

- Do you believe that there are any problems with the current fast food market?
- If so, how do you think these problems could be improved?

For my primary research I conducted a questionnaire that asked questions such as 'how much would you pay for a burger?' and 'what is the main problem with fast food restaurants? I believe that this was an appropriate method of research as from what I found out I could use to my advantage when planning my product. Furthermore, using questionnaires meant I could get direct answers which let me establish customer requirements (please see appendix 1 and 2 for research evidence).

My sample is a Leicester College student male and female, about 18 years old, limited disposable income, studying full time, with a standard/low pay part time job. They would like burgers, eating out, fast food and fresh food. They could be vegetarian, or meat eaters as we would do both types of burger based on the fact that people said that they want both meat and vegetarian burgers.

Task 2

A more effective method could have been a larger amount of questionnaires being handed out; this would have given me a wider range of answers and accumulated primary data.

Another more effective way of conducting the research is giving out questionnaires at different locations, therefore meaning varied answers, none of which would be biased. During the primary research I expected an overwhelmingly positive response to our product; expecting around 80%-90% to think that the idea was a good one. However, the result came to 53% of the people I asked thought it was a good idea.

I believe the sample plan was big enough as it was enough to give me some data to work with in order to adapt the products features in order to comply with needs and wants. Looking at the questionnaire, I think that there weren't any questions that was left out of it and therefore I collected all the necessary data. The responses I received were accurate. They answered the questions I wanted to know answers to. The conclusions I got matched my target audience and using a different method of sampling would not be necessary.

Having considered my choice of research, I can confirm that this was the most appropriate method of research for me. I think this because we got direct feedback from anyone who filled in the questionnaire. This gives me instant feedback to analyze and work with to help me establish my target market, and consumer requirements. Although this method of primary research worked very well for me, a downside is people don't always answer them properly as they would do it in a rush, and not spend time to think about the answer that they're giving. This can make the sample partly unreliable. A way to resolve this is to ask as many people as you can when doing research, because it gives stronger and more reliable results - if I was to do this again, I would ask more people. A more effective method of research would have been to have an online questionnaire. This would encourage respondents to spend more time on providing us with feedback and encourage honesty as it is guaranteed to be anonymous. Rewarding a respondent with a prize at random would potentially increase the amount of people who fill in the questionnaire as there is an