Title page

Quantitative analysis

Scenario one

As a designer of marketing campaign for online retail clothing it is important to do survey for identifying the potential customers. In total 1000 participants are surveyed that must include people from different ethnicities; 120 Hispanic, 120 African-Americans and 120 Asian-Americans. The purpose of choosing different ethnicities is to find how demand might vary among people according to their ethnicities. This will rely on using random sampling. I think this one of the most appropriate way of examining the responses of the customers by directly engaging them in questionnaire survey.

Quantitative survey is easy to compute because variables can be quantified.

The primary section covers the demographic information of the respondents. Including the age, household income and relationship status (Marczyk, DeMatteo, & Festinger, 2005). The age will explain people of which age groups are more interested in the clothing brand. The survey is important for determining the behavior and buying attitudes of the potential customers.

In the survey the researched will approach the participants of the survey. They will be explained the purpose of the survey and assure participants that their information will be kept confidential. Face-to-face interaction will be required for explaining the purpose of research. Questionnaires will be handed to the participants and they will be asked to fill them. The participants will fill the questionnaire and return to the researcher. Only completed questionnaires will be considered for the purpose of the research (Eston & Rowlands, 2000). The researcher choose cost-effective method for conducting survey. The costs will be required for taking printouts of the questionnaires. Costs will also required for reaching the targeted locations for investigating the participants. These surveys are important for targeting the right population.

References

Eston, R. G., & Rowlands, A. V. (2000). Stages in the development of a research project: putting the idea together . *BMJ Journals* *, 34*, 59-64.

Marczyk, G., DeMatteo, D., & Festinger, D. (2005). *Essentials of Research Design and Methodology.* John Wiley & Sons, Inc.