

ASSESSMENT 2 MARKET RESEARCH & WEBSITE

BMSW4003 Digital Skills & Research Methods

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Website login details

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Link: https://www.canva.com/design/DAFQ-CiGqAo/hsDqPNWQzHX71-lWy3qTkg/view?utm_content=DAFQ-CiGqAo&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink

Introduction

This report has been compiled by Cosmin Tudureanu as part of the study for the module BMSW4003 Digital Skills & Research Methods held at University of Wales Trinity Saint David, lecturer Christian Felices.

The purpose is to demonstrate how, using different methods of market research, critical data and information about customer trends, about the organization and its products/services image and position in the market and not ultimately about the competition and its products/services.

All these information can help effective planning future strategies, identify opportunities, shape the products based on the needs and demand of the customers and counteract the competition strategies. (Netigate, 2022) (TheHartford, 2022)

Market information can be obtained through primary or secondary research. (TheHartford, 2022)

- Primary research is research done by the organization straight from the customers and, through different methods like interviews, surveys and questionnaires gather information relevant for specific points of interest for the company. This research is more expensive but provides accurate data. (British Bank Business, 2022)
- Secondary research is done by analyzing public sources of research. This kind of research is cheaper, however the results are not accurate being compiled to gather general data which might not be enough to clarify the points of interest of the organization. (Entrepreneur, 2022)

For the research compiled by me I have used a primary research method – the questionnaire.

Questionnaire Design and Analysis

Before starting to think about the questionnaire design I had to identify what is the purpose and establish the research objectives (SurveyMonkey, 2022). For me, being at the start and being a B2B sole trader in Travel industry, I wanted choose a range of products and the destinations which would be appealing to my potential customers. But for this, I had to identify the traveler trends in the market, what are their awareness, needs, behavior and budgets and compare these data with information gathered through secondary market research. (ZOHO Academy, 2022)

Once I have identified the purpose of the questionnaire, I have compiled a list of basic questions which would enable me to find information regarding

1. Profile of the respondents – age, sex, marital status, location.

1. What is your age? *

- ☐ Under 18
- ☐ 18-30
- ☐ 31-45
- ☐ 46-55
- ☐ Over 55

2. Where do you live? *

Introduceți răspunsul

3. What is your gender? *

- ☐ Woman
- ☐ Man
- ☐ Non-binary
- ☐ Prefer not to say

4. Are you....? *

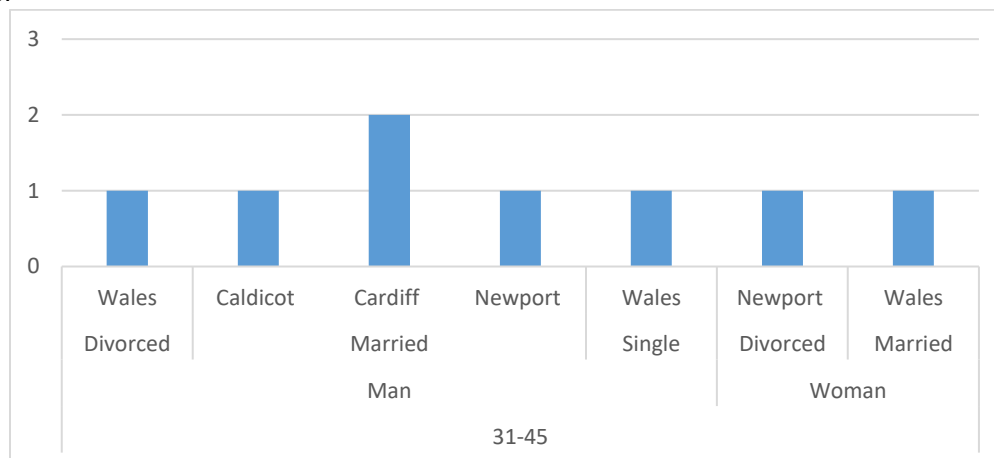
- ☐ Single
- ☐ Married
- ☐ Divorced
- ☐ Widowed

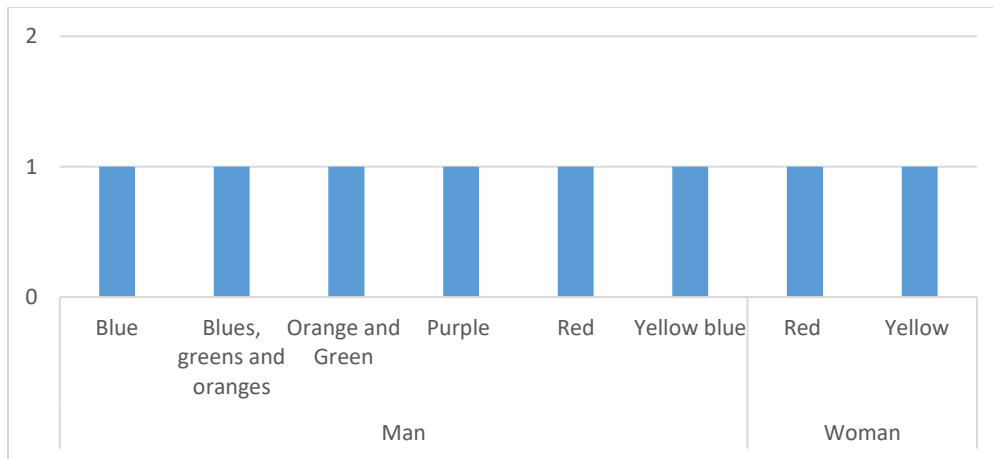
5. What colours makes you think of Holidays? *

Introduceți răspunsul

These questions had the purpose of gathering information about the target group profile. It established that the group is formed by adults predominantly males. All the respondents are in the age group 31-45 and live in South Wales. The marital status is predominantly married – 5 respondents.

The 5th question provided conclusive information about the future design of the website – all respondents have used different multiple combinations of colors when associated with the term Holiday, which led us to believe that we need to use a combination of colors and pictures when designing the website.





2. Products and services, budgets and knowledge – to determine the past behavior, his preferences, his buying habits

6. How often do you travel during a year and with what purpose (leisure, business, both) *

Introduceți răspunsul

9. How did you booked your last holiday? *

- ☐ Yourself
☐ Travel agency
☐ Alta

7. What is your preferred season for your holiday? *

Introduceți răspunsul

10. What type of holiday did you booked last time and where? (leisure, business) *

Introduceți răspunsul

8. What is your main criteria when choosing a travel destination? *

Introduceți răspunsul

11. What is your household holiday budget for 1 year? *

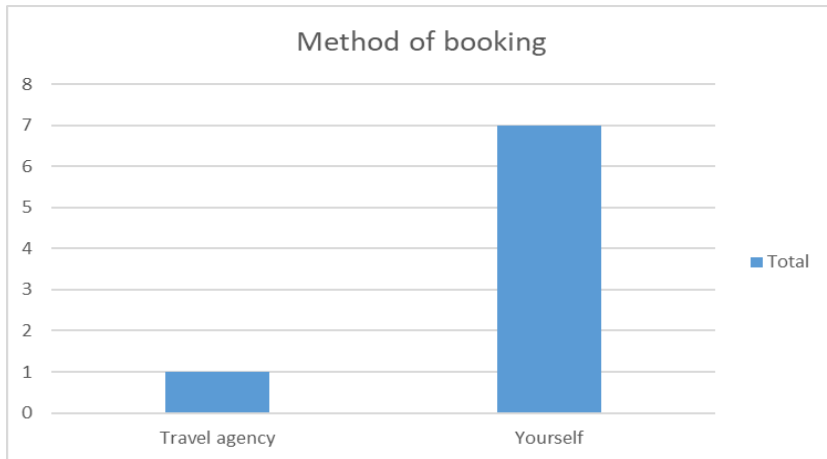
- ☐ Less than £1000
☐ £1000-£2000
☐ £2000-£3000
☐ More than £3000

12. What was the destination and how long was your last holiday? *

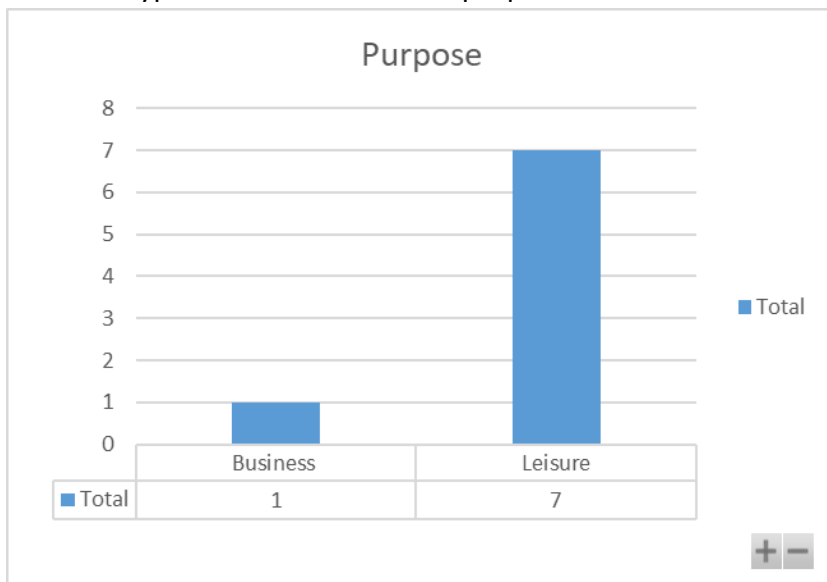
Introduceți răspunsul

By analyzing this set of questions we find out the following

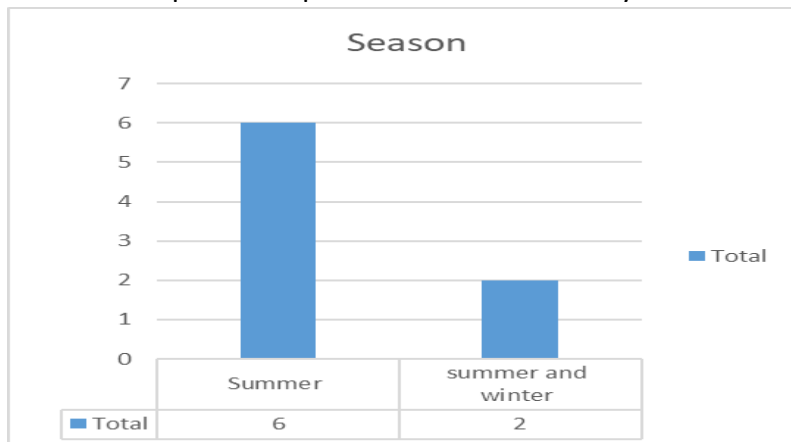
- Majority of the respondents make their own arrangements



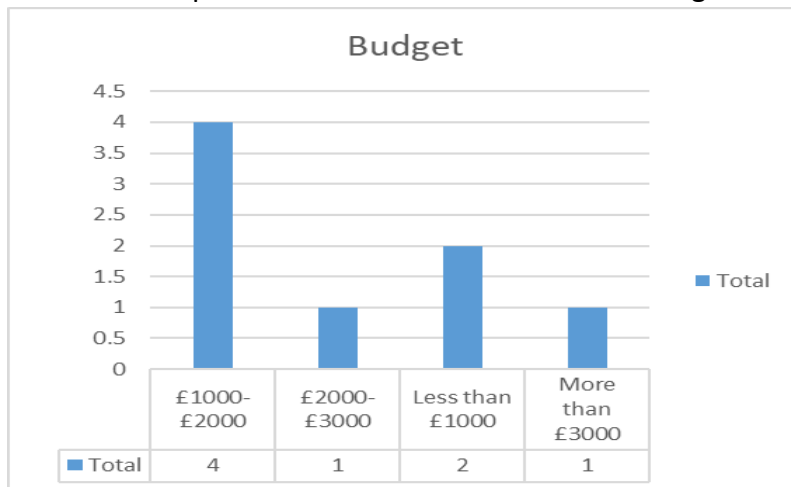
- Main type of travel is in leisure purpose



- All of the respondents prefer summer as holiday season



- Half of our respondents have a household travel budget between £1000 and £2000



- From the last holiday details we can see that usually, our respondents are booking long stay of 12-14 days

3. Service types preferences and future plans

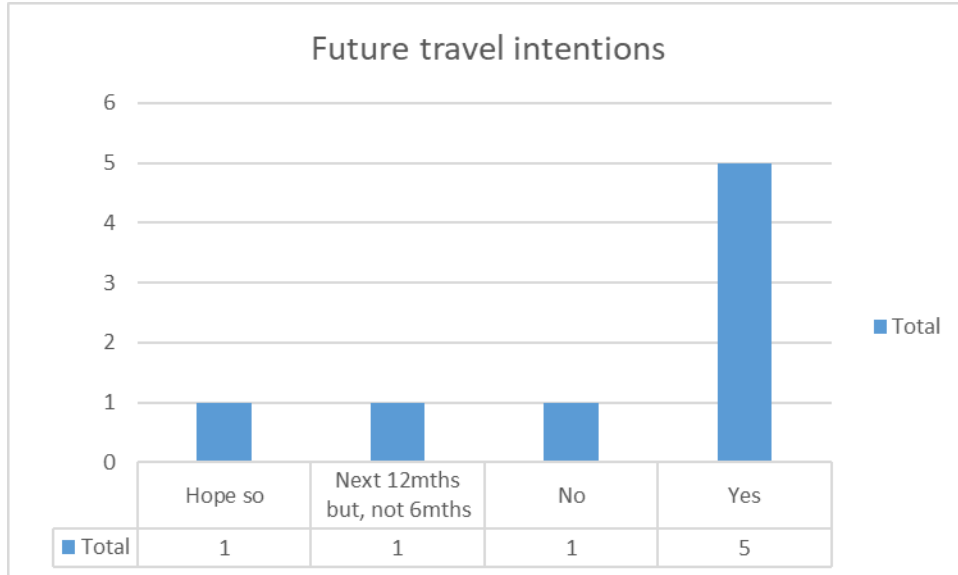
13. Do you intend to book a holiday in the next 6 months? *

Introduceți răspunsul

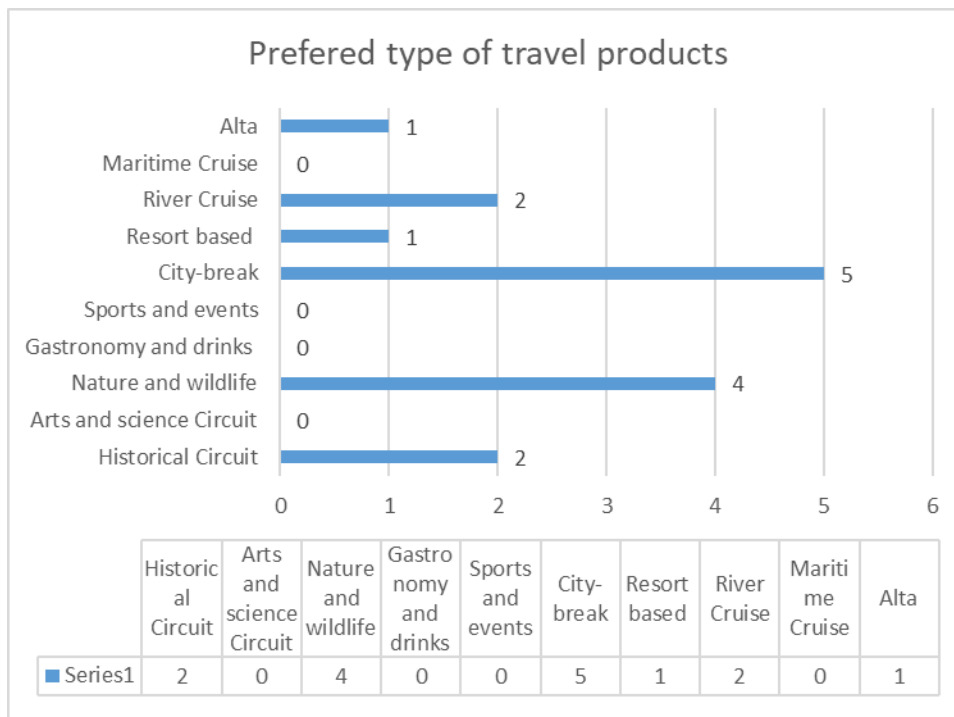
14. What type of holiday are you interested in? *

- ☐ Historical Circuit
- ☐ Arts and science Circuit
- ☐ Nature and wildlife
- ☐ Gastronomy and drinks
- ☐ Sports and events
- ☐ City-break
- ☐ Resort based
- ☐ River Cruise
- ☐ Maritime Cruise
- ☐ Alta

- The future plans of our respondents are showing that the majority have intentions of purchasing holiday packages in the future



- From the type of product preferences we can see that city breaks and nature tours are among the preferences of the respondents



Conclusion

A more targeted and clear approach must be adopted for future researches. More focused line of questioning with multiple sets of questions with only one answer criteria per question.

Example makes question number 12. "What was the destination and how long was your last holiday?" which offered an unclear set of data.

Row Labels	Count of What was the destination and how long was your last holiday?
2 months	1
Constanta and 5 days	1
Portugal, 5 days	1
Romania, 2 weeks	1
Scotland, 12 days	1
Two weeks in turkey	1
USA 2 weeks	1
Zakynthos 2wks	1
Grand Total	8

Website design

Using this research we have decided on the following approach for the website

1. The color pallet needs to be diverse with colors like blue, yellow, green. We have used a sand background with pictures from the targeted destinations.
2. The pictures must relate to products like city breaks and natural tours. Also historical themed pictures can create an appeal
3. The website must contain a detailed list of our products
4. A blog containing articles about each destination points of interest must be created to increase awareness about the destinations.
5. The website structure must be simple in order to create a friendly environment for the user.

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