

A magnifying glass is positioned over a line graph on a document. The graph shows several data series with blue circular markers connected by lines. The x-axis is labeled with months: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec. The y-axis has a '0' at the bottom. The magnifying glass is centered over the graph, highlighting a specific area. The background is a blurred image of a document with a bar chart and a line graph.

**Module: Market Research and Data Analysis**

**Module code: BM7024\_ALL\_TY13\_23**

**Module Instructor: Dr Juan Lee Soon**

**Student Name: Kaushambi Vats**

**KU ID: K2371041**

**Student Name: Srinidhi Kandikonda**

**KU ID: K2344967**

**Date: 17th May, 2024**

## **Table of Contents**

### **1. Introduction**

- Background
- Research Aim
- Research Questions
- Research Design

### **2. Coding Technique**

- **Explanation of Coding Techniques**

- Open Coding
- Axial Coding
- Selective Coding

- **Approaches to Coding**

- Inductive Coding
- Deductive Coding
- Combined Approach

### **3. Open Coding and Code Book**

- Marked-up Data Set
- Code Book Creation

### **4. Axial Coding**

- Identification of Categories and Sub-categories

### **5. Selective Coding**

- Core Concepts and Relationships

### **6. Conclusion**

- Key Insights
- Strategic Recommendations

### **7. References**

## Introduction

Kingston Department Store (KDS) has a long-standing reputation as a cornerstone of retail in its community. Recently, KDS embarked on an ambitious refurbishment project, part of a broader strategic initiative designed to bolster customer loyalty and attract increased footfall. Despite these extensive efforts, the initial outcomes have been underwhelming, with turnover and customer numbers remaining relatively stagnant. This disparity between expectations and reality underscores the necessity for a deeper understanding of customer behavior and preferences.

To address this challenge, KDS initiated qualitative research focused specifically on their 40-54-year-old female demographic, a critical segment of their customer base. The goal was to gain insights into the shopping habits, preferences, and motivations of these customers to identify actionable strategies that could enhance their shopping experience and foster greater loyalty.

## Coding Technique

### Explanation of Coding Technique

Coding in qualitative research involves assigning labels to segments of text to identify patterns and themes. This structured approach facilitates the interpretation and organization of qualitative data. The primary coding techniques employed are:

1. **Open Coding:** This initial phase involves breaking down the data into discrete parts and identifying key concepts and categories. Each piece of data is examined and assigned codes that encapsulate its essence (*Grad Coach, 2023*).
2. **Axial Coding:** In this phase, the relationships between open codes are explored to form broader categories. Axial coding helps to connect codes by identifying how they relate to each other, thus reorganizing the data into more coherent groups (*Bingham, 2023*).
3. **Selective Coding:** The final phase focuses on identifying core concepts that explain the data. This involves integrating and refining the categories developed during axial coding to form a comprehensive narrative that addresses the research questions (*Thematic, 2023*).

### Approaches to Coding

Two main approaches to coding can be utilized:

1. **Inductive Coding:** This approach involves generating codes directly from the data without preconceived categories. It is data-driven and allows themes to emerge organically from the text (*Dovetail, 2023*). This bottom-up strategy is particularly useful in exploratory research where existing theories may be limited (*Delve, 2023*).
2. **Deductive Coding:** In contrast, deductive coding starts with a predefined set of codes based on existing theories or prior research. This method is useful for testing specific hypotheses but may introduce bias if not carefully managed (*Grad Coach, 2023*).

Most researchers use a combination of both inductive and deductive approaches to balance thoroughness with efficiency, ensuring a comprehensive analysis (*Bingham, 2023; Delve, 2023*).

## Open Coding and Code Book

### Marked-up Data Set

The data from the 40-54-year-old female sample group were meticulously reviewed and coded. Below is a subset of the open codes with descriptions and locators:

Open Code	Description	Locator
Frequency of Visits	Shops variably, more during Christmas, less other times, approximately 20 times a year.	1.1.1
Quality Importance	Considers KDS the best in town for quality products.	1.2.1
Customer Valuation	Feels important due to respectful treatment by staff.	1.2.2
Value for Money	Seeks good value, justifies paying more for better quality.	1.2.2
Staff Interaction	Staff are usually helpful, but some seem fed up during busy times.	1.2.3
Convenience	Prefers KDS for convenient shopping under one roof with good parking.	1.3.1
Parking Accessibility	Values the ease of parking, especially with undercover options for family.	1.3.1
In-store Amenities	Appreciates having dining options like tea and pastries, especially when with her grand-daughter.	1.3.2
Shopping Time	Time spent varies, usually a couple of hours unless picking up specific items.	1.4.1
Product Variety	Buys household items, observes selection is better than other stores.	1.5.1
Fashion for Her Age	Feels fashion for her age group is lacking, desires stylish yet appropriate options.	1.5.1
Need for Bridal Services	Wishes KDS offered a complete bridal service including dresses, shoes, etc.	1.6.1
Avoids Large Appliances	Prefers buying large appliances online for better pricing and specific delivery times.	1.7.1

## Code Book

A detailed code book was created to document each code, its description, and the corresponding data excerpts:

Code	Description	Example Excerpt	Locator
Frequency of Visits	Shops variably, more during Christmas, less other times, approximately 20 times a year.	"Sometimes I may come in three or four weeks running...not for a month."	1.1.1
Quality Importance	Considers KDS the best in town for quality products.	"Well I think it's probably the best store in town, quality I mean..."	1.2.1
Customer Valuation	Feels important due to respectful treatment by staff.	"You're made to feel as though you're important."	1.2.2
Value for Money	Seeks good value, justifies paying more for better quality.	"I don't mind paying a bit extra as long as I feel there is value."	1.2.2
Staff Interaction	Staff are usually helpful, but some seem fed up during busy times.	"The staff are nice as well, helpful - well usually..."	1.2.3
Convenience	Prefers KDS for convenient shopping under one roof with good parking.	"I know that I can usually find what I want here..."	1.3.1
Parking Accessibility	Values the ease of parking, especially with undercover options for family.	"I also like to be able to park my car close by and the car park is good."	1.3.1
In-store Amenities	Appreciates having dining options like tea and pastries, especially when with her grand-daughter.	"Well I do like to be able to have a cup of tea and maybe a pastry."	1.3.2
Shopping Time	Time spent varies, usually a couple of hours unless picking up specific items.	"A couple of hours unless I've just popped in to pick up a specific item."	1.4.1

Product Variety	Buys household items, observes selection is better than other stores.	"Things for house, bedding, curtains..."	1.5.1
Fashion for Her Age	Feels fashion for her age group is lacking, desires stylish yet appropriate options.	"I think you aim for the young and older market..."	1.5.1
Need for Bridal Services	Wishes KDS offered a complete bridal service including dresses, shoes, etc.	"My other daughter is getting married and you don't have a complete bridal service."	1.6.1
Avoids Large Appliances	Prefers buying large appliances online for better pricing and specific delivery times.	"I never buy large electrical goods, I do come here to look them over but then I order from the internet."	1.7.1

## Axial Coding

In the second stage of coding, we grouped the open codes into broader categories to identify patterns and relationships:

Category	Sub-category	Open Code	Description	Locator
Shopping Frequency and Patterns	Frequency of Visits	Frequency of Visits	Shops variably, more during Christmas, less other times, approximately 20 times a year.	1.1.1
		Shopping Time	Time spent varies, usually a couple of hours unless picking up specific items.	1.4.1
		Infrequent Visits	Shops at KDS sporadically, typically driven by specific needs, not a frequent shopper.	3.1.1
		Regular Shopping Frequency	Visits KDS weekly or bi-weekly for regular shopping needs.	6.1.1

		Infrequent Purchase Visits	Shops primarily during major sales periods like Christmas and seasonal sales.	7.1.1
		Monthly Shopping Visits	Shops at KDS about once a month, regularly finding reasons to buy despite not being very materialistic.	8.1.1, 9.1.1
Customer Experience	Customer Valuation	Customer Valuation	Feels important due to respectful treatment by staff.	1.2.2
		Staff Interaction	Staff are usually helpful, but some seem fed up during busy times.	1.2.3
		Staff Interaction Quality	Values quality interactions with knowledgeable staff, especially for coordinating items in home decor projects.	3.2.2
		Staff Courtesy	Likes that staff are helpful and courteous without being intrusive.	2.4.3
		Sentimental Reason	Shops at KDS out of habit, influenced by past experiences shopping with her mother.	4.2.1
		Positive Staff Interactions	Appreciates friendly and familiar staff, enhancing the shopping experience.	5.5.1
		Staff Helpfulness	Appreciates helpful and knowledgeable staff, contrasting with negative experiences at other stores.	9.3.2

Store Features	Convenience	Convenience	Prefers KDS for convenient shopping under one roof with good parking.	1.3.1
		Parking Accessibility	Values the ease of parking, especially with undercover options for family.	1.3.1, 9.2.1
		Indoor Comfort	Values the indoor shopping environment at KDS to avoid wearing heavy coats.	2.2.1
		Store as a Warm Refuge	Prefers KDS for warmth and comfort, especially during colder months.	5.4.2
		Location Convenience	Chooses KDS for its convenient location and parking facilities.	6.3.1
Product Offerings	Product Variety	Product Variety	Buys household items, observes selection is better than other stores.	1.5.1, 4.4.1
		Size Inclusivity	Appreciates that KDS stocks clothing for larger sizes.	2.4.2
		Household and Apparel	Purchases primarily include home furnishings and personal apparel.	3.5.1
		Fashion for Her Age	Feels fashion for her age group is lacking, desires stylish yet appropriate options.	1.5.1
		Need for Bridal Services	Wishes KDS offered a complete bridal service including dresses, shoes, etc.	1.6.1



		Organic Food Selection	Prefers KDS for its selection of reasonably priced organic food.	6.5.1
		Lack of Desired Kitchen Goods	Finds the kitchen goods selection at KDS lacking and not to her taste.	7.6.1
		Desire for New Products	Wishes KDS would introduce garden furniture, indicating a gap in their current product range.	8.8.1
		Avoids Certain Purchases	Tends to avoid buying large items like furniture or electrical goods at KDS, looking for better deals online or in specialist stores.	2.9.1, 7.7.1
Shopping Preferences	Value for Money	Value for Money	Seeks good value, justifies paying more for better quality.	1.2.2
		Avoids Large Appliances	Prefers buying large appliances online for better pricing and specific delivery times.	1.7.1
		Online Preference	Prefers to avoid crowds by shopping online or through catalogs.	3.1.2
		Alternative Shopping Venues	Also shops online and at specialist stores for comparison before deciding to purchase at KDS.	3.6.1, 5.10.1, 9.6.1
		Loyalty Program Influence	Loyalty programs influence her purchasing decisions, especially for non-prescription items.	3.7.2

		Price Comparison with Other Stores	Actively compares prices and will shop elsewhere if better value is found.	7.5.1
Customer Service	Positive Staff Interactions	Positive Staff Interactions	Appreciates friendly and familiar staff, enhancing the shopping experience.	1.2.3, 2.4.3, 5.5.1
		Consultation Needs	Seeks KDS for advice on major home improvement projects.	3.2.1
		Staff Helpfulness and Courtesy	Appreciates helpful and knowledgeable staff, contrasting with negative experiences at other stores.	9.3.2
		Sentimental Connection	Shops at KDS out of habit, influenced by past experiences shopping with her mother.	4.2.1
Store Environment	Cleanliness and Maintenance	Cleanliness and Maintenance	Observes and appreciates the tidiness of the store and its facilities, like restrooms.	3.3.1
		Store as a Warm Refuge	Prefers KDS for warmth and comfort, especially during colder months.	5.4.2
		Lack of Quiet Space	Finds it difficult to find quiet spaces in the shop, particularly the always full café.	4.3.2
Product Limitations	Lack of Desired Kitchen Goods	Lack of Desired Kitchen Goods	Finds the kitchen goods selection at KDS lacking and not to her taste.	7.6.1

		Avoids Large Appliances	Prefers buying large appliances online for better pricing and specific delivery times.	1.7.1
		Non-Purchasing Categories	Avoids buying children's clothing at KDS due to lack of need, reflective of her family's current stage.	8.9.1

## Selective Coding

### Core Concepts and Relationships

From the axial codes, the core concept that emerged is "Enhancing Customer Experience to Foster Loyalty and Increase Footfall". The relationships between the axial codes highlight several key factors that contribute to customer satisfaction and loyalty at KDS:

#### 1. Convenience and Accessibility

- **Parking Accessibility:** Easy parking, including undercover options, makes shopping at KDS more convenient, particularly for customers with children or heavy purchases.
- **Indoor Comfort:** Customers appreciate the indoor shopping environment, avoiding the need for heavy coats and providing a comfortable shopping experience regardless of weather conditions (Delve, 2023).

#### 2. Customer Service

- **Customer Valuation and Staff Interaction:** Positive interactions with staff, where customers feel respected and valued, are crucial. Staff politeness and helpfulness contribute significantly to a positive shopping experience (Bingham, 2023).
- **Personalized Service:** Knowledgeable staff who can offer personalized advice and assistance, especially for significant purchases like home improvements, enhance customer satisfaction (Grad Coach, 2023).

#### 3. Product Range and Quality

- **Product Variety:** A broad selection of quality products, including items for different age groups and preferences, is essential. Customers value the variety and quality of goods available at KDS (Thematic, 2023).
- **Special Services:** Introducing special services, such as a complete bridal service, can attract more customers and meet their specific needs (Grad Coach, 2023).

#### 4. Store Environment

- **In-store Amenities:** Amenities such as dining options (e.g., tea and pastries) and comfortable seating areas can enhance the shopping experience, making it more enjoyable and encouraging longer visits (Delve, 2023).
- **Store Cleanliness and Maintenance:** A clean and well-maintained store environment, including restrooms, contributes to a positive perception of the store and encourages repeat visits (Dovetail, 2023).

## 5. Pricing and Value

- **Value for Money:** Customers seek good value for their purchases, willing to pay a bit more for better quality. Ensuring competitive pricing and perceived value for money is critical (Bingham, 2023).
- **Avoids Certain Purchases:** Understanding which products customers prefer to buy online or from other stores (e.g., large appliances) can help KDS focus on its strengths and address any gaps in its offerings (Grad Coach, 2023).

## Conclusion

The analysis of the 40-54-year-old female sample group reveals several key insights into how KDS can enhance its customer experience to foster loyalty and increase footfall. By focusing on convenience and accessibility, improving customer service, expanding product offerings, maintaining a pleasant store environment, and ensuring competitive pricing, KDS can create a more attractive shopping destination that meets the needs and expectations of its customers.

## References

- - Bingham, T. (2023). Understanding Qualitative Data Analysis. Available at: [Thematic](<https://getthematic.com/insights/qualitative-data-analysis/>)
- - Delve. (2023). Essential Guide to Coding Qualitative Data. Available at: <https://delvetool.com/guide>(<https://delvetool.com/guide>)
- - Delve. (2023). How to do open, axial, and selective coding in grounded theory. Available at: <https://delvetool.com/blog/openaxialselective>(<https://delvetool.com/blog/openaxialselective>)
- - Dovetail. (2023). The Ultimate Guide to Qualitative Data Analysis. Available at: <https://dovetailapp.com/guides/qualitative-data-analysis>(<https://dovetailapp.com/guides/qualitative-data-analysis>)
- - Grad Coach. (2023). Qualitative Data Analysis Methods: Top 6 + Examples. Available at: <https://gradcoach.com/qualitative-data-analysis-methods/>(<https://gradcoach.com/qualitative-data-analysis-methods/>)
- - Grad Coach. (2023). Qualitative Data Coding 101 (With Examples). Available at: <https://gradcoach.com/qualitative-data-coding-101-with-examples>(<https://gradcoach.com/qualitative-data-coding-101-with-examples>)
- - Grad Coach. (2023). Qualitative Coding: Inductive, Deductive & Inductive Coding. Available at: <https://gradcoach.com/qualitative-coding-inductive-deductive-abductive/>(<https://gradcoach.com/qualitative-coding-inductive-deductive-abductive/>)