

Analysis of the market research data

[Business](#), [Marketing](#)



The paper " Analysis of the Market Research Data" is a marvelous example of a marketing essay.

In relation to question number 3, it can be viewed that in the year 2006, a significant portion i. e. 71. 89 % of the respondents agreed that a good selection of products was present in different stores of Kudler Fine Foods. Whereas, according to the market research results, it can be noted that the selection of products was not much good in the year 2007 as compared to the year 2006.

With regard to question number 5, it has been viewed that a major portion i. e. 87. 5% of the respondents agreed that the merchandise displays of Kudler Fine Foods were much attractive. However, in the year 2007, the attractiveness of the merchandise displays can be recognized as quite minimum as compared to the previous year.

Relating to the last question of the research, it has been apparently observed that overall, the respondents were much satisfied with the store that possess by Kudler Fine Foods in the year 2006 in comparison with the year 2007 in accordance with the results obtained from the research. However, apart from the aforesaid aspects, certain variations can also be observed concerning other vital facets. These facets comprise the convenience of store hours, attractiveness of decor along with store atmosphere and the behavioral attitudes of the customer service representatives. According to the results, it can be affirmed that the market trend of Kudler Fine Foods was quite satisfactory in the year 2006 as compared to the year 2007 (the University of Phoenix, n. d.).

With this concern, Kudler Fine Foods needs to adopt as well as to execute

effective marketing strategies with the intention of making its business position more dynamic in recent years (Proctor, 2013).