

more data could be collected in a faster period of time. Examples will also be used, so would bring the Oxford notebook to see what they think of it, and will therefore be able to get the relevant data I need in order to meet my objectives. With focus groups, as I would ask more in depth questions relating to Oxford and will be using examples, as I would ask them what they know about the brand, if they use alternatives, the prices, the app, etc, so this would be a more in depth method of data collection, so therefore the data I discover will be of a higher quality compared to the methods previous.

Similar to focus groups, they are cost effective, as I will just need to approach people, however, there may be some cost, as you may need to pay for the notebooks for the examples of different notebooks to compare, so this is one issue that may need to be faced.. You can also note down different pieces of information such as their attitude toward the product and brand, so with this you can also make the data more accurate by adding more data to suit the task.

Along with this, an interview is more in depth, as you can find out more information as you have more time to people, as it isn't on the street, but usually an enclosed setting, so people are more likely to open up and be honest, when in an interview setting, as there is less intrusion.

Another positive, is that they are time effective, as you will have multiple people in the interview at the same time, so therefore you can collect different opinions at the same time, meaning this is the most time effective data collection method out of all of them so this is why I chose this method along with the other two.

Sampling Techniques

The first is random sampling, where there are no filters involved in the selection, but completely random people could be selected as part of the research, so therefore there is no bias, and all the research will be even, as there are no factors that may impact the research to go one way. The core positive is the lack of bias that may lead to more accuracy and different opinions and outlooks being met, however, if they have no link to Oxford notebooks, then they will have an informed opinion, so this could be harm than good in terms of the data.

The second is systematic random sampling, which has a filter which may apply to the research, so we would only include people that own an Oxford notebook, however, we choose every tenth person on this list, so therefore we would be able to narrow down the investigation to those it is relevant to, whilst still making it random to avoid potential bias and similarities, which could impact the results. The positive is the accuracy being met, as the people who apply to this questionnaire are being identified, meaning the data is of a higher quality, so therefore the data will be accurate and will be able to be expressed better in the presentation.

The final method is quota sampling which means I will be able to factor in only Oxford notebook users and apply this to my search, so therefore the questions will be relevant to