

Target Market Research

Start of Block: Introduction

Welcome, and thank you for your interest in this research study, conducted by Danielle Conners, Kendall Long, Wil Peery, and Tory Russell, Master of Business Administration Students at Mississippi State University.

Study Description

The purpose of this study is to enhance our understanding of consumer trends pertaining to marketing. By participating in this study, you will be contributing to research that is anticipated to provide important information about consumer preferences and market trends. **Your participation is entirely voluntary and confidential.**

To begin

Click the arrow below to proceed. You'll respond to a few demographic questions, and then reach the first section of survey questions.

There are no right answers; simply reflect on your behaviors and thoughts as a consumer navigating the market. Please answer as best as you can.

Thank you in advance for your participation!

End of Block: Introduction

Start of Block: Demographics

What is your gender?

- Male
 - Female
 - Other
-

What is your age?

- Under 18
 - 18-23
 - 24-29
 - 30-39
 - 40-49
 - 50-59
 - 60-69
 - 70 or older
-

Page Break

Do you currently live in the United States? If yes, please select the state you currently reside in.

▼ No ... Wyoming

Page Break

What is your annual household income?

- Less than \$15,000
- \$15,000 to \$34,999
- \$35,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 or more
- I don't know

Page Break

Do you have children?

- No
- Yes; 1 child
- Yes; 2 children
- Yes; 3 children
- Yes; 4 children
- Yes; 5+ children

Page Break

End of Block: Demographics

Start of Block: Social Media

How often do you use social media?

- Never
- Occasionally
- Almost everyday
- Multiple times a day

Skip To: Website If How often do you use social media? = Never

What social media platforms do you use? Please select all that apply.

- Facebook
 - Instagram
 - TikTok
 - Twitter
 - Snapchat
 - LinkedIn
 - Other _____
-

How likely are you to use a businesses' social media to make a judgement on the quality of the business?

- Extremely unlikely
 - Somewhat unlikely
 - Neither likely nor unlikely
 - Somewhat likely
 - Extremely likely
-

What are the most important features of a businesses' website? Select all that apply.

- The look and feel
 - The functionality
 - The ease of use
 - The accuracy of information
 - I don't know because I would not use their website
 - Other _____
-

Which types of advertising are most effective in regards to consumer behavior?

Rank the following types **with 1 being the most effective type, and 5 being the least effective.**

- _____ Print (i.e. flyers)
- _____ Broadcast (i.e. radio ads)
- _____ Out-of-Home (i.e. billboards)
- _____ Social Media (i.e. communicated with and promoted to using social media platforms)
- _____ Direct Mail (i.e. sales letters, emails)

End of Block: Social Media

Start of Block: Scenarios

Please place yourself in the following scenarios and choose the best answer.

You are searching for somewhere to take music lessons. How do you go about finding the business?

Rank the following methods in order of your preference, **with 1 being the method you would most likely use and 5 being the one you would least likely use.**

If you choose to leave 'Other' blank, it will be automatically recorded as least likely.

- _____ By performing a web search
 - _____ By performing a social media search
 - _____ By asking friends and family if they have any recommendations
 - _____ By driving around in your local area
 - _____ Other
-

After performing the search, you have multiple businesses that offer music lessons. You are trying to narrow down your options.

Rank the following qualities based on importance in regards to making a decision, **with 1 being the most influential factor and 5 being the least.**

If you choose to leave 'Other' blank, it will be automatically recorded as the least influential.

- _____ The price of the service
 - _____ Online reviews of the service provider
 - _____ Location of the service provider
 - _____ Availability of service (i.e. appointments)
 - _____ Other
-

You have now taken a music lesson with the chosen business.

How likely are you to leave an online rating or review?

- Very Likely
- Only if you are completely SATISFIED with the service
- Only if you are completely DISSATISFIED with the service
- Only if you are incentivized (i.e. you will get a percentage off of your next service)
- Not likely

End of Block: Scenarios

Start of Block: Break off

Select your relationship with DC Guitar Studio. **Select all that apply.**

- I am a student
- I am a family member of a student
- I am a retail consumer
- I have no relationship with DC Guitar Studio

Skip To: End of Survey If Select your relationship with DC Guitar Studio. Select all that apply. = I have no relationship with DC Guitar Studio

End of Block: Break off

Start of Block: DC Customers

Read the following statements and select the best choice in regard to DC Guitar Studio.

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
DC Guitar Studio has a strong marketing presence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend DC Guitar Studio to my friends and family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DC Guitar Studio has a lot of competition	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Read the following statements and select the best choice in regard to DC Guitar Studio.

	Very poor	Poor	Acceptable	Good	Very good	N/A
DC Guitar Studio's customer service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online lesson booking (via website)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retail product range	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My experience with DC Guitar Studio has been...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Which types of advertising would you like to see more of from DC Guitar Studio? **Select all that apply.**

Print (i.e. flyers)

Broadcast (i.e. radio ads)

Out-of-Home (i.e. billboards)

Social Media (i.e. communicated with and promoted to using social media platforms)

Direct Mail (i.e. sales letters, emails)

Other _____

Page Break

Provide an overall rating for DC Guitar Studio.



Fill in the following blanks to the best of your ability.

Something I would like to change about DC Guitar Studio:

Something DC Guitar Studio does very well:

Something DC Guitar Studio could improve upon:

Any additional comments or concerns.

End of Block: DC Customers
