MODULE: (2019) 5MARK012W.2 Marketing Research

For: Melanie Godfrey and Anna Zacharewicz

Q.1 = 78%

Marks were lost: background needs some numbers to create empathy with client; in objectives could add a little more around the market and profiling; under methodology, the desk research is useful for objective number one, but there may be limited reports which provide comparisons between the two different age groups. Students today are generally Gen z (age 18 - 23) unless at postgrad. Additionally, there was misuse of the word random in relation to the intercept CAPI research. Marks were also lost as there seems to be an overlap with the in-depth consumer interviews and the focus groups which is not explained or justified; the sampling is correctly labelled for each of the tools and shows an understanding of why no probability sampling has been undertaken but there are issues regarding the sampling of experts for the interviews (mentioned in the methodology); in the data analysis more information regarding analysis of the textual transcripts would further help the mark; full marks for reporting; the timings suggest there are 4 reports as they have been mislabelled so this is confusing and one total figure for the client is needed; full marks for other issues;

Q.2 = 93%

Marks were lost: slight rephrasing of questions needed and only one classification question otherwise full marks for each of the marking criteria.

Online Timed Assessment

Proposal and Questionnaire

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London

2020

**Task no 1 – Proposal**

**Jack & Jones Research Group Ltd**

**Research for Queen of Raw launch of clothing range**

A Research Proposal

29 April 2020

Prepared for: Queen of Raw

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Response to a brief from Stephanie Benedetto (Queen of Raw CEO)

**Table of Contents**

[1. Background 3](#_Toc39077595)

[2. Objectives 3](#_Toc39077596)

[3. Methodology 3](#_Toc39077597)

[3.1. Secondary data collection (Desk research) 3](#_Toc39077598)

[3.1.1. Internal company sources 4](#_Toc39077599)

[3.1.2. External company sources 4](#_Toc39077600)

[3.2. Primary data collection 4](#_Toc39077601)

[3.2.1. Quantitative research 4](#_Toc39077602)

[3.2.2. Qualitative research 4](#_Toc39077603)

[4. Sampling 5](#_Toc39077604)

[4.1. Computer Assisted Personal Interview (CAPI) 5](#_Toc39077605)

[4.2. Depth Interview and focus group 5](#_Toc39077606)

[5. Data analysis 6](#_Toc39077607)

[5.1. Secondary data collection analysis 6](#_Toc39077608)

[5.2. Computer Assisted Personal Interview (CAPI) 6](#_Toc39077609)

[5.3. Focus groups and depth interviews 6](#_Toc39077610)

[6. Reporting 6](#_Toc39077611)

[7. Timing 7](#_Toc39077612)

[8. General costing 7](#_Toc39077613)

[9. Other issues 7](#_Toc39077614)

[10. References 9](#_Toc39077615)

1. Background

In recent years spotlight is given to issues such as water pollution and waste, as well as recycling, in which the fashion industry is taking a second place as one of the most polluting industries. The main issue in the fashion industry is water pollution and fabric waste from all kinds of clothing, including the T-shirts. Queen of Raw (the company) is a company funded by Stephanie Benedetto, which mainly focuses on reselling unused textiles, thus decreasing the numbers of waste and lowering the usage of water by creating profit from the excess materials. The new clothing range launch is planned by the company, aimed at the Millennials, overlapping with Gen Z[[1]](#footnote-1), which expect for the company to show ‘transparency, traceability, visibility’ (Exam Brief, 2020). By requesting the research Queen of Raw is aiming to understand with what clothes the company should target Millennials with and what messaging should be used to promote the products.

1. Objectives
2. To explore the views of the Millennials towards transparency, traceability and visibility in the fashion market.

*Justification: The brief claims that the company is in possession of information about the demands of Gen Z. However, as the main focus is claimed to be about the Millennials, the information needed is not yet collected.*

1. To investigate why the Millennials and overlapping Gen Z are concerned about the transparency, traceability and visibility of the fashion companies.

*Justification: to create a good messaging towards promoting the new products, it is important not only to understand the views of the generations, but the reasons behind them as well, for the messaging to be more accurate and relatable.*

1. To select the exact types of clothing required by the Millennials and overlapping Gen Z.

*Justification: the company is not aware of the types of clothing that their main target market is in demand for, thus it has to be found out for the new launch to be successful.*

1. To identify what messaging would be best fitted with the type of clothing the Millennials and overlapping Gen Z require.

*Justification: it is important for the company to know if they adapt the right messaging to the piece of clothing, as the right messaging would benefit for the successful launch and help the target market to rely and trust the company more.*

1. Methodology
   1. Secondary data collection (Desk research)

Secondary data collection should be conducted as it is a less expensive and a faster way to get information from the already existing sources (company ones and external ones) (Bradley, 2013). The Secondary data collection will be conducted mainly looking to the objective No. 1 and covering the Millennial views on transparency, traceability and visibility, as the company does not yet possess such information.

* + 1. *Internal company sources*

As it has been stated in the brief, the company sells fabrics to students, designers, manufacturers, etc. meaning that the information about the top buyers has already been collected. Thus, the percentage of the students can be checked (assumption can be made that most student buyers are millennials), in comparison to other clients, to see what part of their Millennial buyers are concerned about the three demands, which are understandably the values of the company.

* + 1. *External company sources*

The external sources will mainly cover the academic and non-academic data collected from Mintel, Euromonitor International, Statista and other similar research companies. This collected data will be used to understand if Millennials have the same views as Gen Z about the transparency, traceability and visibility.

* 1. Primary data collection

Primary data collection will benefit the company by equipping it with the information that is not yet collected and therefore cannot be reached. The results will be found through various research techniques mainly covering the research objectives No. 2, 3 and 4.

* + 1. *Quantitative research*

Quantitative research will be conducted first to select the types of clothing that the Millennials and overlapping Gen Z might want to purchase. The research will cover objective No. 3.

Computer assisted personal interview (CAPI) will be conducted to cover this problem. By using CAPI it will be less complicated for the researcher to judge the respondent eligibility to participate in the research (researcher himself will approach the people who look like Millennials or earlier Gen Z (born between 1995-2000)). As there is no information if the company has the contact info of any loyalty program participants or other customers, the research will be conducted physically in the shopping malls questioning random people that fall in the Millennial bracket. A permission for a stand will be gained in shopping malls across the UK (cities of London (Westfield Shepherd’s Bush, Westfield Stratford, Selfridges), Manchester (Arndale Centre) and Birmingham (Bullring & Grand Central)). The interviews will be conducted from 4 to 7 days in each mall and the estimate response rate should be around 700 taking an average of 140 responses in each mall.

* + 1. *Qualitative research*

The qualitative research will mainly focus on objectives No. 2 and 4, justifying why the Millennials and Gen Z (1995-2000) are concerned with transparency, traceability and visibility issues and figuring out what kind of brand messaging would fit the types of clothing best (for types of clothing see Quantitative research).

*Depth interview*

The depth interviews will be held with the Millennials and Gen Z (1995-2000) as the consumers and with experts in analysing the Millennial and Gen Z behaviour. 8 interviews will be carried out in total: 5 depth interviews will be held with the consumers and 3 will be held with the experts to analyse their opinions and thoughts towards the company’s transparency, traceability and visibility and the messaging connected to the new launch. The participants will be asked series of questions and showed visual material with the main aim for them to subconsciously answer to objectives No. 2 and 4. The interviews will be held in rented spaces, which would be comfortable and cosy enough that the participant would feel confident to answer to all questions asked. The depth interviews will be held in London, Manchester and Birmingham depending on the response rate of the quantitative research the interviews will be distributed in the cities: 3 interviews in 2 cities with highest response rate and (6 interviews in total) and 2 interviews in the city with lowest response rate.

People, who participated in the quantitative research (CAPI) will be informed about participation in further research with possibility to win a £35 voucher for Queen of Raw website. The information about the research will be available on Queen of Raw Social Media accounts as well.

*Focus group*

3 focus groups will be held in total, all focusing mainly on objectives No. 2 and 4 and the target participant will be Millennial or Gen Z (born between 1995-2000). The focus groups will form from 6-8 people each and will look into the transparency, traceability and visibility and the messaging that could be adapted to the new product launch. Through various projective techniques and questions asked by a moderator, participants will discuss about the topics. Focus groups will be held in London, Manchester and Birmingham, one focus group per city.

People, who participated in the quantitative research (CAPI) will be informed about participation in further research with possibility to win a £35 voucher for Queen of Raw website. The information about the research will be available on Queen of Raw Social Media accounts as well.

1. Sampling

Sampling will be applied to each activity which is going to be carried out separately as this application will be more accurate.

* 1. Computer Assisted Personal Interview (CAPI)

Population of interest: Millennials and Gen Z (born between 1995-2000) that currently live or are visiting UK (as the research will be conducted in UK).

Type of sample: non-probability sampling will be chosen, specifically looking into judgement (purposive) sampling, as it implies that the researcher consciously chooses people who would most likely be suitable to participate in the research (Millennials and Gen Z (1995-2000) (Wilson, 2019).

Size of sample (sample frame): All Millennials and Gen Z (1995-2000) visiting shopping malls during the time the research is being conducted

Response rate: expected to be 700 in all shopping malls (see Quantitative research)

Sampling error: the response rate might drop due to social distancing rules implied by Government. In this situation the research might be extended, to reach the wanted response rate or it might be moved online as a Computer Assisted Web Interview (CAWI).

* 1. Depth Interview and focus group

Population of interest: Millennials and Gen Z (born between 1995-2000) that currently live or are visiting UK who participated in the quantitative research or have access to Queen of Raw Social Media.

Type of sample: Non-probability convenience sampling will be chosen for this particular part of research as not all people who participated in the quantitative research would have given their emails to the researcher, thus it is not possible to reach the whole population. Not all people who have access to Queen of Raw Social Media accounts will necessarily see the invite to participate in the research.

Size of sample (sample frame): All people who gave their emails when participating in the quantitative research and the ones which have access to Queen of Raw Social Media accounts.

Response rate: 10% of the sample

Sampling error: the response rates might drop as some emails might go to spam or people will not notice the news on Social Media, thus repeated emails will be send to people who participated in the quantitative research and more posts will be released on Social Media encouraging people to participate in the research.

1. Data analysis
   1. Secondary data collection analysis

The MR Mix[[2]](#footnote-2) will be used as a framework for analysing the collected secondary data. The framework will consist out of four variables – purpose, population, procedure and publication – and by this the validity of the information will be conducted. The reliability of collected information will be assessed as well.

* 1. Computer Assisted Personal Interview (CAPI)

The Computer Assisted Personal Interview (CAPI) analysis will be conducted using the coding technique. Questions will be split in various sections and they will be analysed taking clusters of the people who answered the questions the same. This analysis helps to brake more complicated descriptions into easily understandable sections (Bradley, 2013). SPSS and other software will be used to analyse the data in more detail.

* 1. Focus groups and depth interviews

Focus groups and depth interviews will be analyzed by creating transcripts and using content analysis, which would help interpret the answers given by the participants and examine various patterns in the answers. Software as NVIVO will be used as well to get deeper insight to the answers provided.

1. Reporting

3 reports will be produced in total, covering topics:

1. Report no. 1 will cover the secondary data collection (desk research) and give insights of what has been found and what steps will be conducted next (primary data collection - quantitative).
2. Report no. 2 will cover the primary data collection (quantitative and qualitative) results, outcomes of Computer Assisted Personal Interview (CAPI), depth interviews and focus groups.
3. Report no. 3 would look at overall marketing research outcomes and give recommendations of how to develop the best brand messaging technique for Queen of Raw, following with a video-conference (due to health precautions caused by COVID-19 the physical meeting should not be gathered) to give recommendations and answer questions in real time.
4. Timing

|  |  |
| --- | --- |
| **Time/week** | **Activity** |
| Week 1 | Secondary data collection |
| Week 2 | Report on secondary data collection (No. 1) |
| Week 3-4 | Primary data collection (quantitative)  *Computer Assisted Personal Interview (CAPI)* |
| Week 5-6 | Primary data collection (qualitative)  *Depth interview and focus group* |
| Week 7 | Report on primary data collection (qualitative and quantitative) (No. 3) |
| Week 8 | Final data analysis |
| Week 9 | Final report (No. 4) and video-conference |

1. General costing

|  |  |
| --- | --- |
| **Price/number of activities** | **Activity** |
| *4 days \* £500 per day*  *Total: £2000* | Secondary data collection (desk research) |
| *700 respondents \* £30 each*  *Total: £21 000* | Computer Assisted Personal Interview (CAPI) |
| *5 consumer interviews \* £500-£750 each*  *3 expert interviews \* £1200 each*  *Total: £6100-£7350* | Depth interviews |
| *3 focus groups \* £3000 each*  *Total: £9000* | Focus groups |
| *~30 participants \* £35 cheques*  *Total: ~£1000* | Incentives |
| *Total: £39 100-£40 350[[3]](#footnote-3)* | |

1. Other issues

*About Jack & Jones Research Group*:

With a global perspective and a rapid development in marketing research field, we have been in the leading positions of the marketing research for over two decades.

Established in 1997 in an urbanistic and vibrant London, we have cooperated with brands as New Balance, Fever-Tree, Herschel, Airinum and many others, helping them create the best brand messaging techniques.

Our company is customer focused, hence close collaboration throughout the whole research process will be assured.

*Confidentiality and MRS Code of Conduct*:

All procedures carried out during the research will follow the MRS Code of Conduct and General Data Protection Regulation (GDPR). All participants in the research will be anonymous and the information collected will only be used for marketing purposes. The customer will be held anonymous where required as well.

*Payment details and schedule:*

The payment will be carried out with 2 instalments:

50% 1 week in advance to the start of the research.

50% maximum 1 week after the presentation of final report.

Total to pay: £XXXX

60% of the payment will be set as commission.

Bank account details:

Barclays Bank

Account name: Jack and Jones Research Group Ltd

Account number: 11111111

Sort code: 11-11-11

Reference: Proposal

*Contact details*:

Marketing Research Specialist

**Name Surname**

Phone number: 07711111111

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Email: [name.surname@jackandjones.co.uk](mailto:name.surname@jackandjones.co.uk)

Word count: 2196

1. References

Bradley, N. (2013) Marketing Research: Tools and Techniques. 3rd edition. Oxford: Oxford University Press.

Goldman Sachs (2020) Millennials: Coming of Age. Online. Available from: <https://www.goldmansachs.com/insights/archive/millennials/> [Accessed 29 April 2020].

Koulopoulos, T., Keldsen, D. (2014) Gen Z Effect: The Six Forces Shaping the Future of Business. New York: Bibliomotion, Inc.

Owler (2020) Queen of Raw Competitors, Revenue and Employees. Online. Available from: <https://www.owler.com/company/queenofraw> [Accessed 29 April 2020].

Wilson, A. (2019) Marketing Research: Delivering Customer Insight. 4th edition. London: Red Globe Press.

**Task no 2 – Questionnaire**

|  |
| --- |
| **What types of clothes would you buy?**  *The main focus of the following questionnaire is to explore what types of clothing Millennials would want to buy and what message they should be carrying.*  *By completing the questionnaire, you will be included in the* ***PRIZE DRAW*** *– lucky 5 participants will get £50 vouchers for their next purchase in Queen of Raw.*  *Please complete the following questionnaire, filling in each question as requested.*  *All of the answers will be used for marketing purposes and be confidential and anonymous. The answers will not be used for any other purposes. All participants entering the prize draw have to be 18 years or over.* |
| 1. What age bracket are you in?   *Choose one answer most applicable to you*  1Y 18-25  2Y 26-30  3Y 31-35  4Y 36-40  5N 41-45  6N 46-50  7N 51-55  8N 56-60  9N 61-65  10N 66+ |
| Interviewer instructions: The participants who place their answer as 1-4Y are invited to complete the questionnaire further (Millennials). For the participants who answered 5-10N, the questionnaire will be terminated, and they will get an automatic message ‘Thank you for your participation’. |
| 1. What clothing style would be most applicable to you?   *Choose one answer most applicable to you from each column*   |  |  | | --- | --- | | A Casual  B Smart casual  C Smart | 1 Vintage  2 Bohemian  3 Chic  4 Casual  5 Punk/goth  6 Streetwear  7 Other, what? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |
| Interviewer instructions: Answers to this question will show what specific style of clothes Queen of Raw should focus on. |
| 1. When it comes to buying clothes, which of the following would you consider yourself?   *Choose one answer most applicable to you*  T1 Think through before buying  I2 I want it and I will get it  T3 Contemplating if I really need it  I4 Buying to make me feel better |
| Interviewer instructions: The answers would contribute towards creating a message for the clothes. I – impulse buying, T – thoughtful buying. I.e. if most answers would be T1 or IT3, it would mean that the company might focus their messaging towards understanding of what they buy. |
| 1. Which specific type of clothes do you buy most often? Why?   *Choose the top two answers applicable to you*  1 Pants  2 Tops/T-shirts  3 Hoodies  4 Sweaters  5 Shoes  Why? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Interviewer instructions: Quite a straightforward question which will give an idea of two types of clothes that are most in demand. |
| 1. What clothes mean to you?   *Match each piece of clothing with a description most applicable to you*   |  |  | | --- | --- | | 1 Dress  2 Jeans  3 Sweater  4 Socks  5 Shirt | A Cozy  B Going out  C Brave  D Home  E Confident | |
| Interviewer instructions: This question will contribute towards brand messaging. After finding out which type of clothes people are most in need for, using this question it would be easier to create a messaging for a specific range of clothes. |
| 1. What sustainable fashion means to you?   *Rate each statement in a scale from 1 to 10, 1 being not applicable at all and 10 being very applicable*   |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | Statement | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | | Recycled clothes are more fashionable |  |  |  |  |  |  |  |  |  |  | | I like to know where my clothes come from |  |  |  |  |  |  |  |  |  |  | | I care about the reusability of my clothes |  |  |  |  |  |  |  |  |  |  | | Clothes should be made more from the natural materials |  |  |  |  |  |  |  |  |  |  | | I would donate my clothes |  |  |  |  |  |  |  |  |  |  | |
| Interviewer instructions: This rating scale looks into how people perceive sustainable clothing (as Queen of Raw is claiming to be a sustainable company). This scale would help indicate the extent to which the message should be leaning toward sustainability. |
| 1. How important are these attributes of a clothing company to you?   *Rate each statement from being not at all important to very important*   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | Attribute | Not at all important | Not important | Somewhat important | Important | Very important | | R1 Company is transparent |  |  |  |  |  | | R2 Company is sustainable |  |  |  |  |  | | I3 Company is fashionable |  |  |  |  |  | | I4 Company is high-end (expensive) |  |  |  |  |  | | R5 Company is socially responsible |  |  |  |  |  | | I6 Company is well known |  |  |  |  |  | |
| Interviewer instructions: I3,4,6 – image, R1,2,5 – responsibility. This specific question analyzes if the messaging should be more focused to the image of the company or social responsibility. |
| 1. Would you rather buy from a 100% sustainable but unfashionable company or fashionable, but not at all sustainable?   *Drag the cursor which you think resembles your opinion the most*  Sustainable/ Fashionable/  Not fashionable Not sustainable |
| Interviewer instructions: This specific question analyzes if the messaging should be more focused to the image of the company or sustainability. |
| 1. In no more than 100 words describe what you think of when you hear words fashion and clothes.   *Write your answer in the box provided* |
| Interviewer instructions: the question directly aims to find out what people think of the words and will help when creating a brand message. |
| 1. What is your gender?  * Male * Female * Other |
| Interviewer instructions: general question which would help to depict the demographics of the participants. |
| Your e-mail address  If You wish to be included in the prize draw  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  *Thank you for completing the questionnaire.*  *By writing your e-mail address and pressing submit button you are automatically included in the price draw. By pressing submit button you agree to all Terms and conditions and COMPANY Privacy policy.*   |  | | --- | | **SUBMIT** | |

1. Millennials are held people born between 1980 and 2000 (Goldman Sachs, 2020). Gen Z are held people born between 1995 and 2010 (Koulopoulos and Keldsen, 2014). Hence the target is held as Millennials and Gen Z that overlap with Millennials (1995-2000). The total target age is people born between 1980 and 2000. [↑](#footnote-ref-1)
2. Marketing Research Mix – the four-element mix (purpose, population, procedure, publication) which participate in evaluation of research (Bradley, 2013). [↑](#footnote-ref-2)
3. The total price is quite low as the company (Queen of Raw) generates less than £1M revenue in a year (Owler, 2020) [↑](#footnote-ref-3)