

CHAPTER 3

RESEARCH METHODS

3.1 Research Design

In order to ensure a scientific and comprehensive consumption market in tea industry, this thesis takes means like survey, literature research and data analysis, selects 300 samples from various districts and counties in Yunnan Province for investigation, issues questionnaire in densely-populated downtown areas, which cover structural differences in age, gender, cultural level, occupation and income, and are of certain representativeness. This research mainly adopts the following research methods:

(1) Questionnaire survey method. As a common and effective method in social science research, questionnaire survey method should follow the specific trend, development tendency, satisfaction of consumer demand via practical investigation. The thesis analyzes individual samples of Yunnan tea consumption through sampling survey method, and specifically, a questionnaire survey was carried out from December 2016 to May 2017: the investigation team was divided into three groups to investigate different sampled districts and countries, and issued questionnaires in densely-populated downtown areas. The random sampling survey method (one person for one copy) was adopted, and a total of 400 copies were distributed, and 300 valid questionnaires were

recovered. Respondents include a variety of consumer groups of different gender, age, occupation, and education level.

(2) Literature analysis method. This thesis consults, summarizes and sorts domestic and foreign literature on consumer behavior, tea market research, tea consumption and factors that influence consumer behavior, and draw on relevant research models and methods to apply to this study, hence promoting the ensuing progress of the study. On the theoretical basis of consulting relevant literature, the thesis has analyzed the consumer behaviors and marketing strategies in Yunnan tea market.

(3) Case analysis method. This thesis obtains a large amount of data via the Internet, interview and survey, and on this basis, adopts charts, graphs to analyze the variety structure, group consumption patterns and changes for an overall analysis of the characteristics of Yunnan tea consumption.

3.2 Research Tools

The main data of this thesis is the collected, analyzed statistical data recovered from the market questionnaire. For the recovered questionnaire, this study primarily applies software to analyze and draw the research results. Research projects can be used to develop further knowledge on a topic, or in the example of a school research project, they can be used to further a student's research prowess to prepare them for future jobs or reports. To test the validity of instruments, procedures, or

experiments, research may replicate elements of prior projects or the project as a whole (David, 2011).

3.3 Research Methods

1. Specific use of the questionnaire survey method. The questionnaire survey was carried out from December 2016 to May 2017: the investigation team was divided into three groups to investigate different sampled districts and countries, and issued questionnaires in densely-populated downtown areas. The random sampling survey method (one person for one copy) was adopted, and a total of 400 copies were distributed, and 300 valid questionnaires were recovered. Respondents include a variety of consumer groups of different genders, ages, occupations, and education levels.

2. Data analysis method. The analysis, summary and statistics of all the data in this thesis have been conducted on the computer, while statistical package for social sciences and econometric software were employed as supplementary statistical tools. Scientific research is a systematic way of gathering data and harnessing curiosity. This research provides scientific information and theories for the explanation of the nature and the properties of the world. It makes practical applications possible. Scientific research is funded by public authorities, by charitable organizations and by private groups, including many companies (Donnis, 2010) .

3.4 Research Process

Figure 2 The research process of this thesis is shown as follow: the process of this research



