al., 2019). Primary data is the kind of data gathered for the first time by a researcher for a particular tenacity. This kind of data are original in the sense that no numerical manipulations have been performed on them. On the other hand, secondary data is the type of data that obtained from sources such as newspapers, journals, magazines and other materials that has originally gathered it (Holliman & Rowley, 2014). The data is kind of data has already been collected by other scholars, and statistical analysis has already been performed on them. Secondary data is not suitable in this context since, the purpose of the study cannot be achieved by using them, instead primary data is suitable for this problem. It is because the scenario under study need to be studied and solve using primary data.

Data gathering methods

The gathering of information in this research involved one data collection tool, questionnaires for collecting primary kind of data. To attain the study goal, the investigator conducted a survey after distributing the data collection instrument to the respondents. This was undertaken with the purpose of getting primary data from the participants directly. Besides, it also aided in increasing the accuracy of information. The instrument contained several close-ended questions regarding various elements of online shopping including; whether shopping online is more convenient than visiting shop, value of personal services received in shops, and frequency of online shopping, willingness to pay higher prices for products. The respondents were required to rate each of the statement listed in the questionnaire on a scale of 5 ratings where 1 represented strongly disagree while 5 represented strongly agree. The questions were designed and presented in an established sequence to reduce the time taken by respondents to answer questions. Later, the designed questionnaire was distributed among respondents through emails, which was considered the most suitable method since the customers of the business are spread across the region. It was also cumbersome to use face to face distribution methods based on the context of this research.

Questionnaires have several limitations. First, sometimes questionnaires become a pooling of ignorance where the participants’ response may not be correct rending the results invalid. Secondly, the respondents chosen to participate may not constitute a representative portion of the entire group. Some of the important sections of the population might chose not to respond to the questionnaire, and thus, making the information less accurate (Holliman & Rowley, 2014). **Sometimes the respondents might misinterpret the questions and thus giving irrelevant information which might be meaningless to the study. Besides, questionnaires are not usually suitable when finding information regarding complex emotional subjects such as feelings.**

**Sampling methods**

Sampling methods represent the selection and detection of suitable respondents from a group of entire target population to evaluate the thoughts, opinions, or descriptions of all the respondents. It is primarily relevant in research because it is usually difficult or unmanageable to assess the whole population or total number of population units of investigations of their massive involvement (Denscombe, 2014). To attain the purpose, the study employed random method other non-random method because of the nature of the research. Based on the state of the method, it does not need more energy because the investigator can access a substantial number of respondents since they are many. Thus, making the data gathering exercise easy and faster. This sampling method is majorly applied when the research involve random distribution of data collection tools compared to other sampling methods (Bryman & Bell, 2015). The method is also employed since it is fast and less costly compared to other methods such as non-probabilistic methods. Besides, it is appropriate for the investigation considering the effort required for data gathering from the respondents. The inaccessibility of the respondents and their distribution across the region also makes the random method more convenient to be used. The method also helps in avoiding biasness of research since each population unit has equal chance of being included in the sample, hence it ensures the sample obtained is representative of the population being studied.

**Display of data**

Figure 1: distribution of ratings of online shopping attributes

The chart above shows the distribution of respondents based on the ratings of the statement presented to them. Majority of the respondents strongly agree that they would consider buying cosmetic online, followed by those who said that they partially agree and partially disagree. Similarly, majority of the respondents strongly agreed that they find online shopping more convenient than visiting a shop. Implying that most of the respondents prefer shopping online than visiting a shop, and thus, the sample was representative of the population of online shoppers. This was also supported by the fact that larger percentage of them strongly agree that they are regular online shoppers. Consequently, majority of the online shoppers strongly agreed that they like to try cosmetics before buying them and the price is the most important factor when considering which product to buy. On the other hand, most of them strongly disagree with the fact that they always buy cosmetic from the same shop and if they like a product they are willing to pay a higher price.

**Critique of sampling methods**

Non-random methods are techniques which assumed that some of the population units has higher chances of being included in the sample whereas others have less chance being chosen. These sampling techniques are primarily suitable in scenarios where the investigators chose the respondents of the study based on their convenience to be resourceful in the research (Mike, 2015). This characteristic is appropriate and very fundamental to the investigators in obtaining the purpose of the study. In this study, the method was not considered suitable because the respondents of the research are easily accessible and could not be picked based on their availability only.

On the contrary, participants were picked based on their resourcefulness in providing adequate information which can be used to attain the research objectives. Moreover, only few participants will be required to participate in the study (30 respondents) and based on their distributions, this number could be easily reached. Therefore, the method was rendered invalid for the research, and thus, simple random sampling technique was employed. Nevertheless, the method is based on the assumption that all participants are online shoppers which might not be the case in this research (John & Vicki, 2017).

**Conclusion**

Categorically, the purpose of the research is to outline how market research designed to discover the impact of the client selling their product directly via their website. The results of the study showed that majority of the respondents find it convenient to shop online than to visit a shop. This has an implication that the sample chosen was representative of the population of online customers. Most of the respondents agreed that they regularly shop online and like to try cosmetics before buying them, as well as the price is the most important factor when considering which product to buy.

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