

## **4.4 Market Research Part 2**

Stacey Sansom

BYU-Idaho

### Abstract

This paper explores basic market research using a survey. The intent is to study and understand how market research can influence the development of personas as well as the impact that it can have on marketing and advertising. A survey is created to gather information about a product and its usage. The product is a planner created by Stacey Sansom entitled *Weekly Dinner Plan: Planning Dinner One Week at a Time*. The survey distribution was on Facebook with the intention of getting ten or more respondents. The paper contains questions prepared to create the survey about the planner using the *Qualtrics* platform to collect additional information about the consumer and their habits. Respondent answers, a summary of the research results, and reflection about the study are included.

*Keywords:* market research, target audience, survey, persona

**W04 – 4.4 Market Research Part 2**

The purpose of this assignment was to select a product and create a 10-question survey related to the product. The goal was to obtain at least 10 respondents to the survey. Once results were received from the survey, we were to evaluate the results.

**Product Selection**

The selected product was my own recently released planner, *Weekly Dinner Plan: Planning Dinner One Week at a Time*. This is an undated planner intended for meal or menu planning and is available for purchase on Amazon. This was selected for practical application of course material.



I saw this as a perfect opportunity to delve into what I am studying. It has not been openly advertised although it has already had a few sells. With the information already covered in this class, I want to develop a persona for this product. I feel it will help me better target any ads that I create in the future.

Looking at the initial responses, it will give me further insight into who most likely will purchase. I am aware that random acquaintances on Facebook may not be the target audience I envisioned, but the preliminary results have provided some interesting insights, nonetheless. I am not certain that I will make any adjustments to this planner based solely on these survey results, but it may alter other products that I am currently working on.

### **Survey Platform and Distribution**

The survey platform of choice was Qualtrics. It was easy to use without using their introductory tour. The user interface was easy to understand and made creation very quick. Overall, I am happy with the survey making process.

The survey provided an anonymous link to the survey. I did not see all the options on the initial pass, but I would have probably selected a different distribution option like the QR code seen to the right or the social media link since I knew that I would be posting on Facebook.



The survey was only posted on Facebook twice. First, it was posted in the BYU online student support group. I knew group members would help with the survey because many of us are doing them for a variety of classes. Second, it was posted on my personal newsfeed for my family and friends to see. There was a greater response from the group overall. I was initially worried that I would not be able to reach my 10-respondent minimum from my personal newsfeed posting so I initiated the group posting as a just in case, but it was not necessary to meet the minimum.

Since I am using my own personal product for this assignment for practical application purposes, I made the decision to leave the survey active for 24 hours to further gather feedback. Again, this is for personal application rather than course completion.

## Survey Questions

The following ten questions were created to gather information about basic demographics, lifestyle habits, buying trends and preferences, as well as product awareness. They are limited to ten per the assignment requirements, but I feel more would have been appropriate to gather more specific data for analysis. Multiple choice answers are included below only where there is a direct impact to the context of the question. A variety of multiple choice, matrix, and choice ranking questions were used in the survey.

1. What is your age?
2. Considering your household
  - a. What is your total household size?
  - b. How many are under 18 years of age?
3. How many hours do you work per week?
4. How many picky eaters do you feed in your household?
5. How often does your family sit down to eat dinner each week?
6. When planning mealtimes, how important are the following considerations?
  - a. Quick and easy to prepare
  - b. Flexible
  - c. My family's favorite meals
  - d. Budget friendly
  - e. Healthy foods

What is your age?

☐ 18-24  
☐ 25-34  
☐ 35-44  
☐ 45-54  
☐ 55-64  
☐ 65+

How many hours per week do you work?

☐ 0-10  
☐ 11-20  
☐ 21-30  
☐ 31-40  
☐ 41-50  
☐ 51-60  
☐ 61-70  
☐ 71-80  
☐ 81-90  
☐ 91-100

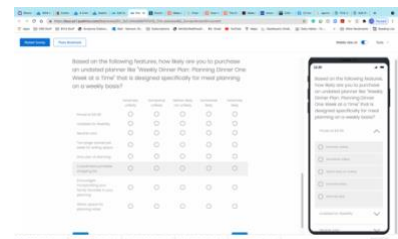
How many picky eaters do you feed in your household?

☐ 0  
☐ 1  
☐ 2  
☐ 3  
☐ 4  
☐ 5  
☐ 6  
☐ 7  
☐ 8  
☐ 9  
☐ 10

When planning mealtimes, how important are the following considerations?

|                            | Not important         | Somewhat important    | Important             | Very important        |
|----------------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Quick and easy to prepare  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Flexible                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| My family's favorite meals | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Budget friendly            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Healthy foods              | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

- f. Allergy friendly
  - g. Trying new things
7. Do you do meal planning or menu planning to help you organize and get meals on the table?
8. What features are most important to you when doing meal planning or menu planning? Select all that apply.
  - a. Quick and easy to complete
  - b. Portably for on the go
  - c. Attractive
  - d. Durability for repeat usage
  - e. Comes with a shopping list
  - f. Flexible enough to fit different lifestyles and habits
  - g. Incorporates special events and holiday planning
  - h. I do not do meal or menu planning
9. Have you heard of or seen the planner entitled "Weekly Dinner Plan: Planning Dinner One Week at a Time"?
10. Based on the following features, how likely are you to purchase an undated planner like "Weekly Dinner Plan: Planning Dinner One Week at a Time" that is designed specifically for meal planning on a weekly basis?
  - a. Priced at \$6.99
  - b. Undated for flexibility
  - c. Neutral color
  - d. Two-page spread per week for writing space



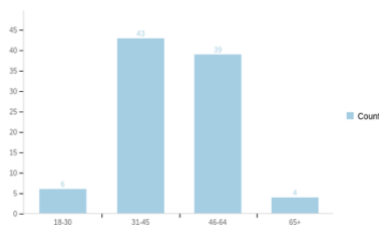
- e. One year of planning
- f. Coordinated printable shopping list
- g. Encourages incorporating your family favorites in your planning
- h. Allows space for planning notes

## Survey Results

*Market Research - Meal Planning | October 8, 2021 | 9:35 pm MDT*

### Q1 - What is your age?

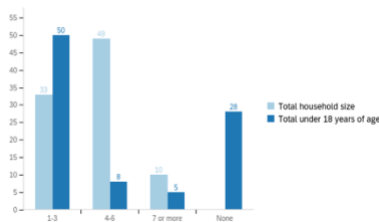
Q1 - What is your age?



| Answer | %      | Count |
|--------|--------|-------|
| 18-30  | 6.52%  | 6     |
| 31-45  | 46.74% | 43    |
| 46-64  | 42.39% | 39    |
| 65+    | 4.35%  | 4     |
| Total  | 100%   | 92    |

### Q2 - Considering your household size.

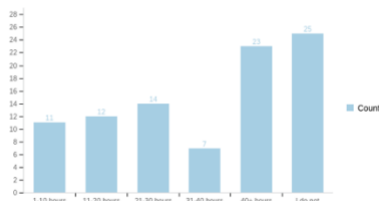
Q2 - Considering your household size.



| Question                    | 1-3    |    | 4-6    |    | 7 or more |    | None   |    | Total |
|-----------------------------|--------|----|--------|----|-----------|----|--------|----|-------|
| Total household size        | 35.87% | 33 | 53.26% | 49 | 10.87%    | 10 | 0.00%  | 0  | 92    |
| Total under 18 years of age | 54.95% | 50 | 8.79%  | 8  | 5.49%     | 5  | 30.77% | 28 | 91    |

### Q3 - How many hours per week do you work?

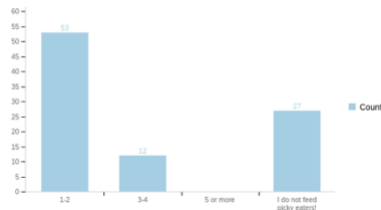
Q3 - How many hours per week do you work?



| Answer        | %      | Count |
|---------------|--------|-------|
| 1-10 hours    | 11.96% | 11    |
| 11-20 hours   | 13.04% | 12    |
| 21-30 hours   | 15.22% | 14    |
| 31-40 hours   | 7.61%  | 7     |
| 40+ hours     | 25.00% | 23    |
| I do not work | 27.17% | 25    |
| Total         | 100%   | 92    |

### Q4 - How many picky eaters do you feed in your household?

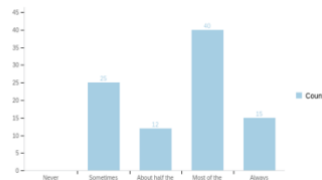
Q4 - How many picky eaters do you feed in your household?



| Answer                      | %      | Count |
|-----------------------------|--------|-------|
| 1-2                         | 57.61% | 53    |
| 3-4                         | 13.04% | 12    |
| 5 or more                   | 0.00%  | 0     |
| I do not feed picky eaters! | 29.35% | 27    |
| Total                       | 100%   | 92    |

### Q5 - How often does your family sit down together to eat dinner each week?

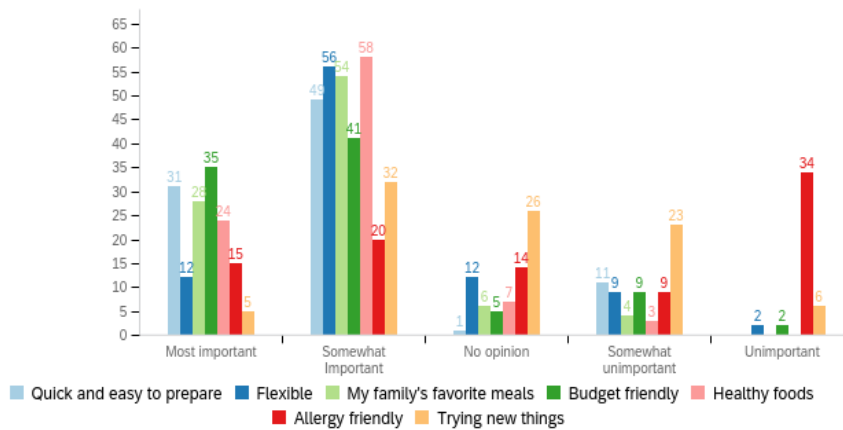
Q5 - How often does your family sit down together to eat dinner each week?



| Answer              | %      | Count |
|---------------------|--------|-------|
| Never               | 0.00%  | 0     |
| Sometimes           | 27.17% | 25    |
| About half the time | 13.04% | 12    |
| Most of the time    | 43.48% | 40    |
| Always              | 16.30% | 15    |
| Total               | 100%   | 92    |

### Q6 - When planning mealtimes, how important are the following considerations?

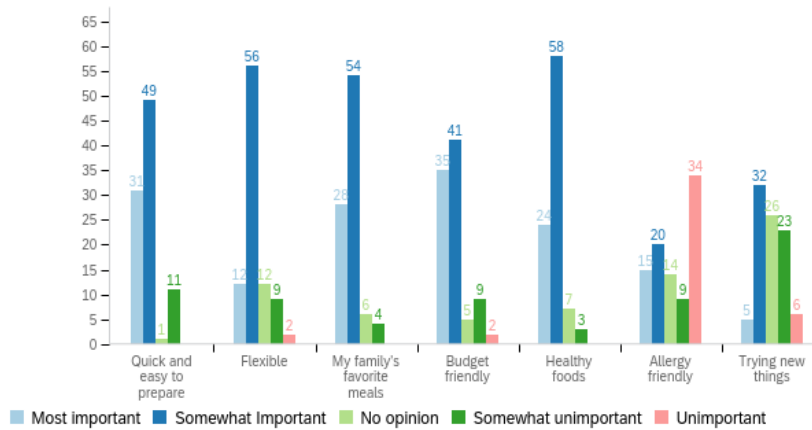
Q6 - When planning mealtimes, how important are the following considerations?



| Question                   | Most important |    | Somewhat Important |    | No opinion |    | Somewhat unimportant |    | Unimportant |    | Total |
|----------------------------|----------------|----|--------------------|----|------------|----|----------------------|----|-------------|----|-------|
| Quick and easy to prepare  | 33.70%         | 31 | 53.26%             | 49 | 1.09%      | 1  | 11.96%               | 11 | 0.00%       | 0  | 92    |
| Flexible                   | 13.19%         | 12 | 61.54%             | 56 | 13.19%     | 12 | 9.89%                | 9  | 2.20%       | 2  | 91    |
| My family's favorite meals | 30.43%         | 28 | 58.70%             | 54 | 6.52%      | 6  | 4.35%                | 4  | 0.00%       | 0  | 92    |
| Budget friendly            | 38.04%         | 35 | 44.57%             | 41 | 5.43%      | 5  | 9.78%                | 9  | 2.17%       | 2  | 92    |
| Healthy foods              | 26.09%         | 24 | 63.04%             | 58 | 7.61%      | 7  | 3.26%                | 3  | 0.00%       | 0  | 92    |
| Allergy friendly           | 16.30%         | 15 | 21.74%             | 20 | 15.22%     | 14 | 9.78%                | 9  | 36.96%      | 34 | 92    |
| Trying new things          | 5.43%          | 5  | 34.78%             | 32 | 28.26%     | 26 | 25.00%               | 23 | 6.52%       | 6  | 92    |



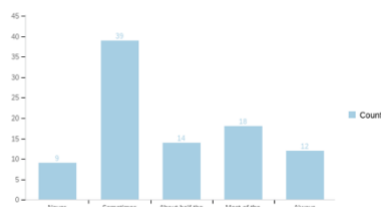
Q6 - When planning mealtimes, how important are the following considerations?



| Question             | Quick and easy to prepare |    | Flexible |    | My family's favorite meals |    | Budget friendly |    | Healthy foods |    | Allergy friendly |    | Trying new things |    |
|----------------------|---------------------------|----|----------|----|----------------------------|----|-----------------|----|---------------|----|------------------|----|-------------------|----|
| Most important       | 33.70%                    | 31 | 13.19%   | 12 | 30.43%                     | 28 | 38.04%          | 35 | 26.09%        | 24 | 16.30%           | 15 | 5.43%             | 5  |
| Somewhat Important   | 53.26%                    | 49 | 61.54%   | 56 | 58.70%                     | 54 | 44.57%          | 41 | 63.04%        | 58 | 21.74%           | 20 | 34.78%            | 32 |
| No opinion           | 1.09%                     | 1  | 13.19%   | 12 | 6.52%                      | 6  | 5.43%           | 5  | 7.61%         | 7  | 15.22%           | 14 | 28.26%            | 26 |
| Somewhat unimportant | 11.96%                    | 11 | 9.89%    | 9  | 4.35%                      | 4  | 9.78%           | 9  | 3.26%         | 3  | 9.78%            | 9  | 25.00%            | 23 |
| Unimportant          | 0.00%                     | 0  | 2.20%    | 2  | 0.00%                      | 0  | 2.17%           | 2  | 0.00%         | 0  | 36.96%           | 34 | 6.52%             | 6  |
| Total                | Total                     | 92 | Total    | 91 | Total                      | 92 | Total           | 92 | Total         | 92 | Total            | 92 | Total             | 92 |

Q7 - Do you do meal planning or menu planning to help you organize and get meals on the table?

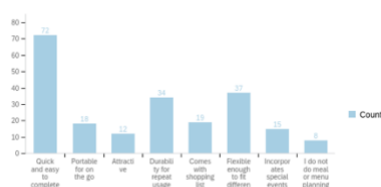
Q7 - Do you do meal planning or menu planning to help you organize and get meals...



| Answer              | %      | Count |
|---------------------|--------|-------|
| Never               | 9.78%  | 9     |
| Sometimes           | 42.39% | 39    |
| About half the time | 15.22% | 14    |
| Most of the time    | 19.57% | 18    |
| Always              | 13.04% | 12    |
| Total               | 100%   | 92    |

Q8 - What features are most important to you when doing meal planning or menu planning? Select all that apply

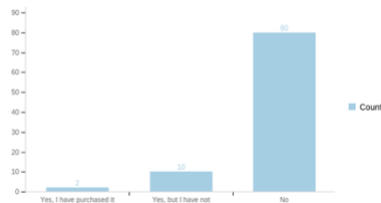
Q8 - What features are most important to you when doing meal planning or menu pl...



| Answer   | %      | Count |
|--|--------|-------|
| Quick and easy to complete                             | 78.26% | 72    |
| Flexible enough to fit different lifestyles and habits | 40.22% | 37    |
| Durability for repeat usage                            | 36.96% | 34    |
| Comes with shopping list                               | 20.65% | 19    |
| Portable for on the go                                 | 19.57% | 18    |
| Incorporates special events and holiday planning       | 16.30% | 15    |
| Attractive   | 13.04% | 12    |
| I do not do meal or menu planning                      | 8.70%  | 8     |
| Total  | 100%   | 92    |

### Q9 - Have you heard of or seen the planner entitled "Weekly Dinner Plan: Planning Dinner One Week at a Time"?

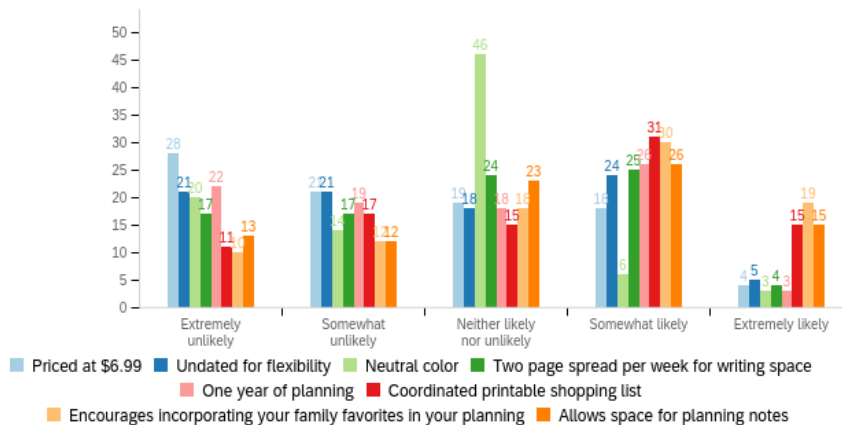
Q9 - Have you heard of or seen the planner entitled "Weekly Dinner Plan: Plannin...



| Answer                           | %      | Count |
|----------------------------------|--------|-------|
| Yes, I have purchased it         | 2.17%  | 2     |
| Yes, but I have not purchased it | 10.87% | 10    |
| No                               | 86.96% | 80    |
| Total                            | 100%   | 92    |

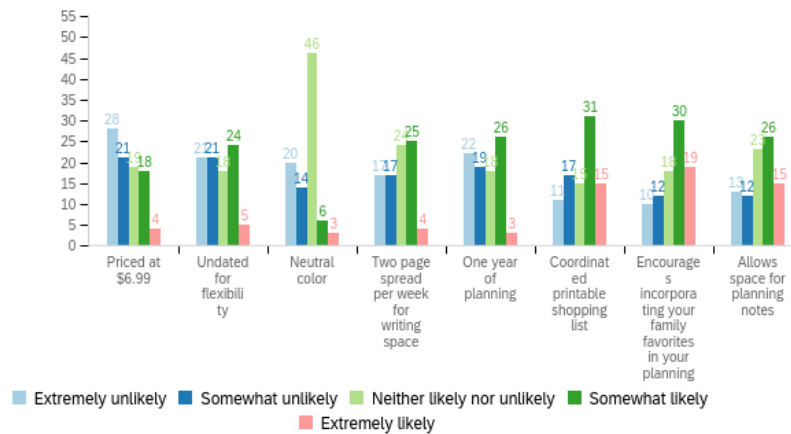
### Q10 - Based on the following features, how likely are you to purchase an undated planner like "Weekly Dinner Plan: Planning Dinner One Week at a Time" that is designed specifically for meal planning on a weekly basis?

Q10 - Based on the following features, how likely are you to purchase an undated...



| Question  | Extremely unlikely |    | Somewhat unlikely |    | Neither likely nor unlikely |    | Somewhat likely |    | Extremely likely |    | Total |
|---|--------------------|----|-------------------|----|-----------------------------|----|-----------------|----|------------------|----|-------|
| Priced at \$6.99  | 31.11%             | 28 | 23.33%            | 21 | 21.11%                      | 19 | 20.00%          | 18 | 4.44%            | 4  | 90    |
| Undated for flexibility   | 23.60%             | 21 | 23.60%            | 21 | 20.22%                      | 18 | 26.97%          | 24 | 5.62%            | 5  | 89    |
| Neutral color   | 22.47%             | 20 | 15.73%            | 14 | 51.69%                      | 46 | 6.74%           | 6  | 3.37%            | 3  | 89    |
| Two-page spread per week for writing space                      | 19.54%             | 17 | 19.54%            | 17 | 27.59%                      | 24 | 28.74%          | 25 | 4.60%            | 4  | 87    |
| One year of planning  | 25.00%             | 22 | 21.59%            | 19 | 20.45%                      | 18 | 29.55%          | 26 | 3.41%            | 3  | 88    |
| Coordinated printable shopping list                             | 12.36%             | 11 | 19.10%            | 17 | 16.85%                      | 15 | 34.83%          | 31 | 16.85%           | 15 | 89    |
| Encourages incorporating your family favorites in your planning | 11.24%             | 10 | 13.48%            | 12 | 20.22%                      | 18 | 33.71%          | 30 | 21.35%           | 19 | 89    |
| Allows space for planning notes                                 | 14.61%             | 13 | 13.48%            | 12 | 25.84%                      | 23 | 29.21%          | 26 | 16.85%           | 15 | 89    |

Q10 - Based on the following features, how likely are you to purchase an undated...



| Question                    | Priced at \$6.99 |    | Undated for flexibility |    | Neutral color |    | Two-page spread per week for writing space |    | One year of planning |    | Coordinated printable shopping list |    | Encourages incorporating your family favorites in your planning |    | Allows space for planning notes |    |
|-----------------------------|------------------|----|-------------------------|----|---------------|----|--|----|----------------------|----|-------------------------------------|----|---|----|---------------------------------|----|
| Extremely unlikely          | 31.11%           | 28 | 23.60%                  | 21 | 22.47%        | 20 | 19.54%                                     | 17 | 25.00%               | 22 | 12.36%                              | 11 | 11.24%  | 10 | 14.61%                          | 13 |
| Somewhat unlikely           | 23.33%           | 21 | 23.60%                  | 21 | 15.73%        | 14 | 19.54%                                     | 17 | 21.59%               | 19 | 19.10%                              | 17 | 13.48%  | 12 | 13.48%                          | 12 |
| Neither likely nor unlikely | 21.11%           | 19 | 20.22%                  | 18 | 51.69%        | 46 | 27.59%                                     | 24 | 20.45%               | 18 | 16.85%                              | 15 | 20.22%  | 18 | 25.84%                          | 23 |
| Somewhat likely             | 20.00%           | 18 | 26.97%                  | 24 | 6.74%         | 6  | 28.74%                                     | 25 | 29.55%               | 26 | 34.83%                              | 31 | 33.71%  | 30 | 29.21%                          | 26 |
| Extremely likely            | 4.44%            | 4  | 5.62%                   | 5  | 3.37%         | 3  | 4.60%                                      | 4  | 3.41%                | 3  | 16.85%                              | 15 | 21.35%  | 19 | 16.85%                          | 15 |
| Total                       | Total            | 90 | Total                   | 89 | Total         | 89 | Total                                      | 87 | Total                | 88 | Total                               | 89 | Total   | 89 | Total                           | 89 |

## Preliminary Analysis

The survey had 103 respondents in the 24 hours it was active. Eliminating all abandoned surveys, the respondent total was 92. This was a greater number than anticipated, but it gives more validity to the results because there is a greater chance of more potential consumers are in the sample group. There is some question as to whether all respondents answered all questions on the survey because no questions were required for completion and no restrictions were implemented to prevent unanswered questions.

The respondents largely fell within the age bracket (40-65) I mentally noted as the target audience upon publishing the planner. There is some margin of error because the collected data

based on the following ranges: 18-30, 31-45, 46-64, and 65 and over. However, 89.5% of all respondents fell within the 31-64 range which is a close to expected.

Initially, I believed my target audience to have an average household size of 4-6 individuals with the household having 2-3 children at home. The results indicate that this is largely the case.

Approximately, 68.5% of respondents had household members under the age of 18 and over 54% had 1-3 children in the home. Likewise, over 53% of respondents had households of 4-6 individuals.

The most surprising results were the number of respondents who use meal planning. About 90% indicated that they use meal planning at least some of the time. I expected the number of hours worked per week to influence the use of meal planning, and while this was true, the results were opposite of my expectations. This leaves me to question why this is the case. The results showed respondents who worked more than 40 hours each week were most likely use meal planning less than half of the time. Only 17.4% of the same segment of respondents were using meal planning more than half of the time compared with 29.2% of those who worked fewer than 20 hours.

The planner's price is about average for the Amazon categories it is listed in and comparable to similar items. It has sold better than expected considering no effort on my part to advertise.

However, from the respondent data, it is potentially priced higher than the target audience is comfortable with. Almost 83% of respondents felt that a budget friendly option was either somewhat or most important to them. However, nearly 54.5% of respondents said they were either somewhat or extremely unlikely to purchase at \$6.99. Interestingly, 19% were not

influenced by price. In personal feedback sessions from people who have seen or bought the book, the results were more favorable for the price. This indicates that lack of planner awareness could have more influence than the survey indicates, 36.4% of respondents previously aware of the planner were likely to purchase at the current price and 36.4% were not influenced by. The data shows that consumers previously aware of the planner were more likely to buy at the existing price, thus awareness can influence the decision to purchase.

### **Lessons Learned**

I learned that market research is very important because sometimes our perception is not market reality. There is a tendency to focus on personal preferences, however, we may not always fall into the target market. You can easily find trends and identify characteristics and tendencies which can help you build a better persona for your target market or perhaps create a new one with traits not fully considered.

After looking at the results, it is clear the question type does impact the ease of data use. While I have a lot of data, it is harder to determine how all the information is related based on certain conditions. This could be my own inexperience with both the survey platform and reading the data. Some of the data seems more like a jumbled mess without a clear point. Also, it is critical to make sure answers do not have overlapping brackets. I had this mistake on at least one question. I do not think that it impacts the data greatly, but it is important to note.

Once I started reviewing the data, I understand how important it is to ask the right questions. While I don't think the questions were horrible, there is more data I wanted to know. This may

be inexperience with displaying the data for comparison. I have a suspicion that some of this is influenced by the question format rather than the question itself. It is important to understand the implications that each format type has on the end data analysis.

### **Impact on Marketing and Advertising**

The results of this survey can impact marketing and advertising because it will help develop one or more buyer personas which can be used to target the consumer more effectively. If any existing personas do not align, adjustments can be made. Additional personas can be added to further target consumers appropriately.

The data collected can reveal segment pain points and this is important for marketing and advertising. One could presume the more hours worked, the more discretionary income a consumer has, thus their opinion of “budget friendly” may differ from lower incomes. They would also address mealtime stress with alternative means such as take-out, freezer meals, etc. Ultimately, not all respondents can be targeted in the same manner because they have unique pain points determined by their own experiences and circumstances.

### **Discovery about Product and Consumers**

Through reviewing the survey results, I learned just how wrong we can be about our target audience. While I made an acceptable presumption upon publishing my planner, I did not fully research the opinions of the target audience, rather it was based on comparative research recommended by Amazon KDP experts. After this market research, I will not be rushing to change the price, but I will consider other ways to market to the segments where price was a

factor in decision making. It is important to understand what factors can change the value the consumer has put on these factors.

Awareness changes the opinions consumers have about products. They will pay more for products that they are more comfortable with. Marketing is important to raise awareness of products so that advertising is effective in converting them to buyers.