

SBUS5000 assignment 3

by ASHLEY STEPHEN MCCARTHY

FILE	1340138221._SBUS50000_ASS_3.DOCX (19.56K)		
TIME SUBMITTED	11-JAN-2015 01:40PM	WORD COUNT	1605
SUBMISSION ID	39369713	CHARACTER COUNT	8847

SBUS50000 – Research Methods

Assignment 2

1301385

The effects of social networks on e-commerce

Introduction

The aim of the research is to look at the effects of social networks, such as Facebook, Twitter and Youtube, on e-commerce. It will focus on consumer buying behaviour and demand patterns. As the years go by social media is becoming bigger with more users joining these networking sites. Also more people are using the internet to purchase goods. The research will discover the relation between the two and the effects that social networks have on e-commerce. The research is interesting as times are changing and social networking and e-commerce are becoming a part of day to day life that it would be interesting to see the results of the research. Could e-commerce completely take over and cause some shops to only be online? The research could also be done in ten years from now and it would be interesting to see the results and to compare them with the results of this research.

Review of relevant literature

One relevant literature would be:

Darlington, Y. and Scott, D. (2002) *Qualitative research in practise: Stories from the field*. Maidenhead: Open University Press.

This literature explains that research in the field is much different to research in theory and it would be very helpful to read in order to complete the dissertation.

Another relevant literature is:

Creswell, J.W. (2013) *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, 4th Edition. 4th Edition. SAGE Publications, Inc.

Research strategy and methodology

The business dictionary define Quantitative research as “The use of sampling techniques whose findings may be expressed numerically, and are amenable to mathematical manipulation enabling the researcher to estimate future events of quantities.” – (business dictionary, 2015)

The main way to research would be to create a questionnaire to take out to a busy place and ask people to fill them in. As questionnaires would be quantitative research it would be good to conduct this method of research. Quantitative research would be a good method to carry out some of the research for this topic. Quantitative research consists of data that can be turned into statistics. Questionnaires in person are a good way of collecting information quickly as they can be a list of questions that are filled out on the spot in person. Instead of emailing the questionnaire or conducting them over phone as these methods would not be

a good choice because you could be waiting for a response. Due to the research being done in person the response rate is high and then the data can be analysed sooner. Another advantage of a questionnaire is the amount of people that can do the questionnaire is huge therefore the information collected will be of a large population and will lead to more accurate data. The research would need to discover how many times people use social media and how many times they purchase items online. The information collected from the questionnaires will be analysed using a number of graphs and charts to easily see the trends in the data.

Cambridge dictionary defines qualitative research as *"a type of market research that aims to find out opinions and feelings rather than information that can easily be shown in numbers."* – (Cambridge Dictionary, 2015) Qualitative research will also be carried out in the form of interviews. Interviews will be done in the same place as the questionnaires, in a busy public place. Different to questionnaires the interviews obtain rich detailed information. Interviews are better when the participant talks much more and the interviewer barely talks as more information is said.

Logistical and ethical considerations

On the businessdictionary.com logistics are defined as the "Planning, execution, and control of the procurement, movement, and stationing personnel, material and other resources to achieve the objectives of a campaign, plan, project, or strategy." – (business dictionary, 2015)

One problem that may be encountered during the research if the research is carried out in a city centre is that people that do online shopping may not go to the high street shops as much. Therefore a lot of the people that answer the questionnaire may not purchase anything online. To overcome the problem there would be a question on the questionnaire that will ask if the customer purchases any items online.

Another problem that may be encountered is the amount of people that answer the questionnaire. For example if the research is carried out in Carmarthen town centre and it raining there may not be many people about that want to stop and fill out a questionnaire. To overcome this problem the research will be carried out on a busy day at a busy time, such as a Saturday afternoon.

The last problem that could occur is the printer could break. If the printer was to break it would be a pain as it would cause delays in printing the questionnaires. To overcome this issue a new printer could be bought or it could be done elsewhere such as in the university.

On the businessdictionary.com ethics is defined as *"The basic concepts and fundamental principles of decent human conduct. It includes study of universal values such as the essential equality of all men and women, human or natural rights, obedience to the law of the land, concern for health and safety and, increasingly, also for the natural environment."* – (business dictionary, 2015).

During the research one ethical issue that may arise is the use of too much paper. If the questionnaire is printed out more than needed it is considered to be a waste of paper which is bad for the environment. To overcome this there are a couple of things that can be done. Firstly the paper will then be recycled to prevent the paper going to waste. Another option to overcome this ethical issue is to put the questionnaire on front and back of the paper so that half the amount of paper is used.

No personnel information will be collected on the questionnaire, such as name, date of birth, address and phone number. This will help not to break the information of freedom act

of 2000. The act was created to make people more take more care in handling others personal information.

Outcomes

The outcome of the research will show the connection between social media and e-commerce. It will also show that the amount of organisations that use social networking to help advertise their product or services does have an effect on what people buy online. It may also shows that the amount of people that post pictures of things that they have bought on social networking sites also effects what people buy over the internet. Another outcome is to see the change in buying behaviours and demand patterns due to these companies advertising using social media sites.

Timetable

	1 st Oct	15 th Oct	1 st Nov	15 th Nov	1 st Dec	15 th Dec	15 th Jan	1 st Feb	15 th Feb
Research on networking sites									
Creation of questionnaire									
Participants to fill in questionnaire									
Participants to undertake the interview									
Data from the questionnaire to be analysed									
Data from the interview to be analysed									
Research by literature									
All data analysed compared and contrasted									
Writing up the dissertation									

The first activities to be done are researching by literature and researching on network sites. To research by literature books will be read to do with qualitative and quantitative

research. Research on social networking sites will be done by going on them and looking at the advertisement of products and services by companies on them. The next step is to create the questionnaire. This will be a list of understandable, relevant questions to collect the required data. After that it is time for the interviews and questionnaires to be taken out to the field and completed by participants from the public.

The next step is to analyse the data collected. This could take some time as there could be a lot of data to analyse from both questionnaires and interviews. The transcripts from the interviews will be read through and rich detailed data will be extracted. The data from the questionnaires will be placed into charts and graphs to easily see the effects of social networking has on e-commerce. After the data is analysed the data from the questionnaires will be compared with the data collected from the interviews.

The final step will consist of writing up about the process and about the outcomes of the research. This will be a large piece of work so will take some time to complete.

Reference List

Business Dictionary (2015) What are logistics? definition and meaning. [ONLINE] Available at: <http://www.businessdictionary.com/definition/logistics.html>. [Accessed 11 January 2015].

Business Dictionary (2015) What is ethics? definition and meaning. [ONLINE] Available at: <http://www.businessdictionary.com/definition/ethics.html>. [Accessed 11 January 2015].

Business Dictionary (2015) What is quantitative research? definition and meaning. [ONLINE] Available at: <http://www.businessdictionary.com/definition/quantitative-research.html>. [Accessed 11 January 2015].

Cambridge Dictionary (2015) qualitative research - definition in the Business English Dictionary - Cambridge Dictionaries Online. [ONLINE] Available at: <http://dictionary.cambridge.org/dictionary/business-english/qualitative-research>. [Accessed 11 January 2015].

Bibliography

Business Dictionary (2015) What are logistics? definition and meaning. [ONLINE] Available at: <http://www.businessdictionary.com/definition/logistics.html>. [Accessed 11 January 2015].

Business Dictionary (2015) What is ethics? definition and meaning. [ONLINE] Available at: <http://www.businessdictionary.com/definition/ethics.html>. [Accessed 11 January 2015].

Business Dictionary (2015) What is quantitative research? definition and meaning. [ONLINE] Available at: <http://www.businessdictionary.com/definition/quantitative-research.html>. [Accessed 11 January 2015].

Cambridge Dictionary (2015) qualitative research - definition in the Business English Dictionary - Cambridge Dictionaries Online. [ONLINE] Available at: <http://dictionary.cambridge.org/dictionary/business-english/qualitative-research>. [Accessed 11 January 2015].

Creswell, J.W. (2013) Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. 4th Edition. SAGE Publications, Inc.

Darlington, Y. and Scott, D. (2002) *Qualitative research in practise: Stories from the field*. Maidenhead: Open University Press.

SBUS5000 assignment 3

GRADEMARK REPORT

FINAL GRADE

50/100

GENERAL COMMENTS

Instructor

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

Research Question:

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

13/20 %

Background Literature:

Perhaps the weakest section Ashley as the background review requires writing a little about the subject rather than just identification of literature.

5/15 %

Methodological approach:

You have explained and justified a quite clear selection of the methodological approach and techniques for data collection and analysis. You identify particular methodologies and represent these effectively. It is though quite descriptive and selection of approaches for your planned proposal needed to be the focus. Don't write about research methods, write about which you would use and why more.

15/30 %

Ethical Issues:

You have provided a quite clear consideration for practical issues that might arise. But your attention to ethics is limited.

5/15 %

Project Planning:

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

6/10 %

Presentation:

Your quite clear presentation and structure, style, grammar and referencing is evidenced quite well in this work. Ashley to graduate you will need to go beyond reading dictionaries!

6/10%

Final mark 50/100%
Alex

PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6
