

Market research
report pulse motors
product marketing
essay



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For the past 100 years, the advancement of technology in the bike industry has motivated organisations to launch electric vehicles, which can provide environmental friendly commuting in the city. City commuters aged between 18-35 and travelling within the vicinity of 10 miles or less have been the target consumers for creating a niche market in the bike industry.

However, the adoption process by consumers remains low on electric vehicles, as it includes high expense of the battery technology used with limited mileage range and lack of charging infrastructure for the vehicles. Pulse motors has decided to launch its new PEVO (Personal Electric Vehicle Zero) in the UK to carve a niche market for its product in this developing market.

In order to achieve a larger market share, it is essential to identify the consumer attitudes and behaviours regarding cycle based commuting. The overall consumer perceptions of Electric Vehicles need to be monitored along with the needs of the consumers. This market report will evaluate the above mentioned aspects along with the identification of data collection method used and implemented by identify the potential problems of launching the PEVO and eliminating those problems.

Methodology:

For this market research, Qualitative research methodology will be implemented for exploratory purposes, where it helps to identify the aspect of consumer behaviour and unfold complex decision making process. This method will also help in defining the consumer perceptions about the

product and analyse the complex relationship that consumers have with brands, corporations, and services (Kent, 2007).

The possibility of implementing the quantitative research methodology for this market research is highly unlikely due to its large sample size and generalization of the quantifiable data collected and then implementing it to a broader population. To acquire a quantitative data, the set of values or codes are predetermined to record observations and responses in the data capture scenario (Flick, 2009).

However, on the other hand, for qualitative research, pre-structuring is not required before data collection techniques. So, at the point of data capturing no specific structure are imposed on them. In this research, the focus is on identifying the consumer behaviours, attitudes and needs and influences which can only be obtained by in-depth nature of qualitative research. This can be achieved by focussing on particular group of participants resulting into interpretive analysis and understanding, in order to identify and explain consumer beliefs and behaviours (Hennink et al., 2011).

Qualitative methodology will help to address these issues:

Why and how do people make selections as citizens or consumers.

Why and how do potential consumers utilize the products they buy.

What are the areas of not acquiring satisfaction with various services or products.

What are the mental perceptions and image of different brands or product categories in the mind of the consumers.

How the product or service influence and differentiate the consumers in the market with its attributes.

By addressing these issues, Qualitative methodology can provide findings which will lead to a systematic competitive tool for pushing product insights and provide consumers with foundation for informed decision making process (Mariampolski, 2001).

2. 1 Review of alternative data collection techniques:

2. 1. 1 Focus groups:

One of the primary data collection techniques in qualitative research is focussed group discussions. There can be more than 10 to 12 groups, which consist of 6 to 8 participants per group, who are selected by a short recruitment process indulging into answering a questionnaire which helps the researcher to distinguish the target population (Kent, 2007). This population is collected in terms of age, gender, social status, usage of product which can be referred as quotas. This quota requirements needs to be fulfilled by each individual in the group, resulting into a focussed group. In this case, the quota requirement for each individual is their age which should be between 18-35, and the commuters travelling 10 miles or less belonging to that age range.

The researcher acts as a moderator who facilitates the entire group discussion on a specific research topic for a limited time period for about 60-

90 minutes. The discussion is recorded in camera so as to develop insights at later stages and for record keeping purposes. As, pulse motors tries to launch its product in the UK market, the discussion of the groups will be unstructured and free-wheeling as the focus is on the understanding and exploration of the selected research topic (Mcgovern, 2009).

However, according to Bailey (2011), focus group discussions have limitations in terms of limited experience by the participants and small number of participants resulting into limited range of issues. Therefore, larger groups are required for discussions in generating broad range of opinions, ideas and their experiences surrounding the research topic.

According to Tuckman (1986), to ensure the successful outcome, the moderator needs to have an understanding of group dynamics which go through four stages: forming, storming, norming, and performing (cited in Kent, 2007).

2. 1. 2 In-Depth interviews:

One of the most effective data collection techniques in qualitative research is interviews. This includes open ended questions which are not constrained by fixed structure of questions. The conversation in this technique is face to face which can last for 45-60 minutes, pertaining to the research topic extending the depth of the interview. The recruitment process for participants is similar to the selection of participants in focus groups. The structures of the interviews are often semi-structured or completely open ended interview regarding the topic, however the communication is not two way, rather, the interviewee shares his/her experience and the interviewer

interprets the experience and makes an attempt to form insights on the topic (Leavy, 2011).

However, according to Hennink (2011), there are limitations in this data collection technique, as it excludes the feedback from others, while conducting one on one interview. The interviewer also needs to establish skills like building rapport with the interviewee so as to acquire appropriate feedback. In addition, the interviewer should be flexible to change the topic co-relating to the interviewee's experiences on the topic.

The main difference between focus groups and in depth interviews is that in focus groups, the communication pattern is focussed among the respondents themselves facilitated by the moderator, and in in-depth interviews the communication is between the interviewer and the respondent (Kent, 2007).

In this case, to determine the perception of the respondent towards electric vehicles; the interviewer will first try to know the travelling pattern of the respondent followed by the product usage details such as which bike or cycle the respondent is using for commuting in the city. This way, the interviewer can anticipate the needs and attitudes of the respondent, which can provide an insight on the research topic related to electric vehicles.

2. 1. 3 Observations:

This data collection technique is more of a practical approach to understand the consumer behaviour and attitudes in the physical characteristics of the environment. The researcher acts as observer to scrutinize the aspects and factors considered by the consumer in the buying process. The market

researcher or the observer in this scenario is disguised so as to observe the <https://assignbuster.com/market-research-report-pulse-motors-product-marketing-essay/>

consumers in their socio-cultural environment situation and their attitudes in decision making process in that scenario (Flick, 2009). Familiarization of the current social settings can be addressed in this data collection technique.

However, according to Hennink (2011), observation techniques are time consuming which may lead to delay in research on the topic. The process of simultaneous recording and observation is complicated and tedious. In addition, the observer needs to be skilled for interpreting the resultant output of the research conducted on the consumer. The criterion involved in observation data collection technique is limited as the feedback is taken by one observer leading to misinterpretation of data.

According to McGivern (2009), the observer analyses the social and cultural context of the consumer and then form insights on information, which we may not acquire from interviews and group discussions. This technique involves both participant and non-participant observer which deal with acquiring data on the consumer activities and behaviours taking place in the environment.

Applied Data collection technique :

For this marketing research, in-depth interviews collection technique will be implemented. In depth interviews, the interviewer has the liberty to react to the respondent's feedback and adapt the interviews accordingly. Alteration of questions is possible which leads to many follow up questions and explore or clarify the reaction of the respondent which can provide further product insights (McGivern, 2009).

This data collection technique is used as it is cost effective and saves time for the researcher to gather multiple opinions depending on the research objectives. In-depth interviews help to investigate the research topic in depth by using open ended exploratory approach. Small groups help the researcher or the moderator to acquire in depth responses from the participating respondents.

In this case, it is necessary for the researcher to analyze intricacies of the public adoption process, as it has been low due to barriers which include lack of charging infrastructure and limited mileage range. It will also help to explore the respondent's inner feeling and overall perceptions of each respondent in terms of motorbikes and their utility according to the travelling pattern and the product usage.

Implementation plan for the research :

Firstly, defining the target population of the research topic. In this case, city commuters aged between 18-35 and travelling within 10miles or less (per journey). This criterion will limit the audience and gives a definite target audience for pulse motors who intend to build a niche market for this particular target population.

Secondly, identifying the sampling technique which needs to be implemented to identify the sample which represents the entire population and from which required results can be estimated. For this case, non-probability quota sampling technique will be implemented as the sample size is small which represents the entire population. Selection of the sample audience is done through a recruitment process which considers the

characteristics such as age, gender, and their attitudes towards bicycling/motorbike market. This quota controls will define the number of respondents and according to those quota criteria's the sample can be divided into subgroups. For this case, the researcher will sample 15 females and 15 males, between the age group of 18-35 by non-random selection. The sub group is divided in terms of age, gender, and working status of city commuters.

AGE GROUP (YEARS)

MALE

FEMALE

WORKING

STATUS

TOTAL (INDIVIDUALS)

18-23

5

5

STUDENTS

10

24-29

5

5

INTERNS/NEW RECRUITS

10

30-35

5

5

PROFESSIONAL MANAGERS

10

30

Firstly, dealing within the age group of 18-23 which belong to the student category as their travelling pattern is more frequent within the city. This sample can be found in colleges located in the city by 'lurk and grab' convenience sampling process where the respondents can be recruited at specified sites wherein this case would be college campuses. Unstructured interviews can be conducted while conversing with the students and knowing their travelling pattern and the mode of commutation. For example, how much do you travel in a week and which mode of transport would you prefer to travel from your home to the college then what do you think about electric vehicles as a commutation tool in the city. This can help to differentiate the respondents from other students not appropriate for the research. Keeping a record for the number of interviews in quota sheet will minimize the problem of doubling up on few interviews and also recognize the number of respondents we still need to find for acquiring appropriate data on the research topic.

Secondly, the next subgroup between the age of 24-29 which belong to the new recruits and interns category hired by the organizations can be recruited in the sample group by implementing snowball sampling as the visibility of the potential respondents is limited. Utilizing the network of contacts or the company databases, the respondents can be identified as new jobbers or interns in the organisation. These respondents can be put in a social group setting where the common agenda would be the issue of selecting alternative mode of cheap commutation for frequent travelling in the city. In case of electric vehicles, the researcher takes group interviews of interns/recruits wherein the issue of the interviews would be focussed on the

flexibility of cycle based commuting and the time taken for this mode of commutation. This will help to identify the overall perceptions of the respondents on the cycle based commuting and it may lead to consumer insight whether the consumer is willing to buy a product which provide them cheap and fast commuting in the bicycle/motorbike sector.

Thirdly, the last subgroup between the age of 30-35, which represents professional managers in any organization, can be recruited in the sample group by implementing 'lurk and grab' convenience sampling method. In this case, a recruitment questionnaire can be framed for the managers to differentiate the potential respondents. However, this recruitment method is difficult to execute because of the limited approach towards the respondents. Similarly, it will be expensive for the researcher. In order to mitigate this problem, researcher can administer the interviews by telephone or by post as it can be difficult to approach the respondents. For example, the managers can be asked about the degree to which they use their personal commutation to travel in the city, and if an alternative cheaper cycle based commutation are provided for them, will it persuade them to choose the alternative mode of travelling in UK. This will help to identify the perceptions and attitudes of professional managers towards cycle based commuting and their product usage pattern. This method can also reveal their importance given to social status, which can be a decisive factor in buying electric bicycle/motorbike as compromising their social status may dissuade them to buy the product.

Recommendations :

The aim of the research is to explore the travelling patterns of the students which depict their behaviour and attitudes toward city commutations. It also serves to figure out whether students are looking for cheap means of transport and which attributes are desired or selected by the students.

Assuming that the results of the research are reflecting predicted outcomes wherein the students is the niche market for PEVO, it is recommended that the company designs and markets its products to the reflected target segment in the future. The product can be marketed as multi-utility electric vehicle addressing several needs of the students.

In order to market the product during the launch, the selection of the mode of promotion depends largely on the identified target market from the research. In this case, in light of the assumption highlighting students as the target, the media vehicles such as the internet will be most effective.

Moreover, awareness campaigns in the universities can be run to inform the students about potential benefits from the product.

Furthermore, the marketing communication mix should be designed around addressing the concerns of the identified target population from the research. For future, it is also suggested that PEVO (Personal Electric Vehicle Zero) not only incorporates the qualitative techniques, but also explores the quantitative research methods for better statistics and figures on the product performance and functionality.

This information is imperative only after the product is first successfully launched within the desired target segment, in order to further enlighten the product developers to deliver quality products to the target consumers.