

RESEARCH PROPOSAL

IKEA'S MARKETING STRATEGIES AMIDST SHIFTING CONSUMER BEHAVIORS



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1.Introduction

1.1 Research Topic Selection and Research Rationale

- **Research Topic Selection**

The research on “IKEA’s Marketing Strategies Amidst Shifting Consumer Behaviors” is motivated by its relevance to current market dynamics and implications for strategic management. Despite the recent attention on changing consumer behaviors, existing literature shows limited scholarly analysis of IKEA’s responses in its marketing strategies, indicating a potential gap in academic exploration.

- **Research Rationale**

Consumer behavior encompasses the actions and decisions individuals or households undertake in the selection, acquisition, utilization, and disposal of products or services (Prajapati & Uraon, 2024). Various psychological, sociological, and cultural factors significantly influence the manner in which consumers interact with the market. Grasping consumer behavior is crucial for businesses to develop effective marketing strategies and to offer products and services that meet customer desires and requirements. Marketers must analyze and interpret consumer behavior data to identify trends and patterns, predict demand, and make informed decisions about product design, pricing, promotion, and distribution (Bhat, 2023).

A profound understanding of consumer behaviors and a firm commitment to meeting their needs are at the heart of IKEA’s marketing strategy, namely, dedicated to offering affordable, high-quality furniture that everyone can access (Explainer, 2024). By prioritizing a customer-centric approach, IKEA ensures its products are both functional

and well-designed while remaining affordable, thereby attracting a broad spectrum of consumers. IKEA's commitment to comprehending consumer behavior extends beyond mere affordability. The company conducts extensive market research to uncover trends and preferences, allowing them to develop products that genuinely resonate with their target audience. This research-driven strategy ensures that IKEA continually evolves and adapts to the shifting needs and desires of its customers (McLaughlin, 2023).

Given IKEA's prominent marketing strategy and influence in the home furniture industry, studying how it adjusts its marketing strategies to align with evolving consumer behaviors not only enhances understanding of market trends but also provides valuable insights for strategic alignment among industry practitioners.

This research will provide a concise overview of the topic's background, detailing IKEA's historical marketing strategies and their evolution in response to shifting consumer behaviors. It will analyze IKEA's adaptations in product offerings, pricing strategies, and digital engagement to meet changing consumer preferences and market dynamics. Additionally, it will identify current strengths and potential areas where IKEA's strategies can improve in response to shifting consumer behaviors, aiming to provide practical insights for academics and industry practitioners alike.

1.2 Research Aims and Objectives

- **Research Aims:**

This research aims to investigate the influence of consumer behavior on IKEA's marketing strategy. By attaining an in-depth comprehension of how consumer behavior drives and informs strategic decision-making within a dynamic market environment,

this study seeks to provide significant contributions to both academic scholarship and practical application.

● **Research Objectives:**

To achieve the aforementioned aim, the study sets forth the following objectives.

- 1) Analyze how IKEA adjusts its marketing strategies amidst changes in consumer behavior, focusing particularly on shifts in market trends and consumer preferences.
- 2) Evaluate the effectiveness and outcomes of IKEA's marketing strategies in responding to market changes, including aspects such as market share growth and enhanced brand awareness.
- 3) Investigate the key factors influencing IKEA's strategic adaptations, emphasizing the importance of market research, competitive analysis, and consumer feedback.
- 4) Examine successful cases of IKEA adapting to changes in consumer behavior in global markets, offering strategic insights and lessons learned for other businesses.

Based on the aforementioned Research aims and Research objectives, the core inquiry of this paper focuses on how IKEA adjusts its marketing strategies amidst changes in consumer behavior. This includes analyzing the impact of shifts in market trends and consumer preferences on IKEA's marketing strategies, evaluating the effectiveness of IKEA's strategies in response to market changes, particularly in terms of market share growth and enhanced brand awareness. The study also investigates the key factors influencing IKEA's strategic adaptations, emphasizing the significance of market research, competitive analysis, and consumer feedback. Additionally, the paper examines successful global cases where IKEA has effectively adapted to changes in

consumer behavior, offering strategic insights and lessons learned for other businesses.

2. Literature Review

The academic discourse surrounding marketing strategies, consumer behaviors, and consumer satisfaction particularly within the furniture retail industry encompasses a diverse array of studies, theories, and empirical data.

2.1 Definitions of Marketing and Consumer Behavior

Before delving into the marketing strategies and approaches that IKEA adopts to respond to the ever-changing market environments and the ensuing changes of consumer behaviors, it is of paramount importance to first have an overall understanding of marketing related definitions. According to Kotler (2013), the marketing management refers to the process of targeting proper markets so as to expand a company's market share and generating more profitability by establishing a good relationship with the local consumers who can bring in new vitality and opportunities for the organization, which is the priority for business managers, because customers value and satisfaction play a pivotal role in marketing. Based on this definition, it is crystal clear that a good marketing management requires a good customer relationship management, including customer value and customer satisfaction, so as to help IKEA release a more consumer-oriented marketing strategy that well responds to the changing consumer behaviors caused by both internal and external factors, because the key of marketing lies in the goal of identifying, predicting and meeting the demands of consumers in a profitable manner. Customer buying behavior is the purchasing

decisions made by ultimate individual consumers who purchase stuff for personal or household utilization, rather than business use, and their decisions are easily manipulated by external environment (Dibb et al., 2023). And it serves as one of the most important indicators to evaluate how successful a company's marketing strategies are since it can analyze consumers' reaction towards these strategies.

Prior to making marketing strategies, the prioritized tasks for organizations are to discern what consumers value and what their needs are. In Maza's opinion (2024), customer value is best described as how valuable a product or service is to a customer, and such concept has evolved over decades of development. In the past, consumers only valued the quality and price of products, however, they now not only care about their prices and quality, but also the additional functions that products have, for example, enhancing their well-being and reducing their life burden. And if a company can consistently deliver such value to their customers, their brand loyalty will definitely be strengthened.

In addition to this, companies should also figure out the demands of their targeted consumers so as to deliver customized services and products, satisfying their differentiated needs. Theoretically, Maslow (1943) point out that consumer needs can be divided into a five-tier hierarchy. The first tier is psychological needs, including the people's basic needs for living necessities. The second is security needs, such as housing or shelters that can protect them from being attacked. The third is belonging needs, which means that people, including consumers, need to feel that they are part of a group and are accepted. At this level, organizations can seize the opportunity to

release products and services that signify buyers with similar thoughts or behaviors are in the same group. The next level is esteem needs. People at this level attempt to establish self-esteem by purchasing certain products and services to demonstrate their social status. And the highest level is self-realization needs related to people's happiness and well-being. Practically, however, consumer needs serve as the underlying driving force for consumers to make purchasing decisions, and thus it is imperative for organizations to stay up with the changing needs of consumers so as to achieve greater achievements, according to Tomas (2023).

Consumer satisfaction generally refers to an indicator of measuring how a firm's customers respond to their products and services and how much do their products and services fulfill customers' various demands and expectations, and how many profits the firm have generated (Zeithaml, 1990). In Westbrook's opinion (1980), customer satisfaction is "a sentimental reaction towards the experiences associated with particular products or services from companies, or even purchasing behaviors." Based on these two definitions, consumer satisfaction is obviously a vital indicator of evaluating customers' buying intention and brand loyalty. And such measurement is impacted by a myriad of factors, including quality of products and services, their prices, personal factors, and situational factors. Thus, releasing proper marketing strategies to amp up consumer satisfaction should be the priority in the face of the changing consumer behaviors.

2.2 Definitions of Marketing Models

A total of two models, namely PESTEL model and STP model, are applied in this research with the intention to assess the external and internal factors that pose either negative or positive impacts on IKEA with the special focus on consumer behaviors. Through a comprehensive analysis of external elements with PESTEL, the report can point out the external influence on consumers who also carry implications on IKEA. And the latter model can assess the impact that IKEA's marketing strategies have on consumers and how the company should rise to the challenges caused by changing consumer behaviors.

- PESTEL Model

PESTEL analysis serves as a pivotal tool utilized to scrutinize the macro-environment of an organization across the board by taking into account the implications stemming from six key dimensions: Political, Economic, Socio-Cultural, Technological, Ecological, and Legal factors (Johnson et al., 2014).

Political factors generally refer to the impact caused by government policies, political instability or even conflicts among countries. For instance, the political disputes between major countries may lead to the increase of tariffs, reducing IKEA's sales in targeted countries.

Economic factors are easy to understand since they mainly include interest rate, inflation and income gaps between urban and rural areas. However, the unexpected factor can also affect a country's economy, or even the global economy, such as the COVID-19 pandemic, which has caused an economic downturn worldwide that has

dealt a heavy blow to many multinational companies such as IKEA.

Socio-Cultural factors refer to different cultures and demographic structures that have potential impact on businesses as they are all interconnected to consumer behaviors and are closely related to what people think and how they behave (Lim, 2020). For instance, IKEA has released customized products for different regions and countries so as to conform to the local culture and preference to increase its sales (Fleckner, 2024).

Technological factors generally involve technical advances, innovation of new technologies, the level of R&D, and the applicable cutting-edge technologies. Currently, the development of social media has already how IKEA released its commercial ads, from releasing on TV to social media platforms including TikTok and Twitter (Cezim, 2023).

Ecological factors are valued by most of corporates since changes brought by climate change are more visible than ever before. For example, IKEA has released its sustainable development commitment to remove its plastic products, which has been emphasized and considered as its transformation towards sustainable strategy (Mahalakshmi et al., 2024).

And legal factors usually refer to legislative and regulatory changes or even limitations that can pose either threats or benefits to companies.

- STP Model

STP model is a three-step marketing approach that includes segmentation, targeting and positioning proposed by Smith (1956) who argues that STP sets store by commercial effectiveness, dividing markets into smaller ones based on their characteristics,

selecting one of the most valuable and the most proper one with biggest potential for further development, and making targeted marketing approaches and strategies. Therefore, such model is perfectly suitable for IKEA to figure out its targeted markets and consumers, discern their demands and enhance their satisfaction.

According to Kotler and Armstrong (1994), segmentation is the process of dividing a big homogeneous market into smaller heterogeneous ones based on the differentiated demands of consumers. And segmentation is also determined by various factors, including the changing consumer behaviors, the external environment and the internal factors within the organization. In this case, the model can be applied to analyze how IKEA has separated its markets to design different marketing strategies and meet their various demands.

And the second step is targeting its customers via various methods and platforms. In this step, organizations attempt to ensure the availability of different methods and platforms to reach out new groups of customers. But Gavett (2014) point out that business should assess each segment based on the existed criteria for segmentation success, such as identifiability (the ability to discern customers and their attributes), substantiality (yielding significant profits), accessibility, stability (sufficient stability), differentiation (distinctive needs compared to others), and actionability (the capability to deliver products and services), prior to determining their investment strategies. This can be leveraged to assess whether IKEA's targeting strategy is efficient and successful to bring it expected profits in the context of changing consumer behaviors since the shifting behaviors means the old strategies might be outdated.

And the last step for the model is positioning, which refers to the process of how organizations promote their products to their customers selected in the previous two steps by providing personalized services with them. In this context, IKEA can evaluate its own position to release corresponding localization strategy in an effort to enhance its local revenue (Accelingo, 2024)

By adopting this STP model, organizations can utilize hyper-customized services to target more valuable consumers effectively and reduce marketing costs at the same time.

3.Methodology

Research per se is about tackling unknown questions by making innovations and expanding boundaries of ignorance in science and social science, rather than just collecting data or information to conduct an experiment (Goddard & Melville, 2011).

According to Saunders et al. (2023), research means surveys or experiments undertaken by researchers to explore undiscovered things or propose new and innovative ideas in a systemic and orderly fashion so as to increase their knowledge and expertise in certain fields. In other words, the goal of conducting research is to uncover novel information or correlation in an effort to expand and validate the existed knowledge (Bryman & Bell, 2011). And the purpose of this research proposal is to assess the efficiency of IKEA's marketing strategies in the face of changing consumer behaviors and whether their strategies are widely accepted in different markets.

To this end, it is of great significance to select a proper research methodology as the principle foundation for this research. According to Davidavičienė (2018),

methodology attaches great importance to the suitability of employed techniques, the validity of resultant discoveries of the conducted research, and applicability of findings across diverse contexts. And Sreekumar (2023) delineates it as a guidance of how research should be conducted, including theoretical and philosophical hypotheses and their impact can impose on research methods that are adopted.

After familiarizing the research methodology, it is the prerequisite to have an in-depth understanding of how to design an orderly and accurate research that can fulfill the initial expectations. And this requires an overall understanding on research onion (as shown in the Figure 1). Saunders et al (2023) proposed the concept of the research onion, offering a graphical representation elucidating the multifaceted components of designing research that requires examination and strategic planning. In essence, the research onion serves as a guiding tool for researchers to explain of what stages should be undertaken to design a comprehensive research methodology.

According to Tengli (2020), the research has been separated into three categories: the first category includes the two outer layers that refer to research philosophy and research approach, which are the foundation for researchers to make assumptions; the second category involves research strategies, methodological choices for selecting methods and time horizons, which are all paramount steps for doing a research; and the third category is the inner layer of the research onion, that is, techniques and procedures during the research, mainly referring to data collection and data analysis, which is also the crucial stage for making new discoveries (Dissanayake, 2023).

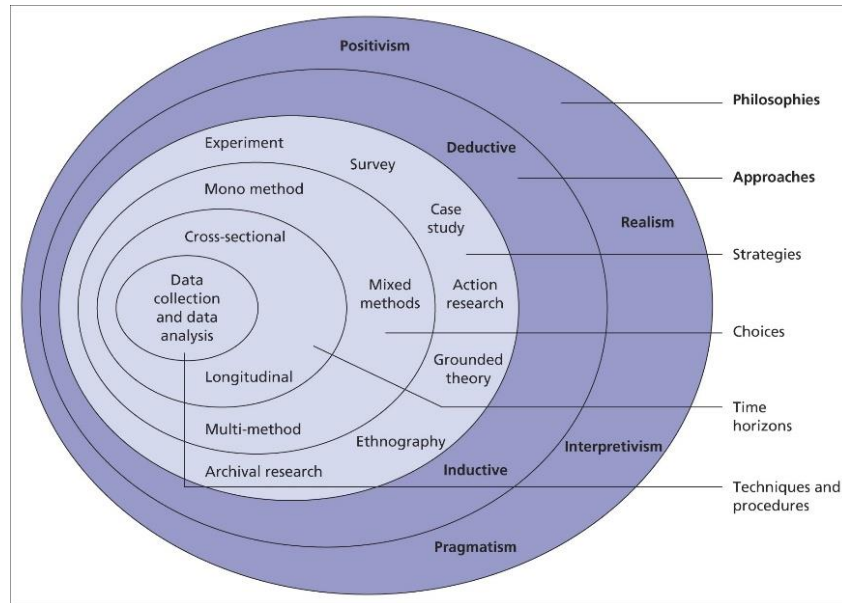


Figure 1 Research Onion

3.1 Research paradigm

A paradigm constitutes the philosophical and theoretical frameworks of a scientific discipline or academic domain, within which theories, laws and corresponding experimental inquiries are conceptualized and constructed (Jennifer, 2023). As for research paradigms, it refers to a set of beliefs, assumptions and comprehensions upon which researchers may be based to formulate a research philosophy, which in turn indicates the corresponding methodology (Proofed, 2023). In general, there are a myriad of types of research paradigms, including positivism, interpretivism, constructivism, and pragmatism. However, positivism and interpretivism are two most common one adopted in research, which are compared as follows.

- Positivism

Positivism depends heavily on the hypothetico-deductive approach to substantiate a quantitative hypothesis, typically requiring information collection, so as to discern the

functional interconnection between causal factors (independent variables) and outcomes (dependent variables), according to Maksimović and Evtimov (2023). And positivists hold the opinion that reality can only be understood through quantifiable measures, thus arguing that quantitative research methods are the most suitable choices for objective research (Abbadia, 2023).

Since the research aims to evaluate the economic performance of IKEA's marketing strategies, which requires objective information and data, quantitative methods can perfectly fit with gathering opinions from survey respondents to assess IKEA's performance. As a result, positivism is selected as the research paradigm to help the researcher garner measurable data.

- Interpretivism

In contrary, interpretivism adopts qualitative research methodologies that set store by the exploration of individual's beliefs and motivations, rather than collecting quantitative data and gathering information, in order to attain more insightful understandings of social interactions (Nickerson, 2024). And interpretivists argue that the accessibility to the world occurs via social media, including languages and people's consciousness (Myers, 2020). And Collins (2024) pointed out that interpretivism supporters tend to incorporate subjective opinions and their own life experiences into research as they think the whole world is subjective and each individual has their interpretation. In a word, interpretivism prefers subjective research methods such as interviews over objective methods, which may lead to errors in research. In comparison, positivism is more appropriate than interpretivism for the research proposal.

3.2 Research Methods

Research methods serve as the foundation for conducting all types of researches because as Macdonald and Headlam (2008) point out “should an unsuitable research method be employed, it would hamper the basis for review, assessment, or formulation of future strategies”. Particularly, research methods are totally different from the research methodologies analyzed above as research methods are basically approaches and procedures utilized to collect data and gather information needed for researches to validate hypotheses (University of Newcastle Library, 2024). Research methods fall into three categories, namely qualitative methods, quantitative methods and their combination. But the optimum method for the research relies on the research topic and what kind of data is needed to collect.

Quantitative research typically employs statistical techniques to identify patterns and uncover relationships within the data so as to draw a conclusion for new scientific discoveries or even new findings in social science (Ghanad, 2023). Quantitative research methods involve numeric or statistical approaches to research design, including surveys or questionnaires and experiments to obtain numerical data and testify the research assumption or even research theories (Leedy and Ormrod, 2010). In comparison, qualitative research involves the collection of data concerning lived experiences, emotions, or behaviors, as well as the meanings individuals attribute to them (Dehalwar & Sharma, 2023). Such research method usually contains interviews, observations and document evaluation.

In this case, the research prefers quantitative approach, more specifically online questionnaires, to ensure the objectivity, accuracy and reliability of research results so as to testify its original assumptions of whether IKEA's marketing strategies are effective or not in the face of changing consumer behaviors caused by numerous factors. And the qualitative method is too subjective to meet the objective requirements as people will express their own opinions, thus leading to unnecessary errors of results.

3.3 Pros and Cons of Online Questionnaire

Research questionnaire is a set of structured questions with internal logic with the intention to gather information and data from respondents, thus reaching an objective conclusion by collecting their answers (McLeod, 2023). As a widely accepted research method in market research and social science, questionnaires are more standardized and cost-effective than interviews, and can avoid sensitive topics as they are all anonymous, which can protect respondents' privacy (Bhandari, 2023). There two most prominent advantages: one is cost-effective and the other is robust data collection function. As a global company famous for its cross-border trade, the researcher has the propensity to compare its marketing performance both in UK and China, which requires Chinese and British respondents to fill out the questionnaire. And this method allows the researcher to go beyond the geographical limitations to digitally collect data. The second advantage is that it enables the researcher to collect large-sized data globally, which serves as a statistical foundation for the accurate evaluation.

And one of its drawbacks is that some respondents probably will submit an unfinished questionnaire, leading to the inaccuracy of final research results (Lindemann, 2024).

Such issue may have to do with the questionnaire design because the boring design can dramatically reduce people's zeal of answering all questions. In conclusion, the edges of online questionnaires outnumber its disadvantages, thus serving as the optimum option of the research.

3.4 Research Sample

Research sample normally refers to a smaller set of data either selected on purpose or randomly to first test the performance of experiments or surveys and then help researchers to find out whether there are any loopholes or unreasonable questions (Fleetwood, 2023). And it is a prerequisite for conducting research to select appropriate research sample as sampling plays a decisive role in pursuing accurate research results and secure research validity and reliability.

- **Sampling**

A total of two major types of sampling are widely accepted in scientific research, including probability sampling and non-probability sampling. Probability sampling refers to the process in which every one has the same possibility to be selected as the respondent of the research, which is commonly utilized in quantitative methods, whereas the non-probability sampling can be easily manipulated because researchers can just choose some individuals intentionally which causes sampling bias (Rahman, 2023). Since the research aims to evaluate whether IKEA has made successful marketing strategies facing the internal and external challenges, the research results have to be objective and accurate. Therefore, the researcher has selected probability sampling method, more specifically, the simple random sampling, to make sure that

everyone has the equal chances to be selected as the respondent, which is conducive to reducing sampling bias and improving result accuracy (Sharma, 2023).

- **Sample Size**

After selecting the proper sampling method, sample size is the next crucial step for the research as it can determine the result reliability and the degree to which researchers can spread their research methods to the general public (Coursera, 2023). And the sample size should be maintained in an appropriate range because a smaller size may contain some respondents who are not familiar with the research area and intentionally want to sabotage the research, and an overlarge size invites too many respondents which can make the investigating process redundant and time-consuming (Lakens, 2022). Based on the above comparison, the sample size is expected to be 100-120, which means a total of 100 participants will be invited to join in the research of IKEA and fill out the online questionnaire.

3.5 Questionnaire Design

Designing an internally logic questionnaire is the most significant step of the whole research because it directly determines the research results and whether the whole research is meaningful or not. And the process of creating a well-structured questionnaire is no mean feat because all the questions contained must have their own focus and have to be associated with the research topic, and their combination can generate the results that researchers desire (Krosnick, 2018). Currently, there are two popular types of questionnaires: structured and unstructured ones. The former one refers to questionnaires that have already offered certain choices to respondents, just

like the multiple-choice style; and the other one is unstructured type, referring to questions that don't provide any choices for respondents so as to give them as much freedom as possible to express their ideas (Thomas, 2023).

In this case, the research opts for well-structured questionnaire since it can generate more precise research results, which is conducive for the researcher to better interpreting IKEA's marketing performance in the face of shifting consumer behaviors and offering helpful suggestions.

3.6 Reliability and Validity

- Reliability

Reliability is defined by the consistency of a measurement. When reliability is high, the measurement system consistently produces similar results under the same conditions. Repeated measurements of the same item or person should yield comparable values, demonstrating that the results are reproducible (Frost, 2024). This reliability in measurement is essential for researcher to analysis the data collected to conduct the research and for IKEA to effectively gauge and adapt its marketing strategies in response to evolving consumer preferences and behaviors.

- Validity

Validity concerns whether the measurements accurately reflect the intended constructs. This concept is broader than reliability. Researchers must ensure that their measurements truly capture the phenomena they aim to measure, rather than something else. The key question is whether the instrument measures what it claims to measure, focusing on the appropriateness and accuracy of the data rather than its repeatability

(Frost, 2024). This measurement validity is crucial for researcher to analyze the collected data for her research and for IKEA to accurately assess and adjust its marketing strategies based on changing consumer preferences and behaviors.

4.Data Collection and Analysis

4.1 Tools for Data Collection and Analysis

Since the research has utilized online questionnaires as its method to collect, the platform where questionnaires will be published plays an important role in determining how many people can see the questionnaire, which directly impact the time length for meeting the threshold of needed data. According to Williams (2024), a smorgasbord of platforms for distributing online questionnaires have caught on the attention from the academic circle, including Google Forms, Microsoft Forms and Qualtrics, which are conducive for researchers to gathering information. And questionnaires will be released on WhatsApp, Instagram, Twitter and TikTok to collect data in UK, and on WeChat, Weibo (Chinese-version of Twitter) and Douyin (Chinese-version TikTok) to gather information in China through the platform of Microsoft Forms.

All of these platforms have caught attention worldwide, boasting enormous amounts of online users who can be the potential participants of the research. And the reasons for selecting these online platforms is that first it can simplify the process of creating a questionnaire. According to Cote (2021), these platforms usually contain models that can simplify the designing process and avoid sensitive questions. And the second edge of these platforms is that they are easy to be accessible for both researchers and

participants as they can eliminate the geographical limitations to enable them to fill out the questionnaires.

In addition, these platforms normally contain embedded features for analyzing collected data and visualizing them, which are more convenient and easier to use than those professional tools (Liza, 2024). For instance, they enable researchers to leverage collected data to realize visualization by establishing pie charts and bar charts. And the researcher also plans to utilize Excel and SPSS as the additional tools for other functions.

4.2 Evaluation of Tools for Data Collection and Analysis

According to Willimack (2013), data tools evaluation is a pivotal step before really using the selected tools to gather information as evaluation is beneficial for minimizing potential loopholes. Firstly, the selected platforms for questionnaire releasing must be easy to use and access, otherwise the response rate probably will drop significantly because if the platform is seldomly leveraged or contains redundant procedures, participants' zeal will be hampered (Pew Research, 2021). The second is that these platforms allow researchers to set up a deadline for questionnaires. And once they are finished, they will notice researchers to check the response rate immediately and make corresponding changes. More importantly, they have anonymous features to protect participants' privacy and personal data since they all have restrictive rules and regulations for confidentiality (Darby, 2023). Therefore, these are optimum tools for data collection and analysis.

4.3 Resource Implications and Needs

- **Costs**

The funding required for this research primarily refers to the creation, distribution, and analysis of the survey. A significant portion of the expenses is associated with subscribing to survey platforms, which is crucial for obtaining advanced features such as enhanced security, greater customization options, and sophisticated analytical tools (Patil, 2023). Additionally, data analysis may necessitate specialized software, such as SPSS or SAS, which involves licensing fees. Indeed, specific incentives can be highly effective in motivating individuals to complete a survey (Debever, 2022). These incentives might include monetary rewards or gift vouchers, which will affect the budget required for this task. Additionally, other potential costs may arise, such as training researchers in data collection and analysis methods, acquiring additional equipment or software, and covering administrative expenses associated with managing the project's research activities.

- **Time**

The research project entails several phases that require varying amounts of time. Designing and piloting the survey, which involves formulating questions and ensuring their clarity and reliability, is a particularly time-consuming aspect (Swanson & Holton, 2005). This research project will require the development of a survey regarding consumer perceptions of IKEA's marketing strategy, with 100 copies generated for each respondent. After the design is completed, the survey will be distributed to 5-10 individuals for testing and feedback. Following adjustments based on the feedback, the

survey will be made available to respondents on an online platform within a week.

Respondents will be asked to complete the survey at their convenience and will be informed that the survey is entirely confidential and part of a personal project, not an official IKEA initiative.

5. Time Plan

No	Project Name	2024															
		June				July				August				September			
	Dissertation	week1	week2	week3	week4	week5	week6	week7	week8	week9	week10	week11	week12	week13	week14	week15	week16
1	Research Methodology																
	Define research aims, objectives & methodology																
2	Literature Review																
	Carry out extensive research																
	Compile & send questionnaire																
3	Findings & Analysis																
	Visualize data collected from questionnaire																
	Analyze questionnaire results																
	Analysis of models and data results																
4	Conclusion & Suggestion																
5	Submission Preparation																
	Consultation with supervisor																
	Proof-read and editing																
	submission																

This research project is meticulously structured according to a predefined timeline, spanning from June to September 2024, with each month divided into four-week intervals to ensure systematic progress.

In June 2024, the focus lies on defining the research aims, objectives, and methodology with precision. Concurrently, rigorous groundwork is laid through extensive literature review and the formulation of questionnaires to initiate data collection. In July 2024, the attention shifts towards data visualization and the preliminary analysis of questionnaire responses. These activities serve as foundational steps in preparing the groundwork for subsequent in-depth analyses. And the month of August marks an intensified phase of the project, dedicated to in-depth analysis of models and data results. This critical phase demands meticulous scrutiny and interpretation to extract meaningful insights. As the project approaches its end in September, efforts concentrate on synthesizing findings into conclusive statements and actionable recommendations. The final analysis of conclusion and suggestion sections form the focal points during this period.

Throughout the project, meticulous attention is devoted to submission preparation, including ongoing consultation with supervisors, thorough proofreading, and meticulous editing, ensuring adherence to academic rigor and facilitating the seamless dissemination of research outcomes.

6. Ethical Considerations

This research endeavor is underpinned by a steadfast commitment to ethical principles guiding the treatment of human participants and the dissemination of research outcomes.

The following ethical considerations are meticulously addressed:

1. **Participant Respect:** Upholding the dignity and rights of all participants is paramount.

Informed consent is obtained prior to engagement in any data collection activities by asking participants to apprise the study's objectives, their rights, and potential risks and benefits. Confidentiality protocols are rigorously obeyed, ensuring all data is anonymized and securely stored to prevent unauthorized access.

2. Transparency and Integrity: Conducting research with unwavering transparency and integrity is imperative. Any potential conflicts of interest or biases are forthrightly disclosed, with measures implemented to mitigate their impact on research outcomes. Findings are presented objectively, devoid of data manipulation or distortion.

3. Protection of Vulnerable Groups: Special consideration is accorded to safeguarding the rights and well-being of vulnerable groups, including minors, the elderly, and individuals with cognitive impairments. Enhanced protective measures are implemented when involving these groups to ensure their welfare remains paramount.

4. Regulatory Compliance: Adherence to pertinent laws, regulations, and ethical guidelines restricting human participant research is non-negotiable. Institutional review board or ethics committee approval is sought where necessary, with strict adherence to data protection and privacy regulations.

5. Publication and Dissemination: The dissemination of research findings has stuck to the principle of responsibility and ethical rigor, fostering positive contributions to academic discourse while upholding the rights and privacy of all involved parties. Proper attribution and acknowledgment of sources and contributors are ensured, with concerted efforts to enhance accessibility of research outcomes to all interested stakeholders.

In essence, this research maintains an unwavering dedication to upholding the highest ethical standards, ensuring the protection of participants' rights, dignity, and welfare throughout every facet of the research process.

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