

Chapter 2: Methodology:

The aim of this chapter is to explain the data collection methodology. The topic I have chosen was chosen because it is local, and because it was a subject that I was interested in. Below is a table of the techniques I will use to collect data.

Method	Data Type	Where	How	Why	Use
Questionnaire	Primary	Aldi And Safeway	Randomly Ask People Leaving The Supermarkets. 100 Sets Of Data From Each Supermarket, Then Randomly Chose 50	See Annotated Questionnaire, (Page 8).	Gives Information That Can Be Analysed To Prove Or Disprove Hypothesis.
Pilot Questionnaire	Primary	Aldi And Safeway	Ask 5 Questionnaires At Each Location	So Questionnaire Can Be Refined.	Questionnaire Can Be Refined For Actual Collection Of Data
Shopping Basket Survey	Primary	Aldi And Safeway	Find Prices Of Ten Standard Identical Shopping Items.	To Find Price Difference Between Supermarkets.	Finds Which Supermarket Is Cheaper And Therefore Another Reason For The Size Of The Sphere Of Influence.
Pedestrian Count	Primary	Aldi And Safeway	Count Number Of People Entering Supermarkets Comparable Times.	Gives Rough Indication Of Which Has More Custom.	Can Be Linked To The Sphere Of Influence Size And Can Show Which Is More Popular At Comparable Times.
Facilities Survey	Primary	Aldi And Safeway Pilot Study	Look On Premises For Services Provided By Supermarket.	To Find Other Reasons For Sphere Of Influence Size.	Gives Possible Other Reasons For The Size Of The Sphere Of Influence.
Internet Data	Secondary	N/A	www.streetmap.co.uk	Find Out Where Responses Live To Plot On Map For Sphere Of Influence.	Diagrams Can Be Drawn With This Data To Show The Size Of The Spheres Of Influence.
Size Of Supermarket	Secondary	N/A	Calculate Size Using Aerial Photos Of The Area And The Scale Of The Photo.	Finds Difference In The Size Of The Buildings.	This Can Be Used As A Reason For The Size Of The Sphere Of Influence.

I will conduct a pilot study to test the feasibility of this project and to collect some preliminary data that can help me plan my investigation better. For this pilot study I will ask five questionnaires at each location so that the design of the questionnaire may be refined, and I will also make a brief survey of the facilities and services the site has to offer.

QUESTIONNAIRE

1. What is your postcode? _____

2. What area Of Birmingham Do You Live In? _____

3. Why Do You Come Here In Preference To Other?

Loyalty Schemes Quality Of Service Advertising

Value For Money Product Quality En Route

Special Offers Facilities Other

4. How Often Do You Shop Here? _____

5. How Often Do You Use A Smaller Shop For Convenience Goods? _____

6. Please Put The Following In Order Of Importance To You In Your Choice Of Supermarket, (1 being the most important).

Convenience Range Of Goods Quality

Special Offers Cheapest Prices Services

Loyalty Schemes Checkout Speed Other

Analysis of Questionnaire

At the beginning of the questionnaire I will ask the consumer politely if they will answer a few questions. I will say something like: “Good Morning/Afternoon Sir/Madam. Could I take a few moments of your time to answer some questions for my GCSE Geography Investigation.” This will then give a good first impression and is likely to make people more generous with their time.

The reasons for asking each question are as follows :-

1. What is your postcode? _____

This question allows me to later find where in Birmingham they live and therefore the Sphere Of Influence of the Supermarket.

2. What area Of Birmingham Do You Live In? _____

This question allows me to later make a table to show the where the postcodes relate to in Birmingham. This would be useful, as it would make the data much more understandable.

3. Why Do You Come Here In Preference To Other?

- | | | | | | |
|-----------------|--------------------------|--------------------|--------------------------|-------------|--------------------------|
| Loyalty Schemes | <input type="checkbox"/> | Quality Of Service | <input type="checkbox"/> | Advertising | <input type="checkbox"/> |
| Value For Money | <input type="checkbox"/> | Product Quality | <input type="checkbox"/> | En Route | <input type="checkbox"/> |
| Special Offers | <input type="checkbox"/> | Facilities | <input type="checkbox"/> | Other | <input type="checkbox"/> |

This question lists reasons for the consumer using the supermarket. It can later be used to give a reason for any difference in the size of the Sphere Of Influence of the Supermarket.

4.How Often Do You Shop Here? _____

This question allows me to find out if the consumer shops for low or high order goods at the supermarket, as if the consumer shopped for low order goods on the whole, the Sphere Of Influence would be smaller.

5. How Often Do You Use A Smaller Shop For Convenience Goods? _____

6.Please Put The Following In Order Of Importance To You In Your Choice Of Supermarket, (1 being the most important).

- | | | | | | |
|-----------------|--------------------------|-----------------|--------------------------|----------|--------------------------|
| Convenience | <input type="checkbox"/> | Range Of Goods | <input type="checkbox"/> | Quality | <input type="checkbox"/> |
| Special Offers | <input type="checkbox"/> | Cheapest Prices | <input type="checkbox"/> | Services | <input type="checkbox"/> |
| Loyalty Schemes | <input type="checkbox"/> | Checkout Speed | <input type="checkbox"/> | Other | <input type="checkbox"/> |

This question allows me to find out the importance of numerous factors to consumers, and therefore how much the presence of them will affect the Sphere Of Influence. I have tried to include a large range of features that may be eminent at either or both supermarkets.

When the questionnaire has been finished I will say something like “Thank you for your time”, so as not to encourage the consumer to complain to the management and persuade the manager to remove me from the vicinity. To prevent complaints I will also only target people who are leaving the Supermarket, so that it is more effort to go back and complain.

After Pilot Study: I found no problem with the wording of the questions although I did decide to add two fields at the end of the questionnaire, the respondents gender and approximate age.

Planning Sequence	Pupil Planning	Planning Reminders
Geographical topic or area of interest that relates to the specification subject content.	I will study the sphere of influence of two competing and similar supermarkets, as it is a study that is accessible to me as I do not have to travel a great distance to study it and it is within my capabilities.	Primary data will have to be collected in the field.
Question or issue identified.	I have decided that the issue I will study is; “ Does Size Affect The Sphere Of Influence Of Two Similar Competing Supermarkets?”	An investigation works best if you start by testing a theory.
Organisation and planning decisions on data collection.	I have decided to use 6 data sources, 2 secondary, and 4 primary. These are questionnaires, a basket survey, a pedestrian count, a facilities survey, the Internet for postcode locations, and aerial photographs for the sizes of the supermarkets. I will use Aldi and Safeway, both in Acocks Green for this study.	When? Where? How? What data is relevant?
Observation, collection and recording of data.	I have decided to conduct a pilot study first to test the validity of my questionnaire. I am planning on doing the fieldwork on the 12/05/2001, and the 19/05/2001. On these dates I will do all of the primary data collection except for the facilities survey, which I will do in my pilot study.	Use a variety of techniques. Try to be original.
Classification and representation of data.	I will represent the data using different types of chart, such as a percentage component chart to represent the percentage of people from each supermarket that chose each option, and I will also use maps to show the sphere of influence of the two supermarkets.	Accuracy. Range of techniques. Complex skills. Don't forget ICT.
Analysis and interpretation.	I will try to link the data I have collected using visual and descriptive methods. I will try to give reasons for the results, which can then be used in the conclusion and evaluation section.	Look for patterns and links. Give meaning to the results. Always ask why?
Conclusion.	In this section I will relate my results to my initial hypothesis and accept or reject my hypothesis. I will also try to give reasons why the hypothesis has been accepted or rejected.	What about the original hypothesis?

Evaluation.	In this section I will try to find ways in which the methods I used could be improved, such as using a larger sample, and I will try to suggest improvements that could be made to the investigation to make more valid results.	Were there weaknesses in the methods used? Did these affect the quality of the results' conclusions?
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Shopping Basket Survey For Safeway:

1. Full Cream Milk _____
2. White Bread (Medium) _____
3. Dozen Eggs (Not Free Range) _____
4. 500g of Cornflakes _____
5. 1kg Granulated Sugar _____
6. Teabags (80) _____
7. Coffee 100g _____
8. 250g Butter _____
9. Blackcurrant Juice 2L _____
10. 100g Rice _____

Services:

- Toilets
- Loyalty Scheme
- Self-Scanning
- Recycle Bins
- Petrol Station
- Valet Service
- On Site Free Parking
- Low Item Checkouts[†]
- Car Wash
- Café

Collection Day Timetable:

Feasibility Study	12-05-2001	19-05-2001
Services Survey	9:00 - Arrive at Aldi	9:00 - Arrive at Safeway
5 Questionnaires From Each Location	9:05 - Start Asking Questionnaires At Aldi. Do a total of 35.	9:05 - Start Asking Questionnaires At Safeway. Do a total of 35.
Take Photos Of Locations And Services To Use As Evidence.	11:00 - Start Pedestrian Flow Survey At Aldi. Do for 20 minutes. Multiply by three to get flow in an hour.	11:00 - Start Pedestrian Flow Survey At Safeway. Do this for 20 minutes. Multiply by three to get the flow in an hour.
	11:25 - Do Aldi Shopping Basket Survey.	11:25 - Do Safeway Shopping Basket Survey
	12:00 - Start Asking Questionnaires At Safeway. Do a total of 35.	12:00 - Start Asking Questionnaires At Aldi. Do a total of 35.
	2:00 - Have Lunch	2:00 - Have Lunch
	2:30 - Start Asking Questionnaires At Aldi. Do total of 30.	2:30 - Start Asking Questionnaires At Safeway. Do total of 30