

Market Research Assignment

Step 1 – Establish your market research objectives

You have been hired as a market research specialist. Describe who has hired you and why they have hired you. Describe what your market research is looking to answer. You are to have 2 research objectives. Think of a product you're interested in and then determine what company would hire you to research that product. (If your product is a new flavour of pepsi, then Pepsi will hire to conduct research)

For example: (1) Researching how much to price a new product
(2) Researching the interest level in your product

This is a small section in your assignment

Step 2 – Create the questionnaire

Your questionnaire must be composed of a minimum of 7 questions, related to your research objective:

- Question of your choice
- 2 demographic questions (example: gender)
- 1 rating/scaling questions (example: likelihood to buy)
- 1 open ended question (example: suggestions for improvement)
- 1 multi-select question (example: have a list of musical artists and ask them to check off all the artists they listen to)
- 1 more closed-ended question of your choosing

Step 3 – Conducting the research

Now that you have your questionnaire, you need to figure out a way to distribute it to a minimum of 10 people. You can do this through photocopying or printing 10 copies and have people fill it out, or an online questionnaire. When handing in your assignment you will also hand it all research (your 10 questionnaires that people answered). You can take a screenshot if you did an online poll.

Step 4 – Analyze your results

Enter all of your survey results into Excel or another software and determine the percentage of respondents who answered each option in each question. For example: what percent of respondents were male and what percent were female? For rating/scaling questions, determine the average. For open-ended questions, list all responses and identify any patterns, group similar responses together, etc.

Create graphs/charts to display the results of a minimum of 3 of your 7. For open ended questions, discuss the most popular response.

Step 5 – Interpret your results

A) Based on your results, find any conclusions. You must include results from each question.

You must also perform at least ONE subset analysis (ex: if you had one question about gender and one question about satisfaction, you can find out how many males were very satisfied compared to how many females were very satisfied). This must also be shown visually in whatever graph format you choose.

B) Based on your conclusions, describe the actions you would take as the owner of the brand.

Step 6 – Putting it all together

You will create an infographic to show your results.

You must show the graphs/charts for each question. Show how each question was posed in the questionnaire. You must also show your scenario, objectives, conclusions and recommendations

Included in your infographic should be:

1. a) Introduction
 - Statement of the research task – (What is the problem at hand? What are your research objectives?)
 - Review of Data Collection methods (What was done to collect info? Ex. surveys, interviews...)
- b) Collection: How research was conducted
- c) Analysis: Graphs, Charts, Visual Aids
- d) Interpretation: Summary of findings: survey results, subset analysis
- e) Conclusion: Recommendations

2. Appendix
 - a) Tally sheet
 - b) Blank copy of survey/questionnaire
 - c) Copies of completed surveys/questionnaires