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Efficacy of Marketing Strategy for REACH Vitamins

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Efficacy of Marketing Strategy for REACH Vitamins

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STATEMENT OF THE PROBLEM

Background

There has always been a need for the use of marketing to help sell products. From making a product more known to the public through advertising or designing the package or slogan used for a product, marketing is about helping meet the wants and needs of the customers.^{1,2} REACH Vitamins is a for-profit business that provides vitamins to children in underdeveloped countries to build their immune systems.³

Significance of the Problem

- More than 30% of children in the US take dietary supplements regularly.⁴
- 52% of adults reported taking a dietary supplement within the past month.⁵
- Vitamin A supplementation decreases anemia in vitamin A deficient children.⁶

OBJECTIVES

- Objective 1 is to determine if there is a more appropriate marketing strategy for REACH Vitamins compared to the current marketing strategy used.
- Objective 2 is to determine if REACH Vitamins' charitable aspects motivate consumers to purchase them.

HYPOTHESES

Hypotheses for Objective 1:

- H_0 : There is not a more appropriate marketing strategy for REACH Vitamins compared to the current marketing strategy.
- H_A : There is a more appropriate marketing strategy for REACH Vitamins compared to the current marketing strategy.

Hypotheses for Objective 2:

- H_0 : The charitable aspects of REACH Vitamins do not motivate customers to purchase them.
- H_A : The charitable aspects of REACH Vitamins motivate customers to purchase them.

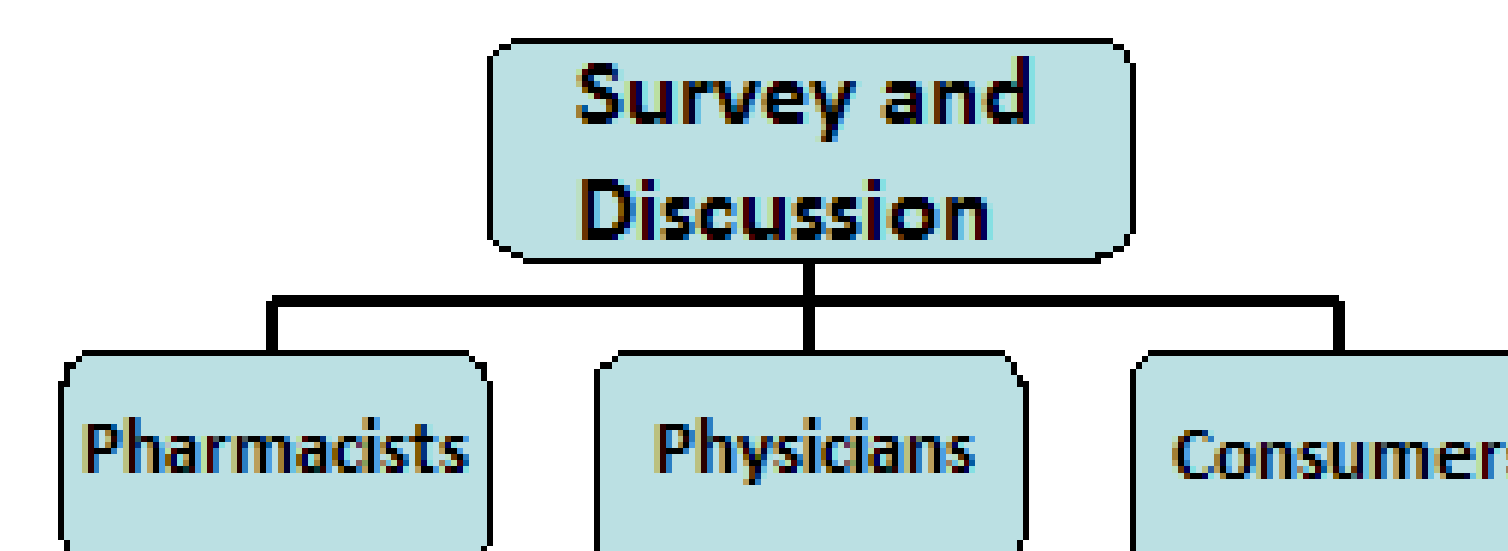
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PROPOSED METHODS

Study Design

- Pharmacists and consumers interviewed in focus groups
- Physicians interviewed individually
- Participants given survey and led into discussion to discuss improvements to vitamin product



Sample

- Physicians at local hospitals and clinics
- Precepting pharmacists of Cedarville University students will be targeted for enrollment into focus groups
- Consumers from local pharmacies, churches, and college campuses

Data Collection

- Upon enrollment, the individuals will be given a demographics survey.
- Notes will be taken during the focus groups along with recordings using the Livescribe recording devices.
- The data program NVivo will be used to determine the results from the focus groups.

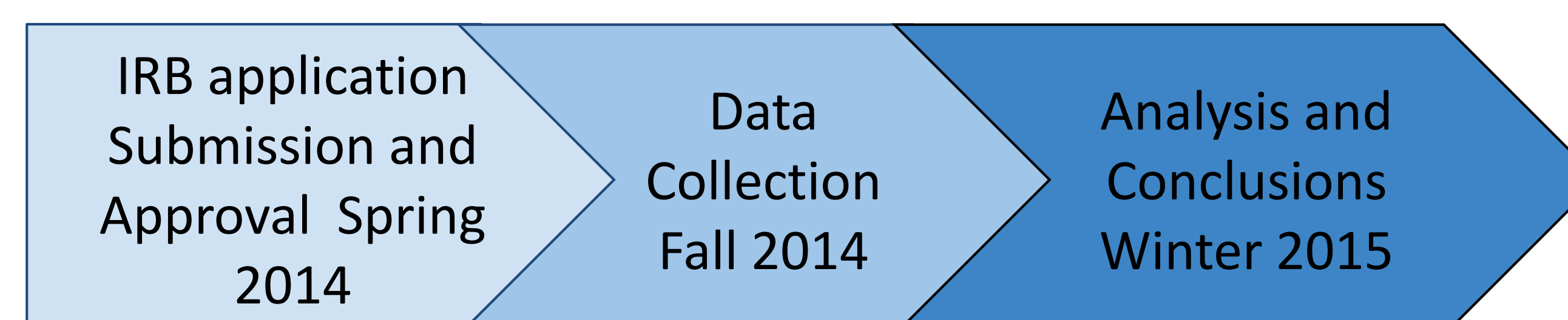
Measurement

- Collected comments categorized by group
- Responses in focus groups and interviews will be recorded using Livescribe
- Questionnaire will be given at focus groups and interviews

STATISTICAL ANALYSIS

- Qualitative data will be analyzed with the Nvivo program to determine themes from the responses and to establish frequency

PROJECT TIMELINE



LIMITATIONS

- Limited geographical area for sampling.
- Small sample size
- Inter-focus group variability

FUTURE DIRECTIONS

Future studies that include a larger sample that has a diverse geographic representation.
A study on the impact of marketing changes made through this study.