



LEVEL 7 ASSIGNMENT SPECIFICATION

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Lecturer:	Dr Andrew Chan	Internal Verifier:	
Assignment Title:	Project Report & Reflection	Assignment No :	1 of 1
Hand Out Date:	3 February 2018	Submission deadline:	8 April 2018

Referencing:	In the main body of your submission you must give credit to authors on whose research your work is based. Append to your submission a reference list that indicates the books, articles, etc. that you have read or quoted in order to complete this assignment (e.g. for books: surname of author and initials, year of publication, <u>title of book</u> , edition, publisher: place of publication).		
Disclosure:	Please include the following statement on the title page of the submitted assignment, followed by your name: I declare that this assignment is all my own work and that I have acknowledged all materials used from the published or unpublished works of other people. All references have been duly cited.		
Student's Signature:	(Only where hard copies required)	Date:	5 - 4 - 2018
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Reflection

My research question is to be familiar with the impact of brand awareness and brand identity of Red Bull amongst the specified consumers. The study design I chose was a quantitative research method. The data analysis which will be used for the quantitative part of the study is consisting of the different statistical techniques such as regression analysis, T-test, ANOVA, and graphical representations. All the results will be computed by using SPSS statistical software. Then a mean difference analysis (t-test analysis) has been used with an alpha of 95% level of significance. Three different hypothetical claims have been set in the proposed study which will help to be familiar with the aims of the study and to check that whether there is enough cross-validation amongst the specified aims and objectives or not. The results from this part of the analysis will be used to establish that whether the management of the Red Bull has maintained better brand identity and brand awareness amongst its consumers. The study is also consisting of the questionnaires in which five questions were asked of the 100 respondents about the competitive advantages they have been able to develop.

A mean difference analysis will again be used to determine that whether the management of the Red Bull has an extra edge over its competitors or not. The second part of the analysis will be a contextual analysis. The results of this assessment will be used to identify the specific types of competitive advantages that are possible to develop for the management of the Red Bull.

The results of the analysis are described in a number of different ways. The main part of the study uses tables and charts to show recent statistics. I hope to resolve some of the problems by agreeing to the above analysis data. The first challenge is that it takes a long time to complete the data collection and the accounting data is reliable and valid. It is similar to two studies, rather than one study. But the amount of information needed to understand my understanding really and indeed meets my questions.

Another challenge faced is the completion of statistical analysis. Specifically, a t-test takes a lot of time and I need to do three different tests. However, it takes a little time to enter the data and formulas to create a percentage of respondents, i.e. how many respondents answered positively or negatively. The third challenge that I expect is to analyze the situation. Using this type of analysis, you need to analyze topics, classify them and find them relevant. It requires more work than a mathematical recipe that simply identifies the original numerical information.

Overall, I think that I have a good model to use for my study. It is comprehensive, and it will provide a lot of information to use to test my stated hypotheses and research question. My concern, however, is that I think I may be putting in too much effort. Since my research question is to be familiar with the impact of brand awareness and brand identity of Red Bull amongst the specified consumers, as a result of this, it may be sufficient just to utilize the quantitative portion of my study. This is where I need guidance, as I tend to do more work than is necessary. Whereas, one of the main concern for me is regarding the reliability of the data that whether the data which has been computed is reliable or not. However, in

order to overcome this issue, I have decided to test the reliability and validity of the data by using Cronbach's alpha in which if the computed results outline the Cronbach's alpha of 0.7 or more then I will continue my work. Otherwise, I will change the data and will start my research from scratch. I also am concerned that my research question may not be the right one to use for my study design. If I keep the quantitative method approach, should I change the research question to reflect the objective of both the qualitative and quantitative portions of the study?