

# Research: sampling and chili sauce

[Business](#), [Company](#)



1. 0Introduction The paper seeks to propose a research on the management of Tesco Stores Malaysia would like to introduce own branded chili sauce to Malaysia consumer. This paper will be organized under the following broad headings: \* Problem identification \* Literature review \*

Research philosophy and approach and research design \* Data collection 2.

0General statement of the Problem. There are many type of products in the market. For example, in Malaysia there are more than ten type of chili sauce are selling in the market.

Tesco would like to introduce its own branded chili sauce to the Malaysian consumer. The main factor of successful to introduce the chili sauce is the acceptance of the consumer. Brands vary in the amount of value and power they have in the marketplace. For example, Life brand chili sauce is a well known in the existing market, when a consumer knows that a brand exists in the market, the brand is said to have high brand awareness. If consumers' awareness towards the brands is high, its brands equity is also high.

Besides that, the quality of the chili sauce also important, consumer will compare the ingredient, texture and etc with the other brands of chili sauce. A brand is valued high when consumers stay loyal to that particular brand. Consumers don't switch to other brands and they willing to wait even if the store runs out stock. Example of products and brand that have high brand loyalty are Kimball, Maggie and Life. A brand is perceived to have high value if the brand is of goods quality. 3. 0Formulated research question

The aim of this research is to survey the successfulness of the management of Tesco Stores Malaysia to introduce its own brand to the consumer. The research questions are: 1) To investigate quality, packaging, availability, <https://assignbuster.com/research-sampling-and-chili-sauce/>

range, promo and how the perceptions differ across demographic profile, that is level of income and age group. 2) Pricing 3) To determine the perception of customer towards to know the product quality. For example, the chili sauce texture, taste and so on. 4. Literature Review

No. | Author / title | Objective | Variable | Methodology | Finding | 1. | Marketing Communications Plan for : a new sauce brand under maggi by nestle  
 Author : Iloka Benneth Kueh Yi Kia Teng King Wee | To increase the market share and sales volume of Maggi brands in Malaysia up to 10 percent by the 12th month of campaign. To increase brand awareness of Maggie brand in Malaysia up to 20 percent by the end of the 12th Month. To generate up to 10 percent of total sale of Maggie brand in Malaysia. Selecting a new brand, unique selling point, positioning, new label design and packaging graphic, advertising and other promotional strategic. | Survey research will be used on the commencement, middle and conclusion stages of the campaign. A media evaluation service will be engaged to ascertain whether the media accomplished (qualitative and quantitative) Website participation be evaluated. | The strengths and weaknesses of internal and external factor of Maggi.

For example, Management, marketing, research and development, Competitive, technology and so on. | 2. | H. J. Heinz Inc: Industry Analysis  
 Author : Kasey Feigenbaum Justin White Elliott Matticks | Heinz is seeking to expand its offerings by focusing on emerging markets in countries such as Brazil, Philippines, Turkey, and Vietnam where there is large potential growth. | Heinz is striving to develop globally while positively impacting the world. The company is promoting sustainability and supplying

more than 30 countries with natural hybrid tomato seeds. Products sold through Heinz's own sales organizations through independent brokers, and agents distributors of chains, wholesalers, cooperative and independent grocery accounts, convenient stores, bakeries and so on. " Heinz Ketchup Road trip" and the campaign was pitched on social media site including twitter and facebook. | Heinz manufactures and markets products meet the standards of individual countries, and the needs and wants of consumers in these countries.

Heinz focuses on marketing their products with an emphasis on health, wellness and sustainability. | 3. | Cooking with ease: new Kikkoman Asian sauce line make home preparation of ethnic cuisine more convenient, providing consumers with an easy means of cooking Asian cuisine is a smart move and the new Kikkoman Restaurant series Asian Sauces supply this mean for today's busy consumer. | One of the goals during the development of Kikkoman Asian sauces was maintaining an authentic or traditional flavor in each of the four varieties. During product development, several prototypes underwent numerous iterations and internal tests to ensure the ideal flavor profile was created in each version. | " The reason behind our decision to launch this brand new product line, the Kikkoman Restaurant Series Asian Sauces, results from extensive market research with consumers revealing the trend that Asian cuisines are becoming very popular," says Shig Nemoto, vice president of sales and marketing at Kikkoman. " Kikkoman is known as the expert in the manufacture of soy sauces and teriyaki sauces, and our corporate strategy was to grow and extend within the same arena through the popular Asian flavors captured in these sauces," says Nemoto. " Our

brand is perceived as the highest quality product, and we expect consumers will associate these new entities, this new product line, with the same standard for high quality. " | 4. | Campbell reaches into pouch to heat up soup sales Author : Martinne Geller | Introducing new line called " Campbell's Go".

Campbell plans to extend that line to other simple meals that are meant to appeal to younger shoppers with graphic that are edgier than Campbell's traditional products. | The company plans to launch over 50 new items in fiscal 2013 | Campbell spending on advertising to spur sales, rather than price-driven promotions. | Campbell's are changing plan will not go back to heavy discounting and they confidence that between the levers of price, promotion, brand building and news to the base with innovation, they will be able to fully competitive in this business. 5. 0 Research philosophy and approach & research design. In research, understanding of the appropriate research philosophy and approach is important before beginning a research. Quantitative analysis can be done for a number of reasons such as measurement, performance evaluation of a financial instrument. It can also be used to predict real world events such as changes in a share price. A business or financial analysis technique that seeks to understand behavior by using complex mathematical and statistical modeling, measurement and research.

By assigning a numerical value to variable, quantitative analysts try to replicate reality mathematically. The survey can be collect from population There are issued associated with population decline and changes in population composition in the developed world (low fertility, population ageing, increasing international migration and ethnic minority population)

and those associated with population growth and environment in the developing world (rapid decline of fertility, disease and mortality control and urbanization).

Population studies, as an integrated social science, seeks to examine processes and patterns of population change their local and global impact. For example, from the population we can collect the data of gender, age range, gender and so on to analysis the data how many of people like Tesco own brand chili sauce, how many don't like. Besides that, the research also can collect data through questionnaire. A questionnaire is a research instrument consisting of a series of question and other prompt for the purpose of gathering information from respondents.

Questionnaire have advantages over some other type of survey in that they are cheap, do not require as much effort from the questioner as verbal or telephone surveys, and often have standardized answer that make it simple to compile data. For example, questionnaire may include the question of the consumer satisfaction to the Chili sauce like the texture, taste, ingredient, price, packaging and so on. Other than that, sampling techniques provide a range of method that enable the researcher to reduce the amount of data needed, by considering only data from a subgroup rather than from all possible cases or element.

In order to ensure that the data collected is representative, a few term related to the concept of sampling must be understood like population, element, censes, population frame or study population, sample, sampling unit or subject and sampling frame. The reason for using a sample are many; in research investigation involving several hundreds and even thousands of

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elements it would be impractical to collect data, test or examine every element. Consider the cost of using a census, the time and the human resources needed; they are prohibitive.

The quality of the information obtained from a sampling study is likely to be more reliable than from a census; this is mostly because fatigue is reduced and fewer errors will result in collecting the data, especially if a large number involved. In some situations, sampling is required. In testing the chili sauce of Tesco product, it would be impossible to test the entire population because the amount is large. A variety of sampling designs are available and the choice depends on the requirements of the research, the objectives of the study and the resources available.

The sampling technique available is divided into two type. Probability sampling, the chance of probability of each case being selected from a population is known and is usually the same. It is based on the concept of random selection, which is a controlled procedure that assures each population element, or case is given a known –zero chance of selection. By using a probability samples, it is possible to answer research questions and to achieve objectives of estimating characteristics of the population from the sample. Thus, probability sampling is often used in surveys and in experimental research.

In non-probability sampling, the probability of each case being selected from the total population is not known, and it is impossible to answer research questions or to address objectives that require statistical inferences about the characteristics of the population. Although generalizations could still be made from non-probability samples about the population, it cannot be done

on statistical grounds. For this reason, non-probability sampling is often used in a case study research. 6. 0Data collection Data collection can be collect by using simple random sampling.

In this sampling technique, each population element has an equal chance of being selected into the sample. The samples are drawn using random number tables or generators. This technique is best used if an accurate, complete and easily accessible sampling frame is available. By using random numbers, the selection of sample is done without bias, thus making the sample representative of the whole population. The Tesco management can randomly choose the consumer from the Tesco card member randomly to send the questionnaire by e-mail, posted mail or Short Message Service (SMS).

From the database of the Tesco store can send by the area Tesco. For example, Penang Tesco will send questionnaire to the consumer who join the member at Penang Tesco, that mean the consumer maybe stay near Penang, same to Bukit Mertajam Tesco and other too. In this sampling technique the questionnaire, the major disadvantages of this sampling form is that is requires a listing of the population elements. This will take longer time to implement if the population covers a large random geographical area of selection, then a selected case is likely to be dispersed throughout the area, and will be costly due to the postage charges.

The Tesco management can prepare reply envelope to the consumer that who don't have e mail address and have to by normal postages, this is easier the consumer return the questionnaire. 7. 0Conclusion. A good sample should be accurate; there is little or no bias or systematic variance. Research <https://assignbuster.com/research-sampling-and-chili-sauce/>



is to collect accurate data and to analysis then only the management of Tesco Stores Malaysia know whether it would be feasible to introduce its own branded chili sauce to the Malaysia consumers after evaluated the entire questionnaire that received back from the consumer.

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