

Business Inquiry and Research

BMSP5007

Assessment 1

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This report is focused on the small village of Red Roses, within Eglwyscumin in Carmarthenshire. The village used to be a thoroughfare to other nearby towns, giving the area plentiful traffic. With the construction of the Red Roses Llanddowror by-pass, however, much of this traffic was diverted away. Agriculture and vacation rentals have since established themselves as the village's economic cornerstone. One pub remains in the village—'The Sporting Chance'—which lies just across the street from the former Methodist Chapel, turned into a community centre in 2008 (Carmarthenshire Association of Voluntary Services, 2021; Walesdirectory, 2011).

This report has been made to research the behaviours of residents faced with the hypothetical opening of a store on the village caravan site, with an end goal being to understand the viability and impact on resident life of such a store.

This research paper uses a subjective ontology; this is the belief that, to know an objective reality, one must first have a subjective awareness of it (Trivedi, 2020). Following on, the report uses interpretivist epistemology—epistemology being the study of all things knowledge (Schultz & Meleis, 1988) and interpretivism being a claim that reality is socially created, non-existent without human interpretation (Saunders et al., 2016). The methodology behind this report is qualitative, involving qualities (traits and characteristics) instead of quantities (measurements of amounts) (Merriam-Webster, n.d.-b; Merriam-Webster, n.d.-c). The phenomenon chosen for this report was 'reactions to a change in the local environment'; a semi-structured interview process was chosen. The following process was carried out:

1. Questions were chosen to highlight key themes in relation to resident behaviours.
2. A sample group of three residents was chosen. Convenience sampling was the method used; this sampling method includes those who meet practical requirements—in this case, locality and willingness to participate (Etikan et al., 2016).
3. An interview guide was created, helping to ensure the same tone of conversation for each interview.
4. Participants were asked to sign participant agreement forms and their right to opt out or refuse to answer was made clear in order to comply with GDPR and university ethics procedures. Interviews were conducted in a suitable setting.
5. Responses were transcribed for analysis; no names or sensitive details were included.

Observation of behaviours was also a potentially viable research method. However, in the interest of convenience, interviews were chosen; observation is often demanding and requires dedication (Cowie, 2009).

Four key themes were found upon analysis of transcriptions, documented below:

1. One participant had only lived in the village for a little while and so was likely not as informed about village culture and history. The other two had lived here for much longer and so have had time to both accrue greater knowledge and cement in place their shopping habits.
2. There existed a rigidity of shopping habits across all participants, all getting their shopping delivered with occasional top-ups. This routine rarely changes.
3. There has been a gradual decline in commerce in the village. No participant had a clear memory of its commercial history—with one having lived in the village for twenty-five years—suggesting that this decline occurred much before their time. One participant cited the rise of the supermarket as the cause of this downturn, which is plausible as Wales' first supermarket opened in Caerphilly in 1972 (ITV, 2015).
4. Residents expressed a reluctance to change and a pessimism regarding any long-term change in their habits. This depended on the price range at the store, which, as a small rural location, did not have the buying power or efficiency of a supermarket.

Overall, the odds are not in favour of the survival of a new shop although its failure is not certain—especially if a company such as Tesco or Co-Op with capital behind it established a small branch there. In this case, a successful store would likely stand to make a positive impact on residents' lives over the long-term, providing local employment and a shop on many people's doorsteps.

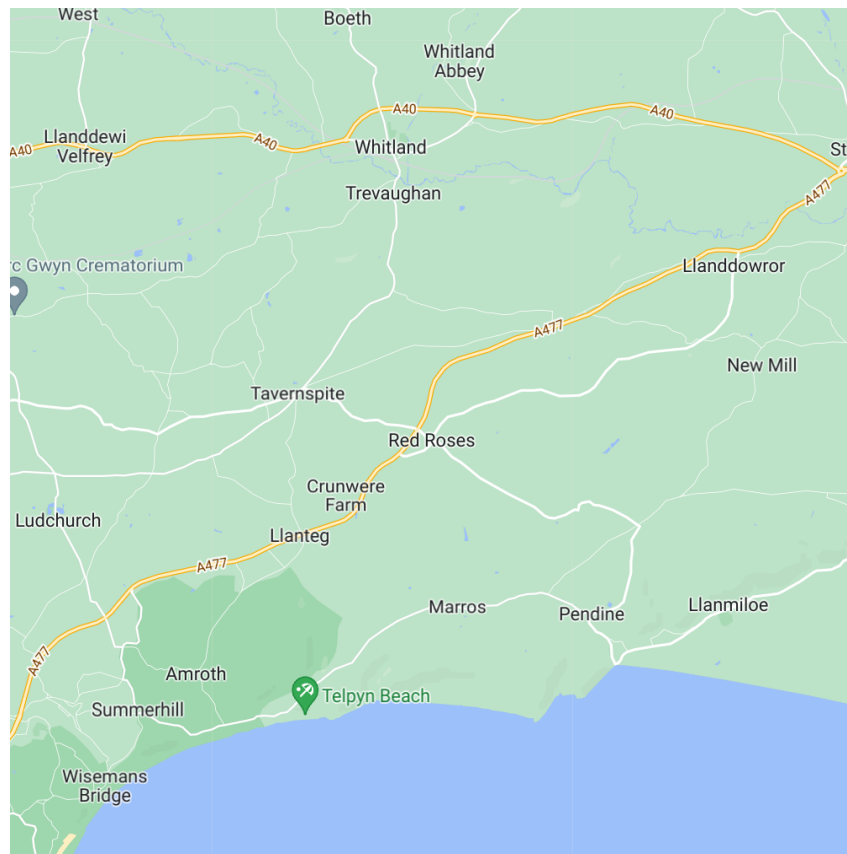
Contents

Item	Page No.
Introduction	3
Literature Review	4
Methodology	6
Findings	7
Conclusion	10
References	11

Introduction

This report hones in on a small village, Red Roses, making up part of Carmarthenshire's Eglwyscumin community. The establishment of the Oxford, Gloucester, and Milford Haven road in 1875 benefited the region, although an unusual calm was brought to the village with the opening of the Red Roses Llanddowror by-pass in 2014. Agriculture and vacation rental properties are now the region's economic centrepieces. The village pub, 'The Sporting Chance,' is just across the street from the community centre; completed in 2008, it replaced the decrepit former Methodist Chapel (Carmarthenshire Association of Voluntary Services, 2021; Walesdirectory, 2011).

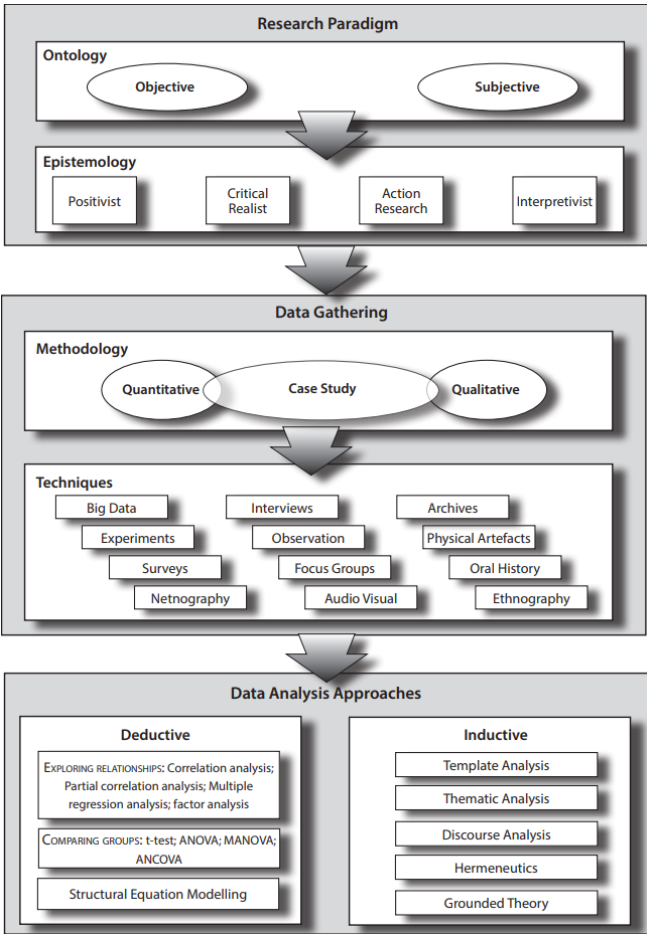
This report researches both the typical and reactive behaviours of residents faced with the hypothetical opening of a store on the caravan site in the village; the end goal is to establish the viability of such a store through the examination of these behaviours. This study, devised after noting a lack of commerce in the village, was designed to provide solutions to two pertinent questions—whether a shop would be viable and whether it would have a long-term impact on resident life.



Red Roses is shown in the centre of this image. Also shown are the popular holiday destinations of Pendine just south, and the towns of Tavernspite and Whitland, and many other—equally small—villages. Also shown is the Red Roses Llanddowror bypass (Google, n.d.).

A paradigm is a clear model or method of something—thinking, acting, et cetera (Landgren, 1995). These often change in what are known as paradigm shifts, which are changes occurring in these established methods (Merriam-Webster, n.d.-a). As well as being applicable to this research project, the term *paradigm* is also relatable to residents’ habits, a model of doing. This report aims to find out whether a new shop could successfully usher in a new paradigm of behaviour for residents coming out of the pandemic.

The following chart presents a summary of the aspects of this research paper. Taken from Macintosh and O’Gorman’s *Mapping Research Methods* (2015, p.51), this image concisely summarises all of the key models, theories and methods used in carrying out this research. Relevant elements of this chart will be explained below.



This research paper follows a subjective ontology. Ontology itself is a systematic account of existence (Gruber, 2018); subjectivism is the belief that knowing an objective reality requires first having a subjective awareness thereof. Due to the difficulty of objectively portraying subjective phenomena such as opinions, many subjective processes, such as the methods described later, can produce far superior understanding of these occurrences (Trivedi, 2020).

Next, the report follows an interpretivist epistemology. Epistemology is the philosophical study of knowledge. There have long been debates as to what constitutes knowledge, what it is based on, and how much knowledge we have (Moser, 2012). In short, it is the study of what people know, how they come to know this, and how knowledge claims are scrutinised (Schultz & Meleis, 1988). Interpretivism as a paradigm of epistemology was developed in response to positivism; it instead claims that reality is socially created and malleable, and that it cannot exist without human interpretation (Saunders et al., 2016).

The methodology sections below will briefly be mentioned here, although the bulk of the explanation is in the following section of this report; in short, it is the research plan that specifies how one goes about conducting a research study (Howell, 2012, p.ix). According to the SAGE Handbook of Qualitative Research, a qualitative methodology involves an interpretative approach to study and interpretation of phenomena

(Denzin & Lincoln, 2011, p.3).

A methodology is a plan describing how to go about carrying out a piece of research; *methods*, its word stem, are the means or strategies of data collection (Howell, 2012). A good methodology specifies the types of questions asked, the procedures employed and the analyses conducted (Smith, 2004, p.75). Should the study ever be carried out again, researchers will understand exactly how to reproduce its conditions and results.

As said before, the methodology behind this report is qualitative; at its core, this involves quality (Merriam-Webster, n.d.-b)—traits and characteristics—as opposed to quantity—the measurement of an amount (Merriam-Webster, n.d.-c). This is because, to fulfil the aims of this report, long-form, interpretive research is required.

Phenomenology is the analysis of the environment as we experience it now (Souza, 1999). The phenomenon chosen for this report was ‘reactions to a change in the local environment’. Referring back to the chart in the previous section, a semi-structured interview process was chosen as a means of gathering opinions from a small group of residents; this widely-used process takes a conversational approach to gathering information pertaining to key themes. With this in mind, the following process was carried out:

1. Questions were chosen, following a semi-structured style, so as to delineate key themes pertaining to resident behaviours.
2. A sample group of three residents were chosen to be participants. Owing to the ease of qualifying as a potential participant—the only criterion being residency—convenience sampling was used. This sampling method includes members of the target population who meet certain practical requirements (in this case, geographic locality and willingness to participate) (Etikan et al., 2016).
3. An interview guide was created for use when conducting interviews, comprising key questions; this helped to ensure the same tone of conversation for each interview.
4. Participants were asked to sign a participant agreement form and their right to opt out or refuse to answer questions was explained to them to comply with GDPR and university ethics procedures. Interviews were then recorded in a suitable setting, free of distractions or outside influences.
5. Participant responses were transcribed for analysis. No names or sensitive details were included to ensure compliance with privacy-related ethical rules.

Note that, while observation of participants was also a potentially viable option, the conditions created for this research were done so with ease of carrying out activities in mind; observation can be demanding, often requiring perseverance and dedication (Cowie, 2009).

Findings

Any participant comments not relevant to the topic of shopping-related behaviours were disregarded. As shown below, a table comprising three columns was created: noteworthy responses, interpretations of these responses, and key themes identified. Several key themes were found, each documented below.

Codes	Interpretation	Theme
'Sixty seven [years old]' (A) 'About seven years [residence]' (A) 'Seventy-three [years old]' (B) 'Twenty-three years [residence]' (B) 'I'm forty-six years of age and I've lived in Red Roses since last year' (C)	There exists a diversity in the length of residence and age of the participants, however more so in the first than the latter. B probably has the most authentic experiences in regards to village history and culture—and A to a lesser extent—while C likely relies on others to gather information about this.	Knowledge coming with length of residence and age

The first theme to be identified was the knowledge of village life and common habits expressed by residents. Participant C, due to her short residence, may not be as informed regarding the village culture. As participants A and B have lived here for longer, they are likely to possess much greater knowledge about the area and also to have rigid shopping habits out of familiarity.

'Generally online but with the occasional top-up here and there, as well ... It's pretty standard, seldom changes, really' (A) 'Normally, we're online ... It's been a long time now, because it's cheaper to get it delivered' (B) When I go online, it's always Asda groceries ... This is my weekly routine, Asda. (C)	All of the participants mentioned shopping online, with each noting that this was an integral part of their routine in this regard. This is what each participant has gotten used to over a long period—evidenced by A's admission that the routine 'seldom changes' and B's understanding that his shopping routine has been like that for a long time.	Routine / Resident Habits
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The second theme identified was a rigidity of existing habits. Participant B's remark that it is 'cheaper to get it delivered' is understandable due to there being no shops for miles. Participant A's mention of 'the occasional top-up here and there' is likely reflected by many others in the village. The occasional top-up of essentials presents an opportunity for a hypothetical store to take advantage of.

'So there were half a dozen different things, at least, in the past' (A) 'I can't be a hundred percent certain because it predates my time' (A) 'It definitely had a fuel station ... a wheelwright, [and] a butchers' (A) 'I can remember a shop on the garage' (B) 'I'm sure there used to be a butcher's, used to be a blacksmith's and there's always been a pub on the site here' (C)	Every participant mentioned the history of Red Roses from what they could remember—C couldn't remember anything herself but gleaned this knowledge from other residents, B could remember only a shop in a local garage and A mentioned the most. None of the participants could clearly remember the village's history despite living there for seven (A) or twenty-three (B) years; it can be inferred from this that the village's most vibrant commercial history was decades ago.	History
'terrific expertise pretty much died with [the shops]' (A) 'the early concepts of supermarkets which were just like big warehouses ... [were] the nail in the coffin completely' (A) 'you could get pretty much most of what you needed at a stone's throw away and now you can't get anything' (A) 'They built a bypass so all the traffic is flowing somewhere else now and not coming to the village anymore like it used to.' (C)	B could not remember the reason for the closures. A named the rise of the supermarket as the final nail in the coffin for any commerce in the village. This is a reasonable assumption to make as supermarkets replaced—and in most cases carried out more efficiently—the services that small village businesses rendered. Conversely, C believes that the construction of the local bypass, which routed away traffic normally flowing through the village, is the cause of the closures. Both opinions hold weight, although A has been a resident here for longer and so has had more time to establish the facts on this topic.	History / Transition to modern day

The third theme identified was a gradual decline in commerce. None of the participants had a clear memory of the village's commercial history, nor its downturn, suggesting that this occurred many years ago. Participants A and C likely gleaned their knowledge from older residents; A's citing of the rise of supermarkets as the cause of the decline of the village's commerce is plausible, considering the first of many supermarkets in Wales opened in 1972 in Caerphilly, to the detriment of many local businesses (ITV, 2015).

'to a certain extent unless it kind of bankrupted me' (A) 'I'd like to say yes and I'd like to give it my best bet ... and I would definitely ... patronise it' (A) 'if that led to fifty percent, let's say, extra outlay financially, then you know to what extent would one pursue that and for how long, is very questionable' (A) 'No, I don't think I'd change them. I'd still be remaining shopping online.' (B) 'I can't imagine the small shop stocking everything' (B) 'it's all about price and availability of stuff' (B) 'Yes, I'd use it daily.' (C) 'as long as the price was ok as well—wasn't too out of the price range.' (C) 'It wouldn't change my weekly shop because it would depend on how big that store would be ... I'd still probably have to do an online shop but I'd go there for when I ran out of bread, milk and other little bits.' (C)	A and C shared an optimism about the prospect of changing their habits for the opening of a new store, that B lacked. C was the most optimistic about changing her habits for a new store. She would patronise a new store daily as long as the prices were within a reasonable range, whenever she ran out of essentials. A shared this optimism to a lesser extent. He would also patronise the store as long as the price was in a reasonable range. He had doubts about the extent to which residents would continue if prices were higher than supermarkets. B was pessimistic overall. He would remain online as he couldn't imagine a small shop stocking everything. Small businesses lack the efficiency of supermarkets so prices would likely be higher. The extent to which they would be would have a marked impact on custom.	Attitudes towards changing habits
'I tend to think that one would slip back into existing habits, which is the use of superstores, big supermarkets and big grocers, invariably' (A) 'I'd probably slip back into that and I see others doing the same' (A) 'whilst they'd start off with good motives and good intent, I'd think they'd slip back into what they're familiar with.' (A) 'I think I'd revert to old habits after a while, to be completely honest.' (B) 'This would be a long term change. Because it would be handy to have something on my doorstep like that' (C) 'I wouldn't always have to get my car out just to get some bread or some milk, which is like four miles down the road, or possibly having to use the petrol station' (C) I think in some ways they're resistant to change really, because they—people do moan about not having a shop but nothing seems to be done about it. (C)	A and B were pessimistic about a long-term change in their habits. A talked about people's inclination to fall back into old habits to do what they are familiar with. In this case, that would be shopping at superstores as this has been established as a habit for many years. B did not have much to say on the topic, except that he would likely revert to old habits after a while. This reflects what was said by A. C was optimistic about a long-term change as she often runs out of the essentials and needs to drive four miles to the nearest shop to restock; this would be very convenient for her.	Long-term habit changes

The last theme to be identified was a reluctance to change and a long-term likelihood of falling back into old habits. Although participants A and C shared optimism for a short-term change in habits, every participant was in agreement that long-term habits would stay the same. In order to patronise the shop, prices would have to be not much higher than those at supermarkets. This is a challenge—especially for a store in such a rural location—as supermarkets manage to beat many smaller firms on price through efficiency and buying power.

Looking at what these themes imply about the viability of a shop and its impact on resident life, it is clear that the odds are stacked against its long-term survival as it will be in competition with supermarkets for a service that residents are unwilling to deviate from. This does not mean it is impossible, however. If residents can be sufficiently persuaded of the benefits of shopping at the new store, they may patronise it enough in the long-term to allow for its survival.

Conclusion

Concluding this report, although the odds are not in favour of a new shop's survival in the village, its failure is not guaranteed. It may only take a supermarket setting up a small chain store, or a budding entrepreneur spotting a gap in the local market, for the odds to be tipped more in its favour. In this case, such a store would stand to make a positive impact on residents' lives over the long-term.

The philosophy behind this research—despite having existed for centuries in many forms—is still a topic of contention. As an ever-evolving subject, it is important to keep up to date with recent developments in the field. Sources chosen for the review of the philosophy behind this research have been done so with recency and relevance in mind, although where new sources could not be found, older yet reliable texts were used.

As the sample size was restricted to three participants, drawing conclusions for the whole village may be more difficult. However, as the village is very small and tight-knit—in other words, many residents probably have similar habits—this may not present too much of an issue. Although observational research would have increased the depth of the data collected for this research, it has been designed with convenience in mind and so interviews were the only method chosen.

The key strength of this report was its semi-structured interview style, which allowed for highly detailed insights into residents' lives and opinions that would otherwise have been missed. Thematic analysis allowed for a detailed breakdown of participant responses in order to capture key themes and come to the conclusion that was reached in this report.

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Executive Summary

The Old Vicarage Holiday Park in Red Roses is the subject of this report. Despite the park's many amenities, it lacks any form of store; the nearest ones are in Llanteg (1.8 miles) and Whitland (4.6 miles) (Google, n.d.-a, n.d.-b). 'Does the average holidaymaker expect the ability to shop on-site?' and 'Will the uptake of a new store be adequate to secure its survival?' are the two topics addressed in this paper.

This study is based on an objective ontology, which states that nature is independent of cognition (SCONE ANTI-OBJECTIVISM, 2018). A positivist epistemology is then employed. The assumption of this empiricist epistemology is that reality exists independently of human activity (Stahl, 2007). A quantitative approach is used in this study. This strategy entails gathering numerical data and analysing it with statistics (Krueger, 2018). Starting the methodological process, a research question was formed and, with this, a series of hypotheses were formulated. The research question chosen was, 'what is the importance of on-site shopping to holidaymakers?'. Breaking this down led to the following hypotheses:

- Hypothesis 1 (H_1): People who have travelled further to reach the holiday site are more likely to want access to shopping on-site
- Hypothesis 2 (H_2): Everyone generally finds shopping to be a relatively important element of the holiday experience, although this is more prevalent in those below 35
- Hypothesis 3 (H_3): People generally prefer the convenience of short distance over prices and item range
- Hypothesis 4 (H_4): Holidaymakers prefer own-brand stores run by the holiday site as opposed to national stores (e.g. Tesco) on-site

With these hypotheses as starting points, an online survey questionnaire was created. Convenience sampling was used for gathering participants. With ethics in mind, a brief text was included at the beginning of the survey to which participants agreed with by beginning the survey; this stated that they can fill out only one form, all participation is voluntary and all results are anonymous. Once a satisfactory number (55) of participants had completed the survey, responses were closed and it was saved to an Excel file. This was then transferred to the IBM Statistical Package for Social Sciences (SPSS) where the data was processed. Charts and graphs were then constructed from this data in order to prove each hypothesis true or false and ultimately answer the questions in the introduction.

H_1 : This hypothesis was tentatively proven correct as a trend is established in agreement with it.

H_2 : This hypothesis was proven false, as an older age group found shopping more important than the age group in question.

H_3 : This hypothesis has been proven correct as convenience was shown to be the highest voted option.

H_4 : This hypothesis was proven true as a majority were satisfied by an own-brand store.

Concluding the report, many holidaymakers would like shops on-site and an own-brand shop focussing on convenience and range will have the highest chance of survival here. Unfortunately, the use of convenience sampling may render this data unreliable. The skewed gender and age results as well as some inconclusive category data due to lack of participants may have had an untold influence on these results.

Contents

Item	Page No.
Introduction	3
Literature Review	4
Methodology	5
Findings	6
Conclusion	14
References	14

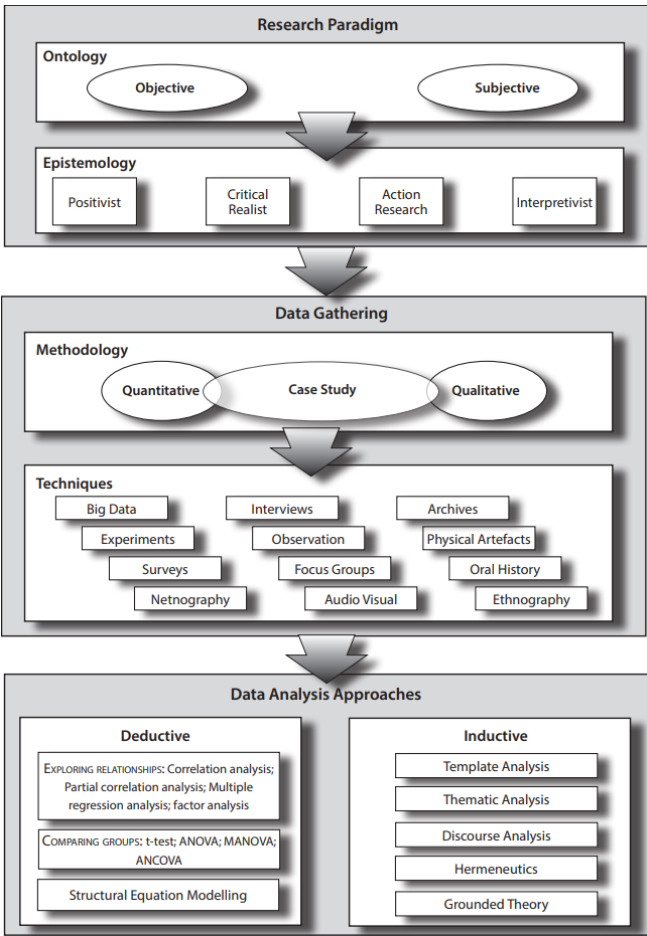
Introduction

This report focuses on the Old Vicarage Holiday Park in Red Roses. The site contains twenty-four privately owned holiday homes and twenty-six pitches in total; it boasts a launderette, WiFi, an outdoor heated pool and a children's play area (UKParks, 2009; VisitPembrokeshire, 2021; VisitWales, 2019). The site is also next to the neighbourhood pub, *The Sporting Chance*, and the former Methodist Chapel-turned-community centre (Walesdirectory, 2011).

However, it is noteworthy that, for all the amenities the park *does* have, it lacks a shop of any kind; the nearest shops are a fuel station SPAR in Llanteg (1.8 miles away) and a Co-Op Food in Whitland (4.6 miles away) (Google, n.d.-a; Google, n.d.-b)

This report presents two questions to be solved: 'does the average holidaymaker expect the opportunity to shop on-site?' and 'will the uptake of a new store be enough to ensure its survival?'. The ultimate aim of asking these questions is to establish the viability of a store on the caravan site.

The following chart, from Macintosh and O’Gorman’s *Mapping Research Methods* (2015, p.51), concisely summarises all of the key concepts for this research. Relevant elements of this chart will be explained below.



Firstly, this research follows an objective ontology; ontology itself being the study of what *is* across every area of reality (Smith, 2012) and objective ontology being that nature is independent of cognition (SCONE ANTI-OBJECTIVISM, 2018).

Next, a positivist epistemology is used. Epistemology comes from the Greek words ‘episteme’ and ‘logos’, in essence meaning ‘knowledge account’ as the study of all things knowledge—with a few variations of these translated words corresponding to different areas of the field (Steup & Neta, 2005). A positivist epistemology bases itself on the assumption of the existence of reality being independent of cognition (Stahl, 2007).

Brief mention will be given to the methodology section and those below, although these will appear in the following section of this report. This research uses a quantitative methodology—a methodology being a series of processes that can be followed to achieve a goal (Smuts et al., 2009, p.74). A quantitative methodology is the assumption that human interactions are based on empirically observable phenomena which are relatively consistent. This methodology involves the collection of data that may be expressed numerically, using statistics to examine these numbers (Krueger, 2018).

At its core, quantitative research asks questions revolving around the measurement of an amount or an extent, meaning questions such as, 'how many...?', 'how frequently...?' or 'how much of...?' (Sukamolson, 2007).

Referring to the chart in the previous section, a classic example of quantitative research as well as the method used for this report are surveys. Surveys are a good approach for collecting data from a large number of individuals although they aren't always the best option when dealing with sensitive material or in-depth meanings (Connelly, 2011). The strengths and weaknesses of using surveys makes this approach applicable to this research; this method is perfect for the collection of surface-level data pertaining to holidaymakers' opinions in regards to access to shopping on holiday sites.

Starting the methodological process, a research question was formed and, with this, a series of hypotheses were formulated; at its core, a hypothesis is a proposed connection between two or more abstract variables (Hepler, 1980). The research question chosen was, 'what is the importance of on-site shopping to holidaymakers?'. Breaking this down led to the following hypotheses:

- Hypothesis 1 (H_1): People who have travelled further to reach the holiday site are more likely to want access to shopping on-site
- Hypothesis 2 (H_2): Everyone generally finds shopping to be a relatively important element of the holiday experience, although this is more prevalent in those below 35
- Hypothesis 3 (H_3): People generally prefer the convenience of short distance over prices and item range
- Hypothesis 4 (H_4): Holidaymakers prefer own-brand stores run by the holiday site as opposed to national stores (e.g. Tesco) on-site

With these hypotheses as starting points, a cross-sectional online survey questionnaire was created; this type of survey looks only at a single point in time, with participants filling out only one questionnaire—any types measuring results across time would be unnecessary, as all that is required is a set of data from one point in time (Connelly, 2016). Convenience sampling was used for gathering participants—this non-probabilistic technique includes participants easily accessible to the researcher as the main criterion (Suen et al., 2014). Microsoft Forms was used for this survey owing to the ease of accessing it simultaneously with other elements of Microsoft Office. With ethics in mind, a brief text was included at the beginning of the survey to which participants agreed with by beginning the survey; this stated that they can fill out only one form, all participation is voluntary and all results are anonymous.

Once a satisfactory number (55) of participants had completed the survey, responses were closed and it was saved to an Excel file. This was then transferred to the IBM Statistical Package for Social Sciences (SPSS) where the data was processed—this meant the creation of a coding frame whereby answers to multiple-choice

questions received numerical labels and the division of ranking questions into their constituent elements so as to be in the correct format for analysis.

Charts and graphs were then constructed from this data in order to prove each hypothesis true or false and ultimately answer the questions in the introduction. These will be shown below.

Findings

The following findings are presented in the form of SPSS charts and graphs with additional context.

Q1 — What is your age?

		Count	Valid %
Age category	18-24	12	21.8%
	25-34	5	9.1%
	35-44	6	10.9%
	45-54	17	30.9%
	55-64	13	23.6%
	65-74	2	3.6%
	75+	0	0.0%
	Prefer not to say	0	0.0%

This chart shows that the majority of participants were aged between 45–54, with those 55–64 and 18–24 coming second and third.

Q2 — What is your gender?

		Count	Valid %
Gender	Male	13	23.6%
	Female	42	76.4%

This shows that females were the overwhelming majority of participants. A side effect of convenience non-probability sampling is that situations such as this are liable to occur.

Q3 — Have you ever stayed at a caravan park or holiday resort?

		Count	Valid %
Whether stayed at a caravan park or holiday resort	Yes	51	92.7%
	No	4	7.3%

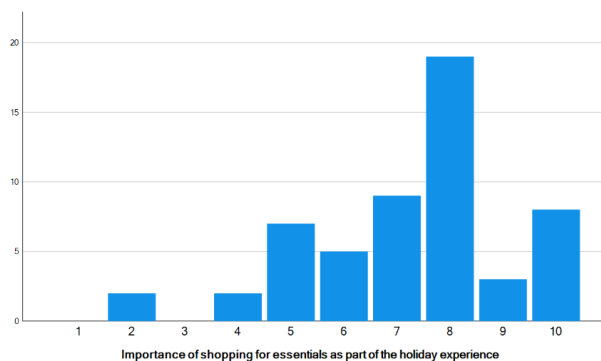
Over 92% of participants have had prior experience with such vacations.

Q4 — Regarding your last holiday, how far did you travel to reach the location?

		Count	Valid %
How far travelled to reach the location	<10 miles	1	2.0%
	11-50 miles	11	21.6%
	51-100 miles	16	31.4%
	101-150 miles	8	15.7%
	151-200 miles	7	13.7%
	201-250 miles	2	3.9%
	>250 miles	4	7.8%
	International Journey	2	3.9%

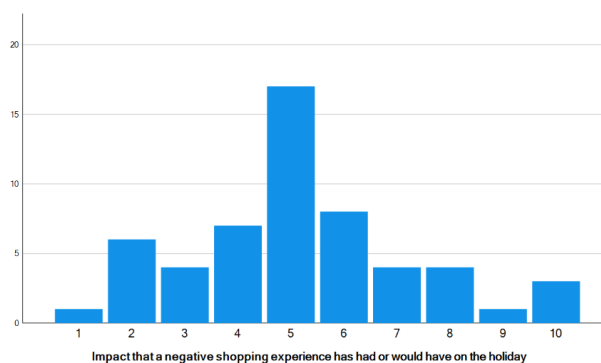
Most participants travelled between 51–100 miles. This is also the median distance, suggesting that people are more inclined to take trips of less than 100 miles.

Q5 — Rate the importance of shopping for essentials as part of the holiday experience.



The majority of participants rated the importance of shopping on holiday an 8; this is a very important element.

Q6 — Rate the impact that a negative shopping experience has/would have on your holiday



The majority rated this impact a 5; a negative experience would be moderately, but not overwhelmingly, impactful.

Q7 – Would you expect there to be an opportunity to shop for essentials on-site?

		Count	Valid %
Whether an opportunity to shop for essentials on-site is expected	Strongly Agree	15	27.3%
	Agree	24	43.6%
	Neutral / No Opinion	10	18.2%
	Disagree	2	3.6%
	Strongly Disagree	4	7.3%

Overall, 70.9% expressed an expectation of an opportunity to shop on-site.

Q8 — Would you be happy to travel to the next town over to shop for essentials?

		Count	Valid %
Whether happy to travel to the next town over to shop for essentials	Strongly Agree	1	1.8%
	Agree	26	47.3%
	Neutral / No Opinion	10	18.2%
	Disagree	16	29.1%
	Strongly Disagree	2	3.6%

The mode response was 'Agree'; 18% of people were unsure, however. People likely don't mind travelling.

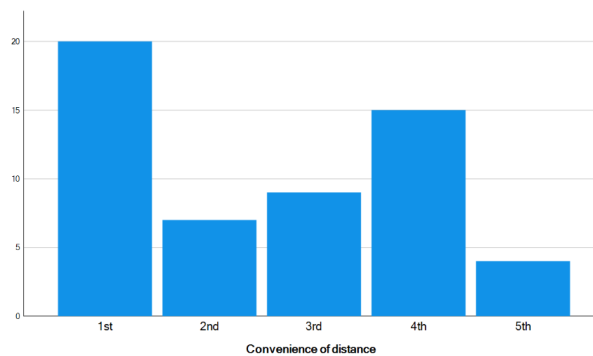
Q9 — Would you rather save money by travelling a few miles out of site than pay extra for convenience?

		Count	Valid %
Whether would rather save money by travelling a few miles out of site than pay a higher price for convenience	Strongly Agree	5	9.1%
	Agree	18	32.7%
	Neutral / No Opinion	10	18.2%
	Disagree	17	30.9%
	Strongly Disagree	5	9.1%

Roughly the same amount disagreed as agreed. The mode was 'Agree'.

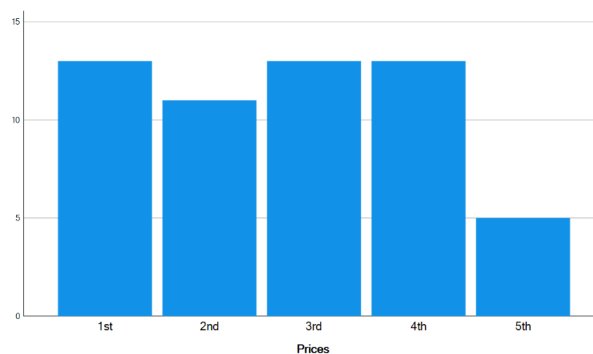
Q10 — How would you rank the following by importance to you when shopping?

Q10a — Convenience of distance



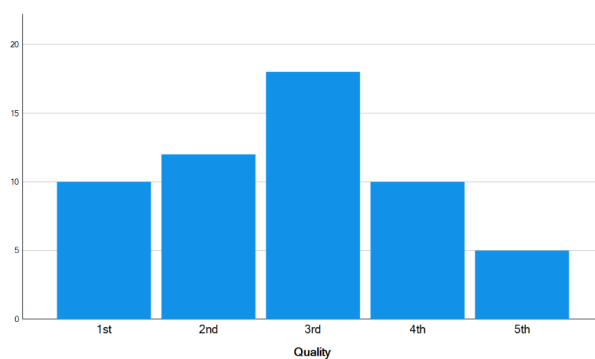
The most chosen rating for convenience was 1st, although the median rank was 3rd. This likely means that participants found convenience at least moderately important.

Q10b — Prices



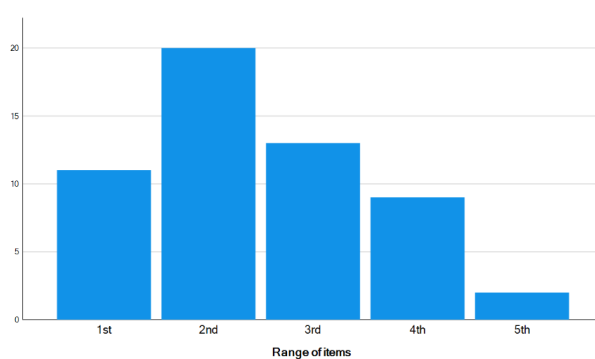
Ratings were evenly spread for prices; 1st, 3rd and 4th were the modes. The median was 3rd, suggesting that this is not a very important issue.

Q10c — Quality



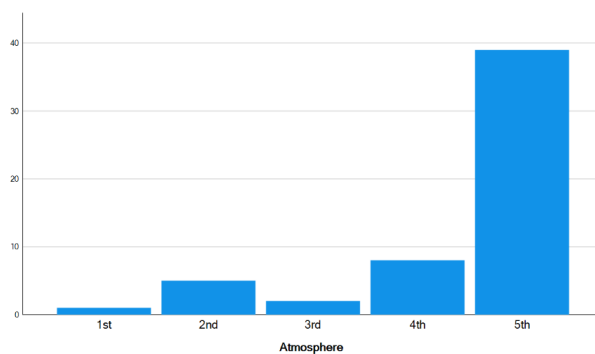
3rd was the majority rating for quality, with this rating also being the median, suggesting that this is not overly important.

Q10d — Range



2nd was the most chosen rating for range, with the median also being 2nd. This means that range is a relatively important issue.

Q10e — Atmosphere



Participants overwhelmingly chose 5th for atmosphere, so much so that 5th was the median. This is therefore not at all important.

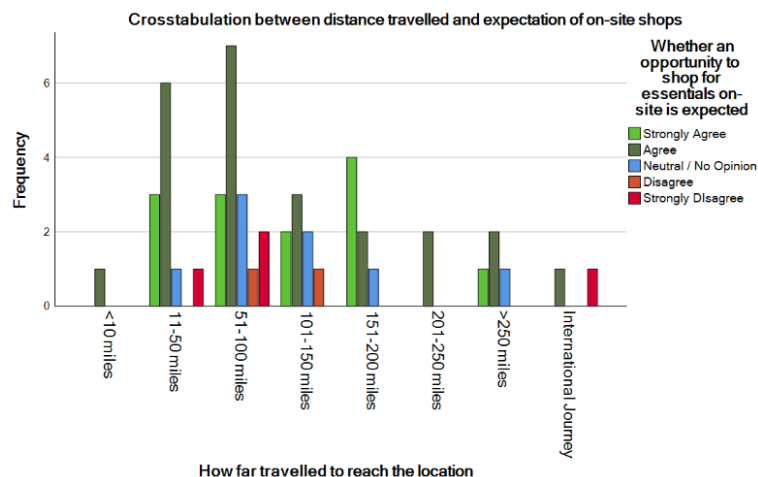
Q11 — Do you feel that your needs could be satisfied by an own-brand shop run by the site, or would a national brand store be required?

		Count	Valid %
Whether needs could be satisfied by an own-brand shop, or a national store is required	Own-brand	25	45.5%
	Unsure	14	25.5%
	National brand	16	29.1%

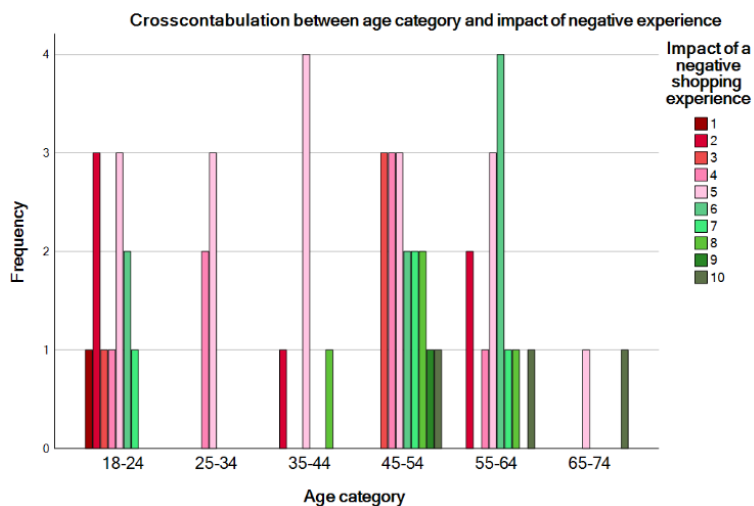
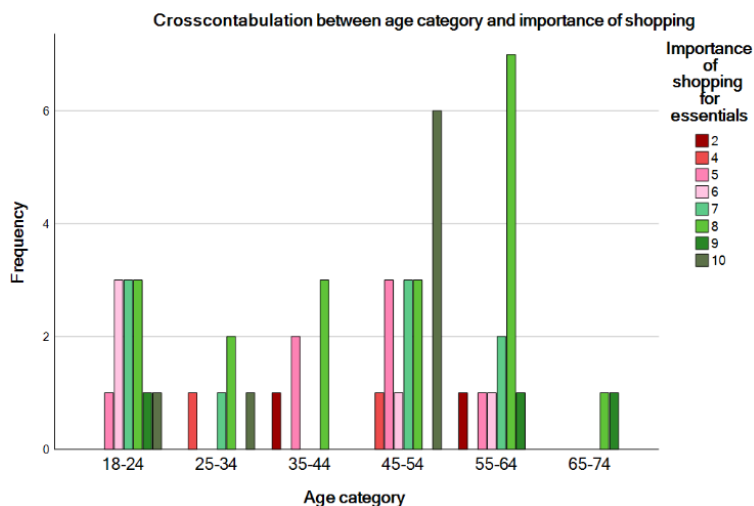
45% of participants were okay with an own-brand store. 29% required a national brand store and 25% were unsure; holidaymakers will likely take whatever they can get.

Addressing each hypothesis with cross-tabulations:

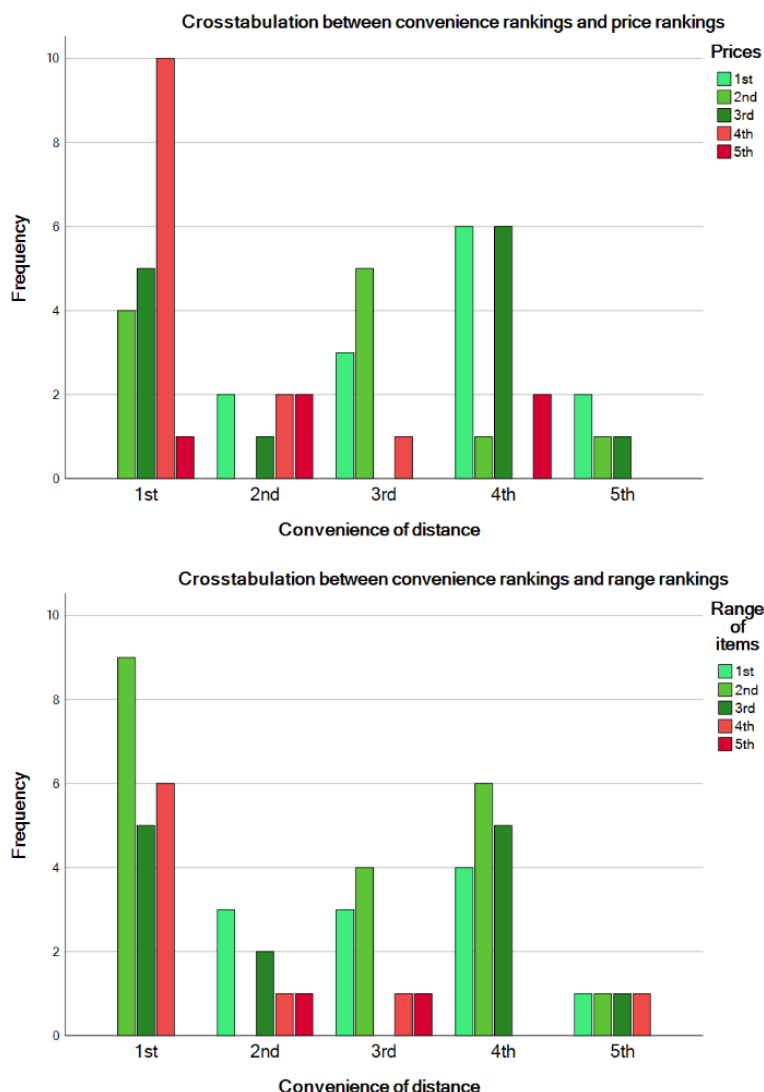
H₁: A large majority wanted shops on-site (Q7). There is not enough data for categories over 200 miles, however there is a clear trend: less people disagree the larger the distance they travelled. 2 disagreed for 51–100 miles, 1 disagreed for 101–150 miles and nobody disagreed for 151–>250 miles. This hypothesis is therefore tentatively proven correct.



H₂: Most participants found shopping to be important (Q5, Q6). The following cross-tabulations show that those 18-24 found shopping quite important, but the impact of a negative experience not so much. The 45-54 age group found shopping to be extremely important although they were also barely impacted by negative experiences. This hypothesis has been proven false.

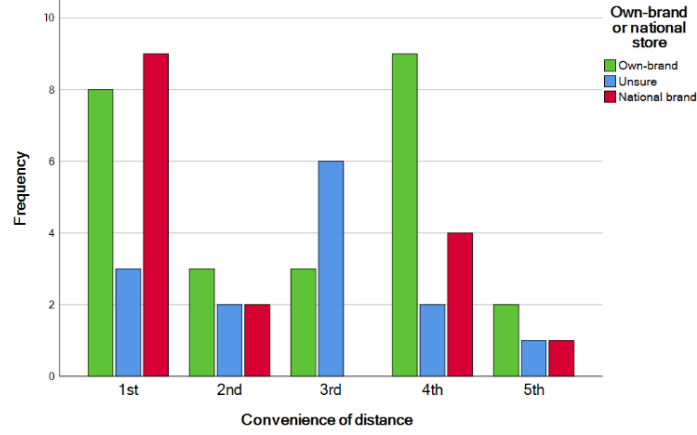


H₃: Convenience was moderately important overall; the range was equally important while prices were less so (Q10a, b & d). Convenience had the most frequency in the 1st category across both cross-tabulations, showing its popularity. It also shows that those who voted convenience 1st voted prices overwhelmingly 4th and range overwhelmingly 2nd. This proves the hypothesis correct.

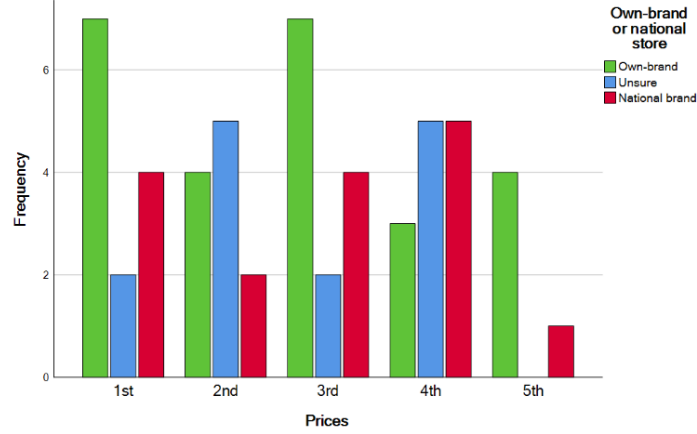


H₄: As there was no clear consensus as to own-brand versus national stores (Q11), a series of cross-contabulations will be used. Those preferring convenience wanted a national brand, those for prices wanted an own-brand, those for range overwhelmingly wanted an own-brand, and those for quality wanted an own-brand. As those voting 1st for prices and range combined beats votes 1st for convenience—as well as the fact that a small majority want own-brand stores anyway (Q11)—this hypothesis is proven true.

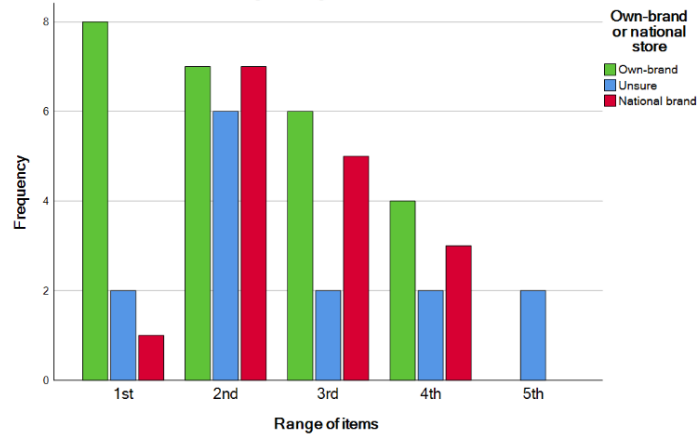
Crosstabulation between convenience rankings and desire for an own-brand versus a national-brand store



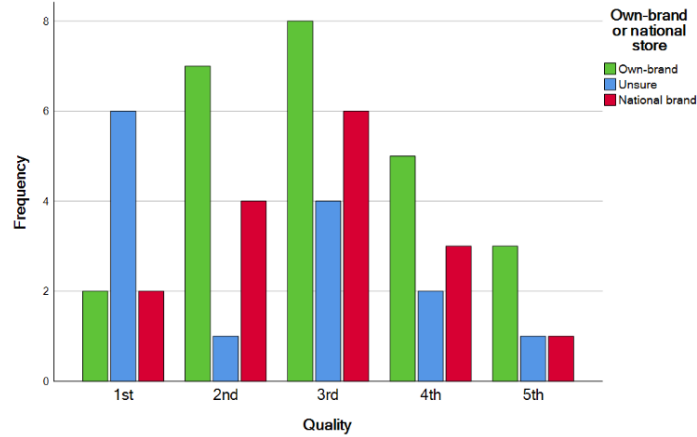
Crosstabulation between price rankings and desire for an own-brand versus a national-brand store



Crosstabulation between range rankings and desire for an own-brand versus a national-brand store



Crosstabulation between quality rankings and desire for an own-brand versus a national-brand store



Conclusion

Concluding this report, it is evident that many holidaymakers would like shops on-site and that an own-brand shop focussing on convenience and range will have the highest chance of survival. Unfortunately, this data may not be reliable because of the use of convenience sampling. The skewed gender and age results as well as some inconclusive data may have had an untold influence on these results. Future research would need a probability-focused sample group to ensure equal age and gender participation as well as a higher participant count to ensure data is usable universally.

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