

Purpose of Research

The aim of our research was to be able to find out from the public if they wanted the Whittaker's L & P chocolate to become a permanent product in the market place.

1

Secondary Research

Secondary research is the use of information that has already been collected and is available for use by others. The information may be from either internal or external sources. This is our secondary research that our group was able to find out about our product. Most of this secondary research is qualitative data which deals with descriptions and can be observed.

- Whittaker's Chocolate lover's Facebook has over 300,000 likes and over 21,000 likes for L & P Chocolate.
- The majority of Chocolate lovers love the taste of the L & P chocolate and how it has the fizzy taste of the L & P drink and white chocolate.
- L & P Chocolate brought together two of NZ favourite brands and it delighted Chocolate lovers nationwide.
- L & P Chocolate won two awards at the people choice awards 2013. They won "Best New NZ Product" and "Most Innovative NZ Product".

Primary Research

Primary research is any type of research that you go out and collect yourself. Our group decided to go out into town and issue survey forms to the public. We wanted to find out what they thought about the L & P Whittaker's Chocolate and if they wanted it to become a permanent product. We used three 'yes or no' questions, one multiple-choice question and one normal question.

2

Our primary research was random sampling. This means we got consumers/people we don't know to answer our survey. However, because each person in our group had got 10 or fewer surveys while we were in town, we decided to ask people that we knew. For example, I asked a couple of friends and family. So in the end our research wasn't entirely random sampling.

An advantage of random sampling is that we could go to anyone we wanted to fill out the survey if they were willing to which made us have no requirements of who and who not to ask. A disadvantage for us was that lots of random people didn't want to fill out our surveys and this was stressful, so we stopped the random sampling method and asked people we already knew.

Respondents' raw data was provided. A range of methods was used to present data.

Research conclusion

Our main goal and purpose for our group's research was to find out from the public if consumers wanted Whittaker's L & P Chocolate to be a permanent product. We found out that of the 40 people we questioned, 30 consumers said they wanted the L & P Chocolate to become a permanent product but 10 people said they didn't. This led us to conclude that more consumers wanted L & P Chocolate to become permanent. This was actually the main purpose of our research.

We found out that mostly everyone knew about the product with 37 consumers knowing but three not knowing. Our last 'yes or no' question asked if the consumers agreed with the price of \$1.50 for the chocolate bar. There was a mixed reaction, with 24 consumers agreeing but 16 not agreeing that the bar should be \$1.50. We asked only one multiple choice question, to find out what was their favourite type of chocolate from Whittaker's, using the scale 1 for their least liked, and 5 for their favourite. We were very surprised that mostly everyone enjoyed peanut slab as this got the highest number of fives with fifteen. Our very last question was a simple question to find what their favourite brand of chocolate was. Whittaker's won getting over 23 people liking their brand, Cadbury came second and Kinder Surprise came last.

Our research was mostly quantitative which involves numbers. This gave us data to find out percentages and totals of what people thought of each question. To conclude our research we are able to say that consumers have enjoyed the L & P Whittaker's Chocolate as it has become a very well-known product and consumers would definitely love it if it became permanent. Therefore it should not be taken off the shelves.

Strengths and Weaknesses

- We worked well as a team to collect the research.
- We had very well thought out questions on our surveys.
- Our primary data was mostly quantitative.
- We didn't have enough questions that we could ask on our survey.
- We were sometimes turned down by consumers who did not want to do our survey.
- We could be a bit more organised with trying to do our assessment quicker.
- Our primary research was at one point very weak. We did not gather enough information from the public and really our questions didn't get us enough information. Rather than make create new questions (and bin the surveys we had already done) we decided to question more people so we handed out more surveys.