

Research Proposal
For
Online Business in Australia

Business Research Topic

The topic chosen for the research project is **Online Business in Australia**. Australia is country with diverse people having diverse needs. The Potential market and the people are making companies to focus on online business. The reason for choosing the topic is the growing trends of online marketing and mind set of people who want shopping to be a comfortable and convenient experience. Marketing in today's scenario is more linked with comfort and availability and off course quality rather than price. There is a big list of the companies providing online shopping options to the people of Australia. There are many website offering online marketing option like target.com, dealsdirect.com, boohoo.com and many more.

Research Questions

There are a number of questions we can think of when it comes to the shopping and that too online. The major questions or objectives of the research can be-

- To identify the need of online marketing
- To find the ways online marketing can be made more popular and fun.
- To find the reasons why online shopping is getting famous over in-store shopping
- Effects of online shopping on in-store shopping's and sales
- Tricks and methods to balance between online and in-store marketing experiences and needs.
- To understand the advantages and disadvantages of online marketing
- Factors on which online marketing can be more effective in order to improve sales and profits
- To understand how online market can help to better planning and marketing of the products.

Research Methodologies and Techniques

There are various methods and techniques for conducting the research. Research methodology is the process of collecting information and data to help the organization in decision making. This will include surveys, interviews, publication research and many more techniques. These are both quantitative as well as qualitative depending upon the type and the purpose for which research is being conducted.

There are two Techniques of gathering the information for the research

Primary Source- Primary research is new research, carried out to answer specific issues or questions. This can be done through questionnaires, surveys, focus groups, interviews etc.

Secondary Source- Secondary research makes use of information previously researched for other purposes and publicly available. These are already available articles and journals, newsletters, books and magazines etc.

The research process

The process is a group of steps involved to reach a conclusion for the study being conducted. These steps help to understand the actual problem or a opportunities research will lead to and helps to find the required actions which can be taken to achieve the objectives of the study. The following points can be defined as a research method for online marketing in Australia.

1. Choose the topic for research
2. Identification of the objectives and need for research
3. Identification of information type and sources needed
4. Choosing Techniques and methods of research
5. Conducting research
6. Validating the data
7. Analyze and Interpret data
8. Conclusions and recommendations

Data collection and analysis methods

Data Collection means putting your design for collecting information into operation. The Data collection methods which can be used for the topic chosen can be Individual interviews, Surveys via questionnaire and telephonic interviews. These are the primary sources of data collection. The secondary sources can be journals, books and magazines. The primary sources are given preference as they would need working in details on the topic and would require to meet the customers to get the information. Questionnaire will be helpful for both interviews and telephonic interviews also. Surveys can be done by analyzing the database of the company or by the study of market trends and needs.

Analysis of the data collected can be done by organizing the data using Bar graph's and diagrams explaining the ratios and different aspects. Interpretation of the graphs and diagrams will add-on the analysis and will reflect the results in a better way. For example if we are asking customers about there preferences between online and in-store marketing, diagram can be used to highlight

the ratio of people who choose different ways. We should make copies of the data collected as it is important and would be taken care of to avoid any loss or damage.

Expected research outcomes

After conducting the research we will be able to understand the topic and issues related to it. These are some of the recommendations or outcomes we will suggest to the company who are into online marketing.

- For online-marketing it is important for customers to be aware of the presence of the website and the services they provide
- Discounts and offers should be highlighted on regular basis as it will help the customers to be aware, and it will persuade customers to use the website more often.
- The target should be to provide delivery of the services on time and provide convenient shopping experience.
- The technical team for online marketing should be updated with the technology and they should be continuously working to present the website in a perfect form. This will help to leave pleasant experience in the mind of customers.
- As online marketing and shopping is with the purpose of convenient shopping, The website should be planned to provide easy options for buyers to select and confirm their orders.
- Frequent shoppers can be offered special discounts to attract more customers and to fight with the competition, This can be done by proper handling of the online database which is must for online marketing of the products.
- The payment mode should be safe and convenient as the frequency of purchasing online is increasing and people are concerned about the frauds before sharing their personal card details.
- It is important to create a trust for the website as people are concerned when it comes to sharing personal details. Various research have analyzed the trust is low when it comes to online shopping.
- The research helps in better planning of the market on the basis of the environment and needs of the customers. It helps in selecting the target market by analyzing the sales being made(Database Information) which will help to boost the sales in future.

These are some of the outcomes and there are many more suggestions which will be highlighted during the data collection and analysis. The idea is to work for providing better online service to the customers as the increasing trend of online shopping is focusing on pleasant experience.