

Assignment 3

by CONOR DAWSON

FILE	1967540670._ASSIGNMENT_3_RESEARCH_METHODS.DOCX (235.36K)		
TIME SUBMITTED	12-JAN-2015 04:02PM	WORD COUNT	1743
SUBMISSION ID	39480498	CHARACTER COUNT	8950

Research methods

Assignment 3

Proposal

1302304

Is online shopping having a negative impact on retail

Introduction

Shopping is a leisure time activity carried out by individuals worldwide. Business or the economy wouldn't function without people purchasing goods in the concept of supply and demand. This research will focus on the change of channels of distribution of purchasing goods and look to see the extent online shopping is having on retail, in terms of employment and sales. It will look to achieve useful data that will show if there is a link between variables. Also the research will gather valuable opinions and feelings from managers around the topic.

Literature review

While retail sales are expected to grow by 1.5% in 2011, only 0.5% of this will be in stores. Broadly speaking, footfall has fallen slightly in recent years while the growth of online retail is startling (Mark Zablan, 2011). This is evidence that online shopping is starting to overtake retail shopping therefore this could have serious implications for people's jobs. This is supported by results of the Centre for Retail research (2015) in 2018 the total number of stores will fall by 22%, from 281,930 today to 220,000 in 2018. The share of online retail sales will rise from 12.7% (2012) to 21.5% by 2018 or at the end of the decade. Customer spending in the high street has also declined from 50% in 2000 to 40.2% in 2014. These figures we see here again emphasise that online shopping is growing at a rapid rate. This is having positive effects on companies

"Companies have realized electronic commerce not only a way of reducing costs through automation and increased efficiency but, more importantly it also a means to expand revenues through enhanced customer satisfaction."

(Ba, S and Johansson, W, 2008)

There are clearly advantages of online shopping that will increase customer satisfaction (Oates, D 2011) "Highest ranking reasons for online purchases

were convenience, better value for money and access to a greater product range than the High Street.” These advantages of online shopping probably outweigh the ones of going to the shops; therefore the shift to online shopping is increasing.

As online shopping continues to increase, there will inevitably be some implications on business. “Britain’s love affair with home shopping has hit a crisis point. Online sales are booming, but the rocketing popularity of home delivery has created chaos for retailers and the delivery groups they use” (This is Money.co.uk.2015)

The affect it is having on employees is also a problem,(Thompson,D,2013) “floor salespeople being replaced by informative web sites” Here we see that the increase in online shopping is starting to cause problems, this research will look to find out exactly the affect online shopping is having on retail.

These sources are an indicator into how popular online shopping has become but if this rate carries on it could have a detrimental effect on employment and redundancies.

Methodology

I will be conducting interviews with managers at various retailers. The interviews will try to cover a spectrum of retail, from supermarkets to clothes and toy shops. Covering different elements of retail will allow the findings to be generalised easily rather than for example if the research was just on supermarkets, therefore it will not cover all of retail and the findings will not be as useful. Conducting interviews as a methodology allows the researcher to gain rich qualitative data. (Kvale, 1996) “A qualitative research interview suits to cover both a factual and a meaning level” The interview will involve them talking about how online shopping has affected sales and employment in their company. Some parts of the interview I should be able to obtain information on a factual basis when they hopefully give me access to some secondary data to look at and analyze or maybe just some figures from the top of their head. Also I will be able to obtain rich detailed information on the meaning and implications that online shopping is having on the business. Should we able to gain different perspectives and gain further knowledge into the area. Interviews are useful because they allow for follow questions and the ability to

probe. Whereas, if you gave a questionnaire to fill out. Although it is quick and easier it's limited in what it can achieve and is restricted.

Disadvantages of conducting interviews is that they are very time consuming therefore the number of interviews you take will be minimal in comparison to if you handed out questionnaires and analyzed the data from a quantitative perspective.

I will adopt a general interview guide approach; this approach is intended to ensure that the same general areas of information are collected from each interview.

Firstly the interview process will start when we choose a setting with the least chance of distractions. Then I will describe the details of the research topic and the reason why I intend to undertake the study. I will address terms of confidentiality and I will say how long the interview normally takes.

I will be looking for opinions, knowledge and feelings throughout the interview.

The interview will be recorded by the use of a mobile phone, there is a concern though that they might not feel comfortable being recorded maybe for job security reasons therefore I might have to just take notes.

I will ensure that the mobile device recording is working before initiating also.

Logistics and Ethical Considerations

Blaxter et al (2001) "a common cause of ethical challenge is conflicts of interest between the researcher and the researched". This suggests that the researcher may be enthusiastic about their research idea and keen to collect detailed information from the appropriate people. There is a risk that the researcher may be tempted to use unethical practices in order to obtain and retain data. It is vital that the researcher avoids using unethical practices as this could cause damage to the academic and ethical reputation of the researcher and the university, as well as the researched. It is vital that the researcher looks out for the researched and makes them feel comfortable participating.

There could be immediate constraints to obtaining my research, getting a manager of a retail shop to give up their time to talk to a student might not be easy. Hopefully they will be willing to participate for the good of the community. Although here it is ethically correct to not put pressure on individuals to take participate, therefore the research could be very time consuming waiting to arrange an interview with busy people.

The way in which I will arrange the interviews will be a telephone call to the company. I will access the companies phone number from their website and then try to arrange an interview with a manager, if a manager is not available then an interview with one of the staff that knows a bit about the sales of the company will devise. On the phone here I will more than likely be speaking to someone in an office that will then have to transfer me to a manager. They might tell me to phone back at a certain time or tell me to be on the shop floor to ask them myself at a rough estimated time. This part of the research is not going to be easy but with perseverance and the correct approach to asking them, interviews will be arranged.

A full ethical report will be issued to the interviewer and the company that they work for. Stating that their identity will be kept anonymous, any storage of any recordings will be subsequently destroyed after the intended use. Also, that they have the right to withdraw from the interview at any time. This participant's agreement form will be drawn up with reference to the Universities ethical form, so that I am complying with the rules and regulations of undertaken research.

Expected findings

After conducting my interviews, I will transcribe the interviews, if they let me record them. If not I will look over my notes and begin to analyze the qualitative information I receive. If I receive any quantitative information I could possibly start formulating graphs using SPSS and look at cross tabs between variables.

The findings I am looking for is that online shopping is the direct cause of a decrease in retail sales and that it is causing a decrease in jobs in retail. That might not be the case however, the managers might explain to me that online shopping is helping stores to find out more information about customers

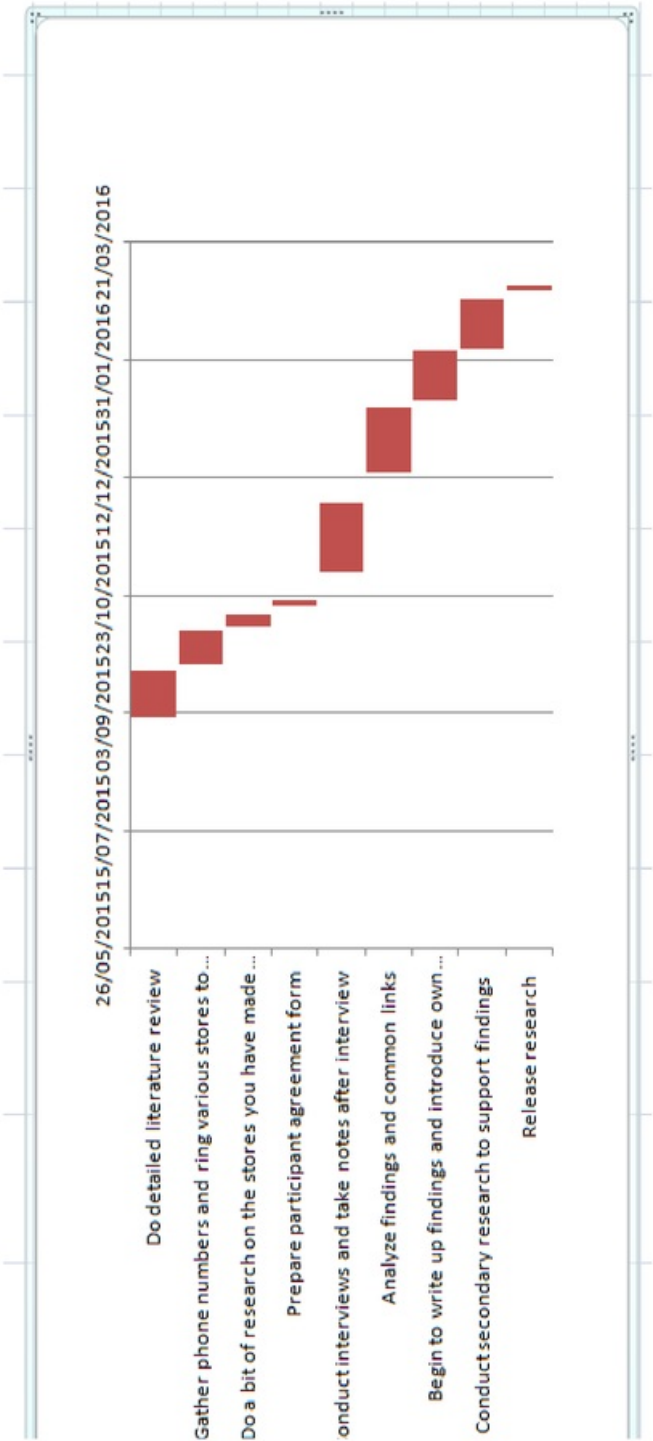
therefore can contact them and get them in store more frequently . The managers might tell me that online shopping isn't causing a loss in jobs, just maybe a type in change of jobs for example to 'Click and Collect'. Also that online orders still need a fulfilment division to take orders, find and pack purchased items from warehouses, manage billing and shipping. All this information I am keen to find out.

It will be interesting to get a managers perspective on the impact of online shopping and how helpful it is to retail stores or is it having a negative impact on retail.

Also I am hoping to be able to make a claim that different types of retail stores, for example speciality stores e.g. NIKE, benefit more from online shopping than a department store for example like Debenhams too. I will be focusing on the type of store rather than the company names as this will probably be hidden for ethical reasons.

After I receive these findings I will then be trying to access some secondary data to support my findings. Access to specific stores accounts might be hard to gain entry too although I will be able to find out some relevant information online.

Gannt Chart



References

Centre for Retail Research ,2014, Retail in 2018, *shop numbers online and the high street*. Blackburn House Available from <http://www.retailresearch.org/retail2018.php> [Accessed 9th January 2015]

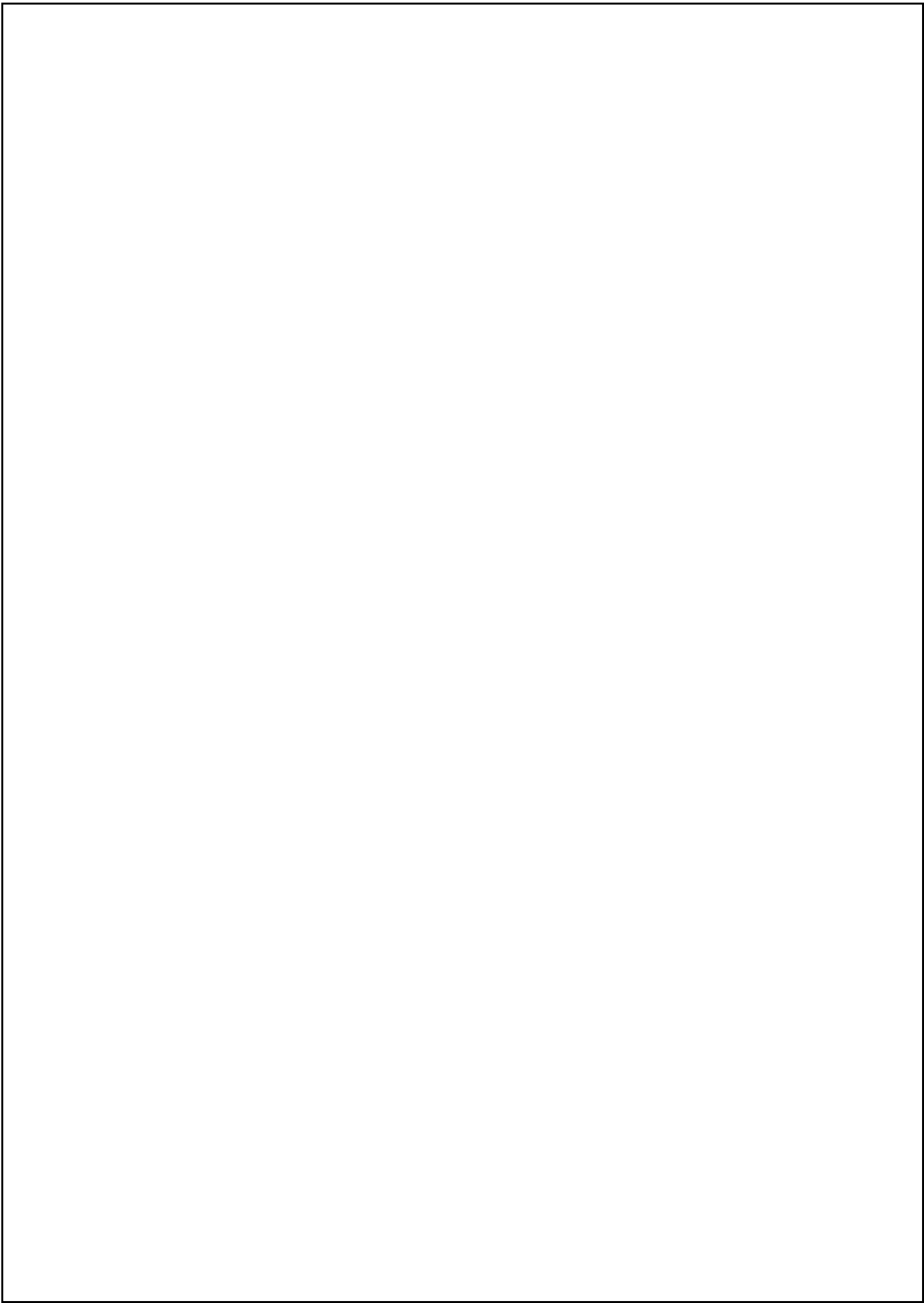
Johansson,W,C and Ba,S, 2008. An exploratory study of the impact of e-service process on online customer satisfaction. *Production and Operates Management*. [online] Vol 17, No1 pp.107-119

Oates,D 2011 The changing face of UK retail in today's multi-channel world. Nottingham. Experian

Thompson,D.2013. Death of the Salesmen:Technology's threat to Retail jobs. *Atlantic* [online] May 22nd 2013 Available from <http://www.theatlantic.com/magazine/archive/2013/06/death-of-the-salesmen/309309/> [Accessed: 11th January 2015]

Valenzuela, D and Shrivastava,P, no date, *Interview as a method for qualitative research*[online]Available from <http://www.public.asu.edu/~kroel/www500/Interview%20Fri.pdf> [Accessed 6th January 2015]

Zablan,M,2011. The changing face of UK retail in today's multi-channel world, Nottingham. Experian



Assignment 3

GRADEMARK REPORT

FINAL GRADE

63/100

GENERAL COMMENTS

Instructor

Thanks for this submission of assignment 3. Below is the feedback that is concerned directly with the criteria that was presented to you in the assignment brief.

Research Question:

You have provided a research area and have given some attention to the rationale for the research and its wider implications. You will need to pin down the research question.

13/20 %

Background Literature:

There is some evidence of background reading through your review of key literature ideas and you demonstrate this quite well in your selection and of ideas from sources that underpin quite well your own thoughts.

10/15 %

Methodological approach:

You have explained and justified a quite clear selection of the methodological approach and some attention to techniques for data collection and analysis.

20/30 %

Ethical Issues:

You have provided a quite clear consideration for ethical issues and to some extent how you will handle them.

10/15 %

Project Planning:

A fairly clear idea and representation of the planning that you envisage for the project is provided in a suitable table.

5/10 %

Presentation:

Your have quite clear presentation and good quality structure, style, grammar and referencing is evidenced in this work. You will need to provide page numbers for quotes if available. There are a few issues with how you reference which you can sort out easily.

5/10%

Final mark 63/100%

PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6

PAGE 7

PAGE 8

PAGE 9
