

Marketing

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Methodologies for achievement of research objective Facilitator:

Methodologies for achievement of research objective According to Rix (2012), in order to achieve the objective of the study, the researcher will have to utilize both primary and secondary data sources. The objective of the study will form the Centre of interest as the researcher analyzes the relevant secondary sources. The local and central governments possess key information on the attitudes and the tendencies of the local people towards staying out and exposing themselves to direct sun as opposed to protection against the sun. Information regarding the attitudes and behavior of the people can also be found in New Zealand statistics and Health boards. With the sun extremely harsh in New Zealand, information on safety is imperative. The researcher can access this information from libraries and databases in universities, colleges, and technical institutions.

As much as the secondary data will help the researcher to know much about the New Zealand environment, primary data is crucial in the study. The wristband is a newly invented product through the innovation of the people hence primary data will boost the research objectives. The researcher will be interested in getting firsthand information from the people hence surveys and self-administered interviews will be used widely. Through the surveys and interviews, the researcher will aim at understanding the attitude and feelings of the people towards the wristband. The researcher will also be interested in knowing the reasons that would prompt the people to shun the use of the wristband and why some people would not think of using the wristband in the first place. However, the researcher will be careful with the

information in order to ensure it is reliable and valid. Rix (2010) argues that the researcher must work to limit error and possibility of a biased research.