**Marketing Research**

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**Marketing Research**

A mobile phone manufacturer introduced a newly phone in the market, it sales were minimal which has affected the expectation in the market share. Based on the marketing team's assessment, some of the main identified aspects that could explain the low performance include brand awareness, brand image, product design, and product positioning. The study focuses on assessing the aspects which lead to low performance based on data collected from a sample of 200 individuals who may be prospective or current customers of the organization. Simple random sampling design will be used in selecting the sample, with some of the tools used in data analysis including regression, arithmetic mean and thematic analysis.

**Market research proposal**

Brand awareness is described as the extent to which the customers are familiar to the image and the distinctive quality of a product in the market. While launching a new product, it is essential to drive the customers' decision, especially by ensuring that they choose it compared to those of the customers. Brand management is one of the key factors which led to low performance (Coffman 2020, 17). The mobile phone manufacturer was not efficient in creating the brand image to the public, which may not have moved the customers to choose it. Brand awareness usually moves the customers to keep buying the products due to the distinctive quality and image, which is vital to increase sales and the market share. Brand awareness makes it easy to market the product on virtual platforms efficiently. The mobile phone manufacturer failed and was not efficient in adapting the technology advances in their social media platforms, affecting their brand building. Since people are more active on social media platforms through their smartphones, iPad, or their computers, failing to adapt the technological advances efficiently to build a brand may lead to poor experience hindering the turning of the prospective customers to loyal brand followers. Thus, failing to fuse the product on the customer's mind efficiently affected the ability to achieve its expected market share and the number of sales they may have prospected. If this needs to be improved on, aggressive marketing and advertisement can be an efficient way to increase brand awareness, which can be translated to increased market share.

Brand image is another key aspect that could be affiliated to the inability of the mobile phone manufacturer to achieve its expected market share. Market image is currently the mix of the customers' association on their interaction with a particular product in the business. It is not just a logo for business, service, and product identification. It is not noticeable until there I a problem in the market for most businesses with the market hare and the ales being made over a certain period. For example, in this case, the brand image of the mobile phone is not identifiable within the market, which may have affected its sales and its market share in the market.

The brand image is highly associated with the customer's perception and interaction which may not necessarily mean purchasing the product. The positive brand image usually accounts for it 90% sale of its purchase decision of the phone (Coffman 2020, 19). Thus, failing to achieve a certain market share is highly associated with a lack of a positive brand image. Various benefits are highly associated with a positive brand image to include the ease in introducing the new product in the market, which is affiliated to the fame and name of the brand. Second, a positive brand image is vital in attracting new customers to the services and products provided. Thirdly, the brand image is vital in developing a better customer and business relationship. Finally, the brand image is vital in helping the level of trust among the customer in the products by the company. Therefore, the company's brand image is significant in the purchase of the new products that are affiliated to the trust, positive perception, and better relationship with the customers. Thus, increasing the purchasing of the brand product is vital in increasing the sales and market share. Therefore, the brand image has significantly affected the new phone's ability to do well due to the company's brand image.

Brand design is also a key aspect that was not considered while putting the new product on the market. The brand's design is vital in building the brand recognition and credibility by creating a visual language that is well understood by the customer, which is vital in getting an instant connection to the services being provided. The company needs to make a good first impression on the client, with their prospective one to ensure that credibility and recognition are built (Bastian 2019, 15). The brand marketing tool, website, and logo need to be well designed so that one can drive people way to checking on its new product due to the recognition. The business brand and promotion are highly reliant to the great value of the brand design since it contributes to the brand's success. Therefore, product design creates a great impression of the company and the product in place. Failing to have a professional design may undermine the solid reputation which the company has built. Thus, working on the brand design will be significant in creating a better experience with the customer and reaping better benefits such as increased sales, which I vital in meeting the market share.

Brand positioning is also a key aspect that may have contributed to the new phone's low performance, which has been put in the market. The brand position is usually a driving force behind every fir. In ensuring that the marketing message is well communicated, the services are shaped and pricing structured in a particular manner. The brand positioning usually creates a unique impression in the customer's mind and the marketing place (Bastian et al. 2019, 13). However, the positioning has to be clear, specific, and distinctive compared to those of their competitor. There is a need to position the brand in a significant manner to ensure that the brand is distinguishable and associated with the brand attribute and marketing segment adopted.

The branding positioning is important in the market differentiation as compared to the direct and indirect competitors. The brand positioning is also significant in the justification of the pricing strategy. For example, the pricing strategy is usually structured in line with the product's quality and class, which is usually justifiable by the brand that produces them and how it is positioned in the market. Finally, brand positioning is also vital in creating the product's competitive advantage. Suppose the brand is strategically and tactfully positioned, highlighting the attributes, strengths, and unique selling proposition. The competitive advantage is vital in accomplishing customer loyalty, increasing the market share, and higher sales, which elevates the profit.

**Research hypothesis**

1. H1; Customer's perceived quality of the brand increases when one is aware of the brand

H2; Customer's perceived quality of the brand decreases when one is aware of the brand

1. H1; the customer purchasing power is high when there is a positive brand image

H1; the customer purchasing power is low when there is a positive brand image

1. H1; the purchasing intention is highly influenced by the clear, specific, and distinctive brand design of the mobile phone company.

H1; the purchasing intention is not highly influenced by the brand design of the mobile phone company.

1. H1; The performance of the new phone in the market is positively affiliated to the positive marketing positioning of the brand

H1; The performance of the new phone in the market is negatively affiliated to the positive marketing positioning of the brand

**Population under study, sampling design, and sample size.**

**Population under study**

The study population comprises the total individuals affected by the study's problem affiliated to the brand. The total population is all the people who are the perceived individual who can interact with the brand of the mobile phone manufacturer. The retailers of the mobile manufacturers in the region and the potential customer are the main population of the study. The population will be assessed on brand awareness, design image, and positioning in the market. The population has been selected since they may have interacted with the brand in the past.

**Sampling design**

A simple random sampling design technique will be used in selecting the sample, which will be a key representative of the population (Etikan and Bala 2017, 22). the sampling design entails the random selection of the subset that will represent the population. In this design, every member of the population has an equal chance of being selected. The technique is usually ue the probability technique and requires advanced knowledge of the population. For example, with a total population of 20, 000 size of the population, selecting 200 samples will randomize the data and select members.

The random sampling has been selected due to its simplicity. The technique is less complicated than others since the only essential thiong that is vital in the sampling is a list of the total population. The design has also been selected due to the lack of bias of the technique since the individuals are randomly chosen. Each individual has an equal probability to be selected, and there is a minimal bias of any individual since it does not require one's judgment. The sampling design has great potential in the large group's presentation as a whole.

However, there are various shortcoming which is affiliated with the sampling design. One of the shortcomings is the difficulty in presenting the full population, especially in this case which may affect data reliability. In some cases, there is no specific platform to access the data of the employees, which may limit the access of the full population. Secondly, a simple random sampling design is time-consuming due to accessing the whole population and selecting the number from the same. However, despite the shortcoming of the sampling design, its benefits outweigh them, and it remains efficient in obtaining the desired sample to represent the whole population.

**Sample size**

The sample size will be selected in making inferences of the total population. The research sample will be an average of 200 participants representing the 20 000 population of the people who are perceived customers of the brand. The sample size is small compared to the total population and may not be identified as a good one. The sample size is small, and it will be beneficial in several ways. A small sample size is advantageous due to the clarity that one may get from the data collection. The clarity is high due to the efficiency of data collection using a mall quality of data. The small sample size is also time-efficient since less time will collect data to collect the sample quality data (Etikan and Bala 2017, 22). The choice of a mall ample size is due to data accuracy since more information and data can be collected, which is more precise. With the increase of the sample size, the estimation may increase, affecting the presicion, and the confiendence and estimation may be affected. The qualitative data collection may take a lot of time, using a large sample size inconveniencing the process.

However, small sample size may also affect the study. One of the main effects is ion reliability because the data may not offer a significant representation of the population. The second effect is the uncoverage bias which is also a result of non-representative of the whole population (Etikan and Bala 2017, 23). Thus, despite how efficient the mall sample size may be in the convenience and ease of collecting data, various challenges may be affiliated with the non-representation and low reliability of data.

**Questionnaire**

1. Have you purchased or used any product or services from the XYZ Company before?
2. Are you aware of the new phone in the market, and have you had any experience with it?
3. Based on your experience with the products, can you recommend us to a friend?
4. What is the biggest pain point that the current market is offering?
5. How would you describe your overall perception of the brand?
6. How are you likely to choose the brand while purchasing a phone?
7. What do the products of mobile phone manufacturing make you feel?
8. When you hear about the brand, what comes from your mind?
9. What do you think is different about the brand products compared to the others?
10. Do you trust the company?
11. What are a few words which you could use to describe the brand's products?
12. Do you know the logo of the brand? What does it communicate to you?
13. What does your friend say about the products? Do you believe that they have good interaction with the brand?
14. What other competing companies which would you choose while considering the phone?
15. Why would you choose them compared to this mobile manufacturing company?

**Data analysis plan,**

The data will be sorted and coded for analysis. There is various analysis which would be conducted in assessing the null hypothesis. The various analysis will be conducted to comprise the regression analysis, arithmetic mean, and thematic analysis.

Arithmetic mean is the main analysis that will be used in analyzing the data. The arithmetic analysis will assess the average trend of data and is vital in providing the data snapshot. The analysis is advantageous and is significant in assessing the study. The mean provides an accurate account of the values, which is vital in assessing data. The analysis is easy to calculate and quick to interpret since they present the trend and average data.

Regression analysis is used in assessing the relationship between the variables. The analysis will be significant in assessing the relationship between the sample's brand awareness, image, design, and position on the low performance and market share, which has been identified recently. The analysis will reflect the relationship between the dependent variable, the low performance, and brand awareness, image, design, and positioning. Thus, this will be vital in understanding the impact of the variables on the low performance affecting the organization's market share (Johnston 2017, 626). The analysis will be vital for understanding the relationship between the variables and making forecasting and prediction of the future trend.

Thematic analysis is also a key method of analyzing data that will be used in the data analysis. Thematic analysis will be used in analyzing some important theoretical data in the study. The data will be analyzed using the tool by identifying the themes, which will be significant in easing the ideas and patterns identified. The first step will be to familiarize with the data, which will entail reviewing the data collected to get familiar with it (Johnston 2017, 625). the second step is coding, which entails the coding of data, which will make the analysis more simple. The coding will be followed by generating the themes that may comprise awareness, imaging, positioning, design, and low performance. The themes will be then reviewed to see the accuracy and usefulness of the data representation. The themes will be analyzed to see the effect of the meaning of the central concept or idea. The defining and naming will then be done on the analysis will then be done to determine the story of each of them. The writing up will then be done, which is the broad conclusion of the analysis of data. Thematic analysis will use literature to comply with the data and understand the content under the study.

The decision for hypothesis testing is the last step of the analysis. Based on the analysis, the data will assess the hypothesis (Johnston 2017, 621). This will entail null hypothesis testing, which will be vital in deciding on the hypothesis. The hypothesis decision will be based on the analysis value, reflecting whether the value meets the predetermined value for analysis. The analysis will be based on the mean value, correlation coefficient, and the thematic analysis literature predetermined before the analysis. If the predetermined value is met, the null hypothesis will be met; however, it will be rejected if the value of the relationship is met. A conclusive report will them be made which will incorporate all the significant factor identified in the study.

**References**

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