

Research Results

Liquid Art Winery

Research conducted by Kenedi Kelso, Aidan Pace, Lilly Majors, Lorrainea Irwin-Escobar

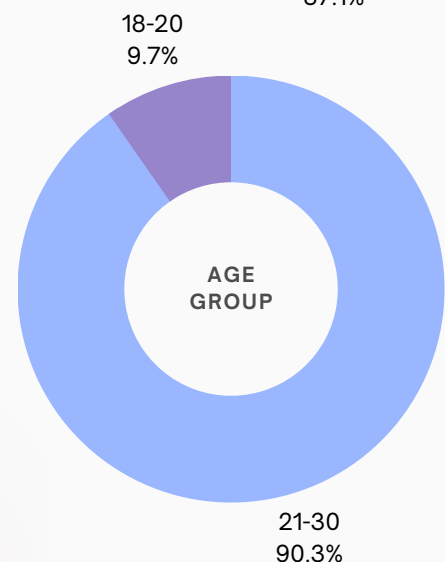
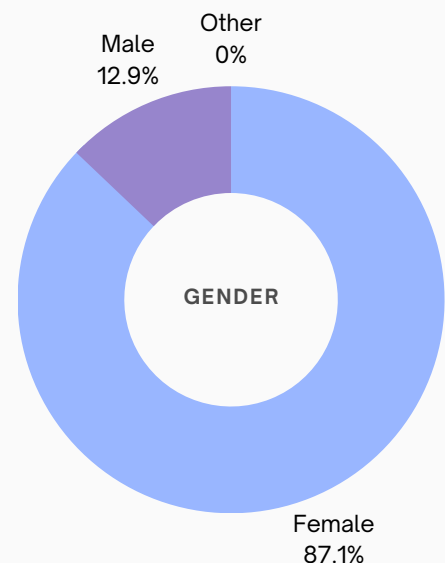
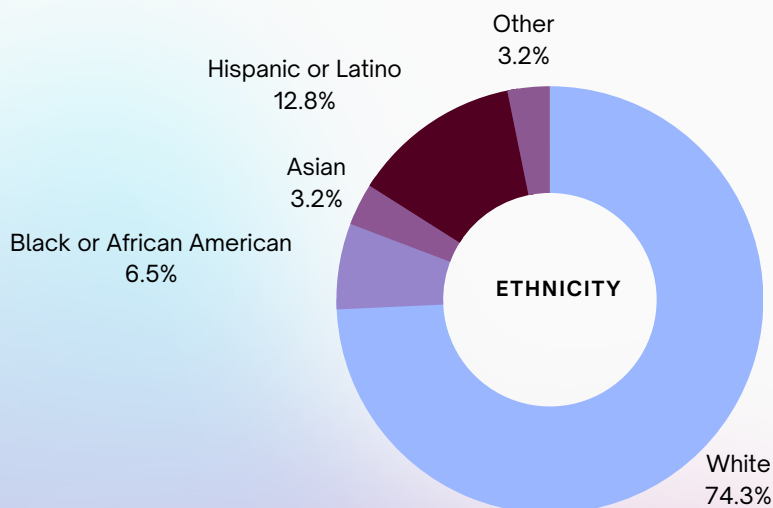
What research method did you use?

Our team utilized surveys as our research method. The platform we chose to develop the surveys on is Google Forms.

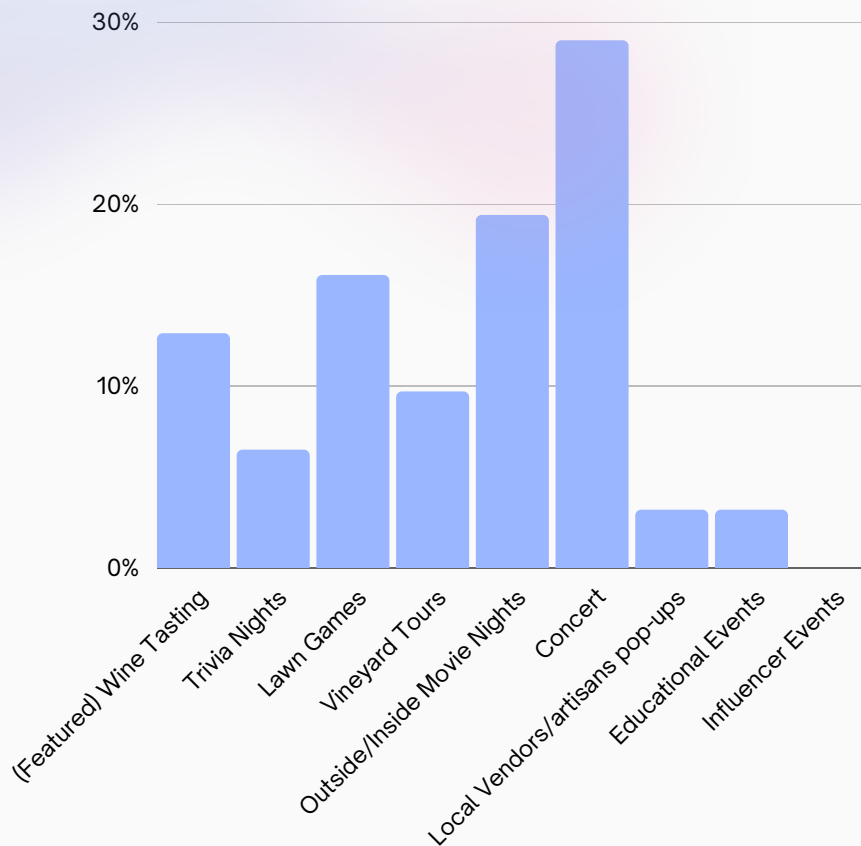
What was your sample size?

Our sample size is 31 participants.

Demographics



WHAT SUMMER EVENT WOULD YOU BE MOST INTERESTED IN?



Did you have any problems getting your research results conducted?

Our team did not have any complications conducting the research for this survey. We worried about how many results we would receive, but there were no issues.

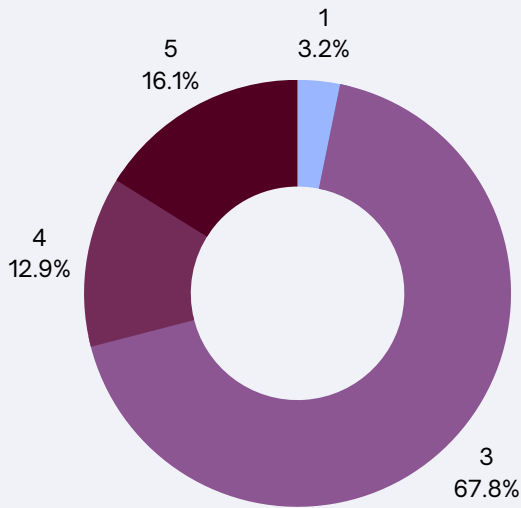
How agreeable were people to participate in your research?

Our team sent a substantial amount of surveys, around 60, to participants closely within our target audience. We received a slow start within the first few days, but over half of our participants responded by the deadline. Our results concluded that most participants in this research were compliant in participating.

Who was your target audience?

Our target audience was college students of any gender between the ages of 21 and 30.

**RATE YOUR
EXPERIENCE 1 (POOR)- 5 (EXCELLENT)**



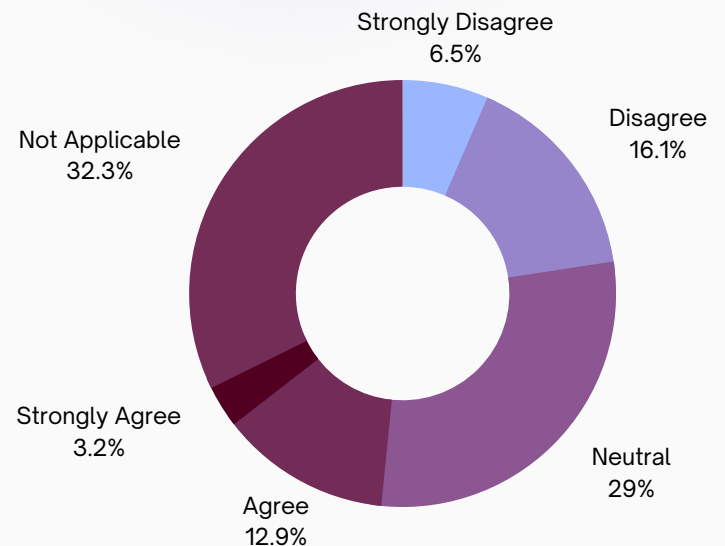
How did you tabulate your results?

Our team tabulated the survey results through Google Forms. Google Forms automatically takes the results of the multiple choice questions and organizes them by similar answers through pie charts and numbers, giving us a visual and numerical report of our results. For open-response questions, Google Forms lists the answers in the order in which they were received.

What are your main findings that will inform how you move forward with creative concepts?

One of the main findings that informed our team on moving forward with creative concepts was participants' suggestions on engaging K-State students with the winery. Most survey participants' emphasized a need for better social media and on-campus presence. Participants felt that Liquid Art needs to advertise themselves more. Another key finding is that most participants stated that they would be more likely to engage with Liquid Art if the winery tried to have giveaways, deals, or student-targeted activities. One most impactful finding was that 87% of participants do not follow Liquid Art Winery on social media, nor do they keep up with their events. This finding proves that a more widespread social media presence is one of the most crucial things to consider moving forward.

IN YOUR EXPERIENCE, LIQUID ART WINERY CATERES TO COLLEGE STUDENTS WITH THEIR EVENTS OR DISCOUNTS.



source for quote in "goals" section:

Sunaryo, W., Rubini, B & Faruk, U. (2023). The role of social media, service quality and public relation on organization image. *International Journal of Data and Network Science*, 7(1), 405-410.