The following document includes 1) a Marketing Research proposal, and 2) an online questionnaire, designed by Ethnogroup for the client: *Queen of Raw.*

Q.1 = 82%

Marks were lost: background needed some fine-tuning; there was a little overlap in the objectives; in methodology, some notes seem to have been left in the heading which are not appropriate for the proposal. The secondary research was covered well but could benefit from identifying more specific sources such as Mintel. The primary research (self-administered survey (dependent upon an available database of Gen Y and Gen Z)) and the focus groups are outlined well but further marks could be earned from correct labelling of the approach outline; multi-method research; sampling for the two key tools has been detailed accurately but higher marks would have been earned by including grids of the type of the customers; the quantity of focus groups and more depth about the population of interest; in the data analysis software for qualitative research would be helpful together with specific information about transcripts; full marks for reporting; the timings were sound and the costings were correct although only 2 focus groups might require some justification; full marks for other issues;

Q.2 = 73%

Marks were lost: screener has been included without an outcome if certain responses are ticked; A good range of questions but some of the questions could use a grid format which allows for more questions. By better use of grid questions, this questionnaire could add more to find out about messaging. Other questions would benefit from scrutiny as the responses don't match the question (see question 8 as an example; this should read not likely to very likely). Question 9 is a grid question; full marks on classification; under other issues, the MRS code was included but this could be broken down to anonymity and confidentiality (given that respondents may not know the MRS). A good introduction, thank you and incentive. However, a discount code for a non-existent clothing brand may not be useful; Clear instructions given at the top of the questionnaire but not echoed at each question.

Task 1

Marketing research proposal – by Ethnogroup

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# Background information

Queen of Raw, co-founded by CEO Stephanie Benedetto, was born to address one of the major environmental issues related to the fashion industry: fabric waste, by selling different kinds of unused fabrics to both professionals and individuals. Due to recent media attention and informative TV productions, there has been a raise in consumers’ awareness of water pollution and garment waste involved in the production of clothes, especially between young consumers, who now demand more transparency from brands. As a next step, Queen of Raw is looking to create a clothing collection to target early Millennials and late Gen Zs, as they are the most interested in ethical brands. Through market research, the company wishes to comprehend the target’s preferences and attitudes towards fashion while also finding the right message to promote the line.

# Research objectives

The following objectives are set towards addressing Queen of Raw’s research needs:

1. To analyse ethical clothing market trends and competitors for ethical fashion.
2. To compare Millennials’ (18-30 years old) male and female latest ethical fashion trends.
3. To assess 18-30 years old buying behaviours and usage of ethical clothing.
4. To explore different style preferences among Millennials.
5. To select prevalent topics on ethical fashion and sustainability among Millennials.
6. To determine what set of communications is successful to reach 18 to 30-year-old consumers.

The objectives aim at providing in-depth understanding on the target’s attitudes and behaviours towards ethical fashion, while exploring the market trends and competitors. Finally, they look at identifying relevant themes discussed and effective means of communication, to assist Queen of Raw’s marketing strategy for developing the clothing line.

# Methodology

## Overview

Secondary data collection will be the first step of the research project, as desk research will help identify information on market competitors and gain insights on ethical fashion attitudes among Millennials. Following the initial stage, the following methods of primary data collection will be used to gather in-depth information for the analysis: observation, through social media listening for isolating relevant discussion topics online; depth-interviews and focus groups (qualitative research) for a broader understanding of the target’s opinions and preferences of ethical apparel; self-administered online questionnaire (quantitative research), for large scale statistics on millennials’ style preferences and views on sustainability.

*Secondary data collection*

## Desk research

This method will be used for gathering existing information from external sources such as Mintel, Statista and WARC, for fashion reports, statistics and up-to-date marketing articles. In line with objectives 1, 2, 4 and 6, the data gathered will provide insights on other market players’ strategies, millennials’ fashion preferences and most popular media channels.

Desk research represents a quick and low-cost alternative to other methods, as evaluating the documents will provide a general understanding of the situation and will help refine the research requirements for the following stages. On the other hand, it will not provide enough answers for the client’s case as the information available is limited and might be unreliable if outdated or biased.

*Primary data collection*

## Observation

Social media listening will be used to achieve objectives 2 and 5, as fashion trends and topic discussions among millennials can be discovered through fashion apps and blogs, and relevant hashtags and influencer profiles. The investigation will focus on tracking trending conversations and User Generated Content on ethical fashion and sustainability to identify general interests.

Like desk research, the approach is cost-effective, but is it more up-to-date and can be successful for revealing general opinion. In this case, privacy and GDPR have to be particularly considered, as the activity is hidden to consumers.

## Depth-interviews

The interviews, aimed at objectives 1 and 2, will be on-to-ones with ethical fashion influencers and bloggers for an expert opinion on trends and style differences.

While the study will provide very detailed information, the interviewer’s skills will play a fundamental role for its success.

## Focus groups

This method of qualitative research aims at gaining in-depth insights towards objectives 3, 4 and 5, which look at understanding millennial’s inclinations on ethical clothing, fashion trends and sustainability.

The participants will consist of millennial consumers, which will allow a different point of view from the information gathered in the depth-interviews, while also validating the previous findings. Furthermore, the moderator’s skills will vary slightly as he/she will be leading the discussion of a larger group.

## Self-administered online questionnaire

The online questionnaire will be aimed at objectives 3, 5 and 6, to validate the already gathered data against a bigger sample of respondents to generate statistics for better evaluation. Due to millennial’s usage of online channels, the questionnaire will ensure more responses than telephone or postal options, while requiring a lower budget and having a larger reach.

# Sampling

## Depth interviews

For the purpose, non-probability sampling will ensure the right experts are selected against subjective criteria, through judgement sampling, as the influencers will need to have significant knowledge on ethical fashion and trends. The number of specialists to be interviewed will be 4, comprising of 3 females and 2 males. This will guarantee diverse opinions and will be sufficient to gain a deep understanding for both genders. Recruitment will happen through online research for relevant experts and will consider the following criteria:

* Gender (2 females and 2 males);
* Location (UK located and able to travel if necessary);
* Ethical fashion knowledge;
* Main social media/blog audience comprising of millennials (18-30-year olds).

## Focus groups

The number of focus groups carried out will be 3 and they will take place in London. As the sampling procedure is purposive, the participants will be selected through a screening questionnaire, which will ensure the participation of millennials with awareness on sustainable fashion. Finally, the small size of the sample allows a wider discussion than one-to-one interviews.

|  |  |
| --- | --- |
| **Location** | **Number of participants** |
| London | 8 |
| 8 |
| 8 |
| Total: 24 |

## Self-administered online questionnaire

In this stage, a non-probability sampling procedure will be used to recruit an appropriate base of respondents which will be selected through the screener questions at the beginning to only include millennials, as they are the target audience. The survey will be advertised on Queen of Raw’s social media, where consumers can access it and complete it by clicking on a link and will be incentivized through the chance to enter a 50£ voucher draw. The classifications at the end of the questionnaire will help categorize response based on gender (male, female, other), age group (18-25; 26-30) and location (entered manually), for final interpretation. The total of respondents should be 400 or over, as the quota sampling indicates the responses needed for the information to be reliable.

|  |  |  |
| --- | --- | --- |
| Age group | Male | Female |
| 18-25 | 100 | 100 |
| 26-30 | 100 | 100 |
| **Total: 400** | | |

# Data analysis considerations

## Desk research

When undertaking secondary data collection on the ethical fashion market, the validity of sources (e.g. author, format, database, sampling frame) will be considered while the data reworked for better interpretation. Furthermore, triangulation will be used to ultimately verify the information gathered.

## Observation

During social media listening, the data collected through software will be personally verified and interpreted, as automated systems do not recognise all relevant findings. In addition, to show relevance to the client, Queen of Raw, the findings will be validated against the undertaken desk research.

## Depth-interviews

The 4 interviews’ transcripts will be organised and validated through the participant’s feedback. The software used for identifying response themes will be NVivo, while human analysis will authenticate the records.

## Focus groups

NVivo will be, again, used to organise the transcripts which will include verbatims, while the moderator input will provide insights on participants for a better interpretation. The data will be categorised by topic theme to identify patterns related to participants attitudes and behaviours towards ethical fashion and sustainability.

## Self-administered online questionnaire

The data will be coded first and then organized through cross-tabulation, before being analysed and interpreted against the information gathered through desk and qualitative research. Tables and graphs will be finally used to present and understand the statistics.

# Reporting

After each methodology, interim reports will be available for consultancy, while a debriefing meeting with Queen of Raw’s management following the Observation stage, will provide an update on the research progression, while the reported findings will assist the qualitative and quantitative phases of research. Once all research stages are finalized, a final report will provide insights and findings from the different methodologies, while the client presentation will highlight key findings and conclusions.

# Timing and costs forecast

|  |  |  |
| --- | --- | --- |
| Research stage | Duration | Cost |
| Desk research | 4 days | (500\*4)  2000£ |
| Observation | 3 days | (500\*3)  1500£ |
| In-depth interviews | 1 week | (4\*1200)  4800£ |
| Focus groups | 3 weeks | (3\*3000)  9000£ |
| Self-administered online questionnaire | 400+ consumers | (400\*6)  ~2400£ (price varies depending on respondents) |
| Incentives for in-depth interviews, focus groups and online survey. |  | 1000£ |
| **Total** | **20700£** (varying depending on survey responses) | |

# Other considerations

Ethnogroup is a reputable market research agency, registered with Data Protection and supporting an ethical code of conduct within the whole organization.

Credentials:

* Our clients over 500 international brands.
* Expertise in:
  + Brand research;
  + Business and B2B research;
  + Consumer research.
* Awards and recognition:
  + “Northern marketing awards” 2019 winner;
  + “The drum” 2018 & 2019 winner

Contract details:

* Fee: 30% upon commission, 70% on completion.

Contact:

* E-mail: xxx
* Telephone: xxx
* Website: xxx

Proposal validity: 15 days from 29/04/20

***Total word count: 1537***

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**Task 2**

Online self-administered questionnaire

Instructions: the questionnaire will be advertised online on social media, where it will be available to access through a link.

|  |  |  |  |
| --- | --- | --- | --- |
| Welcome to Queen of Raw’s questionnaire, to gather information about ethical fashion preferences among millennials and the message you would like to see. As a thank you, at the end of the survey you will have the chance to enter a 50£ voucher draw to spend on our stores and online.  To complete the survey, simply click on the relevant box or type in your answer. | | | |
| Screener | This survey is dedicated to 18-30 years old. If this is your age group, please tick ☐ | | |
| Question 1: | Please write below your top three ethical clothing brands:   1. \_\_\_\_\_\_\_\_\_\_ 2. \_\_\_\_\_\_\_\_\_\_\_ 3. \_\_\_\_\_\_\_\_\_\_\_ | | |
| Question 2: | I prefer buying ethical fashion:  ☐ online  ☐ in-store  ☐ other (please specify) \_\_\_\_\_\_\_\_\_ | | |
| Question 3: | When buying clothes, I only buy these pieces (tick all that apply):  ☐ tops  ☐ bottoms  ☐ outwear  ☐ underwear  ☐ footwear  ☐ swimwear  ☐ accessories | | |
| Question 4: | I buy ethical clothes because:  (1= Strongly Agree; 2=Agree; 3=Neither agree nor disagree; 4=Disagree; 5=Strongly disagree)  They are durable: 1☐ 2☐ 3☐ 4☐ 5☐  I like that particular design: 1☐ 2☐ 3☐ 4☐ 5☐  I value the environment: 1☐ 2☐ 3☐ 4☐ 5☐  The brand is socially responsible: 1☐ 2☐ 3☐ 4☐ 5☐  They represent high end fashion: 1☐ 2☐ 3☐ 4☐ 5☐  I was influenced by a fashion expert: 1☐ 2☐ 3☐ 4☐ 5☐ | | |
| Question 5: | I follow fashion trends, whether ethical or not:  ☐ Very true  ☐ Somewhat true  ☐ Not very true  ☐ Not true at all | | |
| Question 6: | When choosing clothes, my style is:  ☐ very colourful  ☐ dark colours  ☐ well balanced  ☐ all three, I like to change | | |
| Question 7: | The patterns I prefer are (please type in):   1. \_\_\_\_\_\_\_\_\_ 2. \_\_\_\_\_\_\_\_\_ 3. \_\_\_\_\_\_\_\_\_ | | |
| Question 8: | I usually discover ethical brands:  ☐ through social media ads  ☐ on magazines  ☐ at the radio  ☐ on tv | | |
| Classification questions | Gender:  ☐ Female  ☐ Male  ☐ Other (please specify) \_\_\_\_\_\_ | Age group:  ☐ 18-25  ☐ 26-30  ☐ N/A | Location (please type it):  ☐ [city] \_\_\_\_\_  ☐ [postcode] \_\_\_  ☐ [county] \_\_\_\_\_\_ |
| Thank you for taking the time to complete our survey. Please insert your email here for the chance to enter a 50£ voucher: \_\_\_\_\_\_\_\_\_\_\_\_. ☐ GDPR (please tick if consent for the email to be used for the purpose)  Please note, the information provided will only be used for the purpose and kept confidential, in respect of the MRS code and GDPR. | | | |