

Interpretation of primary market research information



Interpretation of Primary Market research information During my questionnaire I asked questions that would provide me with good information from the answers. I asked people face to face to increase the validity of responses I received. Validity would be increased as people are less likely to give you a false answer if you are asking them face to face. I asked a range of questions in my questionnaire like which geographical area do you live in and the income they receive. After a certain amount of understanding was obtained from the answered question I could then go on to ask question relating to the product. These questions were based on how they currently see the company. Also it was asking how often they purchase the certain type of product on a weekly basis. I knew then if they purchase a high number of a similar product then the response I would get from my questionnaire for my new product would be a good opinion. This would be because they know what flavours work well, and which don't so a majority response to either a yes or no answer will indicate whether they feel my new product will be a successful one. In my questionnaire I asked 25 people, the people I asked were a wide range of people as Walkers has a wide target market. I targeted a big range of people as all sorts of people purchase Walkers crisps. The people I asked varied in gender and age. There were some that were aged fourteen and under and there was one who as sixty six years or over. There was a range of people in fulltime jobs and people who were not. Of the people that were in jobs there was a range of occupations that they were in, these included an electrician, a hairdresser and a pub landlord. Some of the people that I asked were not in a fulltime jobs, this was either due to unemployment through redundancy in an old job or there was one person who was a full time mother. I knew the results provided from a <https://assignbuster.com/interpretation-of-primary-market-research-information/>

full time mother would be reliable as it is more than likely she would do the full time shop. Summary of questionnaire: Key: Q = Question asked, R = Results/Responses, E = Explanation of question. Q. What Gender are you? R. Male = 15 Female = 10 E - I asked this question so I could find out what gender of people responded to the questions I provided in my questionnaire. This would help identify my target market for my product. It would also show me which gender are keener on crisps. Q. What age range do you fall in to? R. 14 or under = 2 15 - 24 = 12 25 — 35 = 4 36 — 50 = 5 51 — 65 = 1 66 + = 1 E - I asked this question so I could see what ages responded to the questions I provided. The ages would help me see the current age of the market and see which ages I could possibly cater for more with my product. This would help identify areas which the business are doing well in attracting a certain type of customers. Q. Are you currently employed in a full time job? R. Yes = 7 No = 18 E - This question was asked so I could identify the type of people buying my product. Less products could be sold if people buying them were not in a full time job, this is because they may not have much money to spend on products as they don't have a good income. Q. If you are fully employed, what is your occupation? R. Electrician, Hairdresser, Pub landlord, Teacher, Doctor, Postman, Binman. E - I received seven responses from this question as there were seven people employed in fulltime jobs. These responses could show me what kind of working day they have. Some of the jobs they may eat crisps for there lunch, where as some jobs it is likely the people would not eat crisps for their lunch. 2 2 Q. If you are fully employed what is your yearly income? A. £11, 999 or under 1 1 1 1 1 1 1 1 1 1 £12, 000 - £17, 999 £18, 000 - £23, 999 £24, 000 — £29, 999 £30, 000 - £35, 999 £36, 000 - £41, 999 £42, 000 - £47, 999 £48, 000 — £53, 999 £54, 999

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000 - £59, 999 £60, 000 - £65, 999 £66, 000 - £71, 999 £72, 000 - £77, 999 £78, 000 + E - I asked this question as the amount of income for a certain person can affect the amount of money they spend on products. Lots of income does not necessarily mean a high number of products bought. As some families/ people may have a high level of healthy eating than others however some families may not eat as healthy as others and therefore but the products. Using this information it is important to make sure my product is not too unhealthy. Q. If you live in West Yorkshire, which geographical area do you live in? A. Morley = 6 Birstall = 4 Dewsbury = 8 Batley = 3 Churwell = 2 Other = 2 E - This question will enable me to see which area are purchasing more crisps. The results I collected will show me which area possibly needs more promotion than others or if there are other factors affecting the purchasing of crisps in the particular area. Other factors may include high level of unemployment, not many supermarkets or the pricing of the product. Where the popularity of the product is low offers could be use to entice customers into buying the products. Q. Walkers are launching a new flavour crisps into the market, this flavour is going to be pizza flavour crisps. I looked into popular food in Britain and found that pizza is a popular food amongst a high percentage of people. Using this information I realised that there is no pizza flavour crisp being produced on the mass market today. Henceforth I feel it is a good idea to produce this flavour crisp to the market. Do you like the idea of this product? A. Yes = 22 B. No = 3 E - After giving a description of a product it is important to see what initial thoughts of the product are. If there are many no's answered then the product may have to be looked at and changed, along with the description. In my case there were many people that answered that they like the idea of this product. As this is <https://assignbuster.com/interpretation-of-primary-market-research-information/>

good to hear many people like the idea of the product, it is important to find out why some people didn't like the idea of it. Q. If no, what do you not like about the product? A. 1. Just because pizza is popular in the UK it does not necessarily mean that the flavour will be really popular as a crisp. 2. The flavour does not sound very nice as a crisp. 3. I don't feel the crisp will be very popular, especially amongst younger people. E - I asked this question so I could see what the views were of the people that did not like the idea of the product. After look at concerns with the product, I could then modify the product so it confers with issues raised. Although looking into concerns is important, everybody has contrasting views on things, this product may not be for everyone so it is important not to try change the product every time an issue is raised. Modifications should only be made if there is a recurring theme where an issue consistently pops up. Q. Do you currently purchase crisps at least once a week? A. Yes = 16 No = 9 E - I asked this question to see what the current numbers are of people purchasing crisps. From this information I will know which opinions to value more than others. Or my product could tempt people who do not currently buy crisps into trying the new product. Q. Do you see Walkers as the leading brand for crisps? A. Yes = 23 No = 2 E - This question was to see how people view Walkers in the crisp market. If Walkers is valued highly then a new product being brought out could attract many customers. Also they will know the quality through previous Walkers products. If Walkers is not viewed highly by some then more promotion may need to be done so Walkers can fully assert themselves as the leading brand in the crisp market. Q. What amount of money would you spend on an average size packet of crisps weighing around 50g that is pizza flavour? A. 30p or less = 1 31 — 45p = 4 46 — 80p = 19 81p - £1. 00 =

1 £1. 00 - £1. 30 = 0 £1. 31 + = 0 E - I asked this question so I could create the product to the correct price range. There is no point creating a highly priced product if customers are not prepared to pay the high price. The answers I received indicated the prices they would like to pay is around the price of an existing walkers product currently on the market. Q. Would you be more inclined to pay more for the product if it was better for the environment? A. Yes = 21 No = 4 E - I asked this question to see what customers views are on paying more money to help the environment. Customers with higher incomes would be more inclined to say yes to this as they will have more money at their disposal. But Customers with lower incomes would rather not pay this added charge so they will be in a better financial position. Walkers need to be careful if adding an extra charge as this can affect sales of the product, but also Walkers will be helping out the environment. Q. Which promotion do you see as most effective for this product? A. TV advertisement = 18 Newspaper/magazine advert = 1 Offers = 6 E — This question was asked so I could see which form advertising customers said was most affective. After seeing the results Walkers could make sure that they have enough of these promotional activities. The existing ones could be improved to meet the needs of customers so they could be further enticed into purchasing the product. Q. What is your most popular form of shopping? A. In store = 21 Online = 3 Catalogue = 1 E — This question was asked so I could see which form of shopping is proffered through customers. Customers will be more likely to buy the product if the see it in the flesh. Customers can then asses how many of the product and what flavour to buy. Customers would be less likely to purchase crisps through online or a catalogue. Bar chart to show the amount of male and

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female's - This graph shows the amount of male and females that answered my questionnaire. Using a bar chart makes it easier to compare the two. The mode gender for the set of data is male. 60% of the people I asked were male. Bar chart to show the age of people - This bar chart is comparing the amount of people who answered the questionnaire and of what age they were. It clearly shows the amount of people from each age group. The mode age range for this set of data is 15 — 24, the mode is when a certain thing happens the most times. In this case it is the amount of people in the age range of 15 - 24. 48% of people that answered the questionnaire were of the age range of 15 — 24 years of age. Doughnut chart to show the amount of people in a full time job or not - This doughnut chart shows the amount of people who either are or are not employed in a full time job that answered my questionnaire. The graph is good for showing the difference between the two results recorded. These charts are good for working out approximate percentages within results from a set of data. For example an approximate percentage for this chart is around 75% for people in a full time job and 25% of people that are not in a full time job. People that are not in a full time job is the mode for this set of data. Cut out pie chart to show the range of jobs from people who work full time — A cut out pie chart is good for identifying the size of each of the sections of the pie. In this case all seven sections of the pie are the same size as the people in full time jobs all had different professions. There is a key at the side of the graph to help identify what the different colours mean on the pie. This graph is good for working out percentages from a set of data but this type of graph does not provide the numbers for each of the sections. There is no mode for this set of data as each job has the same frequency. A clustered cylinder table to show the

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yearly income for the people employed in a full time job - This type of graph is very similar to a bar chart. For this set of data the frequency was low for each of the ranges of data. This view shows a distanced perspective from the data shown in the graph. The cylinders show a modern feel to the graph and for ranges of data that have no frequency it clearly shows that the cylinder does not go up and is just flat. The mode range for this set of data is the wage of 11, 999 pounds or under. Line graph with markers to show which part of West Yorkshire people lived in - This graph clearly shows the difference between where people are from who answered the questionnaire. The line either rises or falls from the previous frequency and the markers clearly show what number the frequency is. This line graph is mostly used when showing the change in a trend between years, but it can also be used to describe data like this. The combined percentage of people from Batley and Churwell is 20%. The mode place for where people are from is Dewsbury. Stacked line graph to show which people like the idea of my product — This line graphs is very basic as there are only two possible answers to the question. The slant of the line shows the difference between the two answers. The larger the degree of the slant means the bigger the difference between the two answers. The way the line is slanted shows that people who answered my questionnaire like the idea of my product. 88% of people like the idea of my product who answered the questionnaire. The mode answer for this set of data in the answer yes. Pie Chart to show what concerns people had over my product — This pie chart is good for comparing sets of data. The section is in thirds with one answer been given twice and the other once. One section covers 66. 6% of the pie and the other section is 33. 3%. This percentage may not be initially clear but if the pie is studied it

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will be clear to see. The mode answer for this set of data is the answer that they don't think the crisp will be very popular. A graph to show whether people currently purchase crisps at least once a week — This line graph clearly shows the difference between the answer yes and no. The slant of the line shows the difference between the two answers. The larger the degree of the slant means the bigger the difference between the two answers. The way the line is slanted shows that out of the people who answered the questionnaire more people currently purchase crisps at least once a week than those who don't. 64% of people currently purchase crisps at least once a week. Stacked bar graph to show which people consider Walkers as the leading crisp brand — This type of graphs shows the big difference between the two answers provided, the lines are also able to be measured and from this it can be worked out how many times more one thing is than the other. 92% of people who answered my questionnaire currently view Walkers as the leading brand in the crisp market. Stacked bar chart to show the range of prices people would pay for an average 50g bag of crisps — This stacked bar chart is to show what price people will be wanting to pay for the bag of crisps. It clearly shows which price range is the most popular, the mode price range for this set of data is 46 — 80p. 76% of people would like to pay 46-80p for this packet of crisps. Bar chart to show if people would pay more for an environmentally friendly product — A bar chart is the easiest and simplest form of a graph. The answers are easy to compare as the lines are right next to each other and the height of the bar indicates the frequency. The mode answer for this set of data is yes. 84% of people would pay more for the product if it was environmentally friendly. Pie chart to show what type of promotion is seen as most effective — This pie chart is good for comparing

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sets of data. It clearly shows the difference between the sets of data collected. This type of graph is good for comparing how many types of a certain product are sold, the graph is good for assessing performance of a business. 72% of people view Tv advertisements as the most effective form of promotion. The mode answer for this set of data is Tv advertisement. Line graph with markers to show which type of shopping is most popular — This graph clearly shows the difference between where people are from who answered the questionnaire. The line either rises or falls from the previous frequency and the markers clearly show what number the frequency is. This line graph is mostly used when showing the change in a trend between years, but it can also be used to describe data like this. The mode answer for this set of data is the answer in store. 12% of people say online shopping is most popular.