

**MARKET RESEARCH TO DETERMINE THE VIABILITY OF THE ONLINE  
CHRISTIAN BOOKSTORE “THE WISDOM DOOR”**

**Brigitte Marcela Macías Díaz**

**Mónica Johanna Avilés Piza**

**Vivian Julieth Cárdenas López**

**UNIVERSIDAD ECCI**

**School of Humanities**

**Professional in Modern Languages**

**Bogotá, D.C.**

**July, 2015**

**MARKET RESEARCH TO DETERMINE THE VIABILITY OF THE ONLINE  
CHRISTIAN BOOKSTORE “THE WISDOM DOOR”**

**Brigitte Marcela Macías Díaz**

**Mónica Johanna Avilés Piza**

**Vivian Julieth Cárdenas López**

**ADVISOR**

**Jorge Yezid Vargas González**

**UNIVERSIDAD ECCI**

**School of Humanities**

**Professional in Modern Languages**

**Bogotá, D.C.**

**July 15, 2015**

### **Acknowledgements**

This research paper is made possible through the guidance and support from our advisor Jorge Vargas. Especially, I want to dedicate my acknowledgment of gratitude to our professor Mabel Rios who gave us her guidance at the beginning of this research, owing to the idea was created in her class of *Plan de Negocios*. On the other hand, I would like to thank my colleagues for their participation, their good work and company.

Finally, I sincerely thank to my parents, family, and friends, who provide the advice and financial support.

Brigitte Marcela Macías Díaz

It was a pleasure for me to work with all the wonderful members of this project. First of all, I want to thank God for being my best company in this process and give me the wisdom and strength to finish it, I know that what I am and what I have reached in my life is thanks to him. Also, I would like to thank my parents because in them I found the motivation and inspiration to finish this degree, they are the great base where I could grow every day, thanks because they have always supported me. My thanks to my husband Ivan for encouraging me to fight for my dreams and help me to achieve them.

Additionally, I would like to thank Brigitte and Monica for being my two great colleagues for achieving this goal and of course thanks to our advisor Jorge Vargas and the teacher Mabel Rios, all their ideas and support had a major influence on this project.

Vivian Julieth Cárdenas López

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

Like everything I do in my life I dedicate and appreciate this achievement to God for giving me the opportunity to finish with a goal and allowing me to realize my dream of studying what I like, I am grateful to my parents because they always gave me advice and a voice of encouragement in difficult moments and because without their company, support and protection would not have been possible to achieve this much desired purpose.

I also want to thank teachers and classmates who accompanied me in the process of academic formation and who contributed their grain of sand to become a better person. To DESACOL for giving me the opportunity to study while I am working.

Finally I thank Professor Mabel Rios because thanks her we started this project and with the professor Jorge Vargas we could carry it out. Thanks to all their advice and assistance that from them we received.

Mónica Johanna Avilés Piza

### **Abstract**

This market research investigated the viability to create an online Christian bookstore with English contents for the Christian community in Colombia. Our main purposes were to determine the feasibility of creating this bookshop that we called The Wisdom Door and to identify the possible contents that the Christian believers would like to find in English. Based on a qualitative-exploratory research, we applied as instruments for the data collection, 100 surveys and two focus group with 36 people of the Christian community at the church *Manantial de Vida* in Bogota to response the research questions. Through the data analysis were established four categories with some subdivisions with the participants’ opinions that revealed that there is a high interest in the Christian believers for the bookstore proposed and we found that The Wisdom Door must to take into account a variety of contents divided in sections, material and topics, to satisfy all the desires and expectations that the potential customers have with the online Christian bookshop in English.

*Keywords:* Viability, Bookstore, Contents, Christian community

### **Resumen**

El presente estudio de mercado indagó acerca de la viabilidad de crear una librería cristiana *online* con contenidos en inglés para la comunidad cristiana en Colombia. Nuestros principales objetivos fueron determinar la viabilidad de crear esta librería a la que hemos llamado *The Wisdom Door* e identificar los posibles contenidos en inglés que les gustaría encontrar a los creyentes cristianos. Basadas en una investigación cualitativa y exploratoria, aplicamos como instrumentos para la recolección de datos, 100 encuestas y dos focus group con 36 personas de la comunidad cristiana en la iglesia Manantial de Vida en Bogotá para resolver las preguntas investigativas. A través del análisis de datos, se establecieron cuatro categorías y algunas subdivisiones con las opiniones de los participantes revelando que existe un gran interés en los seguidores cristianos por la librería propuesta y encontramos que *The Wisdom Door* debe tener en cuenta una variedad de contenidos (entre secciones, materiales y temas) para satisfacer los deseos y expectativas que los clientes potenciales tienen con la librería cristiana *online* en inglés.

*Keywords:* Viabilidad, Librería, Contenidos, Comunidad cristiana

**Table of Contents**

<b>Chapter 1. Introduction</b> .....	1
1.1 Statement of the problem.....	3
1.2 Research Questions.....	3
1.3 Justification.....	4
1.4 Research Objectives.....	5
1.4.1 Overall objectives.....	5
1.4.2 Specific objectives.....	6
<b>Chapter 2. Theoretical Framework</b> .....	7
2.1 Viability of an enterprise.....	7
2.2 Online Christian Bookstore.....	9
2.3 Information and Communications Technology (ICT).....	13
2.4 State Of Art.....	16
2.4.1 Foreign Christian bookstores.....	16
2.4.2 National Bookshops.....	20
2.4.3 General Bookstores Analysis.....	21
<b>Chapter 3. Legal Framework</b> .....	23
3.1 Import Guide (Process).....	23
3.2 Steps to Import Goods to Colombia.....	25
3.3 INCOTERMS (International Commerce Terms).....	26
3.3.1 Main obligations for the exporter.....	28
3.3.2 Main obligations for the importer.....	28
<b>Chapter 4. Research Design</b> .....	30
4.1 Type of Study.....	30
4.2 Data collection instruments and procedures.....	31
4.3 Research Context and Participants.....	33
<b>Chapter 5. Data Analysis</b> .....	36
5.1 Surveys and Focus Groups procedures.....	36
5.1.1 Interest in reading Christian contents in English.....	38
5.1.2 The importance of English Christian contents.....	42
5.1.3 English contents desired by the Christian community.....	44

MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

5.1.4 Significant Findings through the Research.....	50
<b>Chapter 6. Conclusions</b> .....	<b>56</b>
<b>Chapter 7. Recommendations for Further Research</b> .....	<b>60</b>
<b>List of References</b> .....	<b>62</b>

**Tables List**

<b>Table 1.</b> Import Process.....	24
<b>Table 2.</b> List Incoterms Rules .....	27
<b>Table 3.</b> Excerpts from FG1.Q9 to illustrate the High interest in reading Christian contents in English.....	40
<b>Table 4.</b> Excerpts from Su3Q4, Su4Q4b and Su39Q4 to illustrate the High interest but low level of English knowledge.....	41
<b>Table 5.</b> Excerpts from Su78.Q4, Su73.Q4, Su49.Q10 and Su44.Q10 to illustrate the Low or no interest in reading Christian contents in English.....	42
<b>Table 6.</b> Excerpts from Su17Q4, Su77Q4, Su5Q4 and Su53Q4 to illustrate the importance of English Christian contents.....	43
<b>Table 7.</b> Excerpts from Su78Q4 and Su73Q4 to illustrate the non-importance of English Christian contents.....	44
<b>Table 8.</b> Excerpts from FG1.Q6 and FG2.Q6 to illustrate the favorite topics identified.....	45
<b>Table 9.</b> Excerpts from FG1 and FG2 in FG.Q7 – Q9 to illustrate the material proposed by the participants.....	46
<b>Table 10.</b> Excerpts from FG1 and FG2in FG.Q6 to illustrate the children and young people sections.....	48
<b>Table 11.</b> Excerpts from FG1 and FG2in FG.Q6 to illustrate the sections by ages and genres.....	49
<b>Table 12.</b> Excerpts from FG1 and FG2in FG.Q9 to illustrate the extra activities.....	51



**Table 13.** Excerpts from FG1 and FG2in FG.Q9 to illustrate new features for the bookstore.....53

**Table 14.** Excerpts from FG1 and FG2in FG.Q9 to illustrate the commentaries about the online feature.....55

**Figures List**

**Figure 1.** Research questions and objectives.....4

**Figure 2.** Context methodological design.....35

**Figure 3.** Categories Derived from the Data Analysis.....38

**Appendix List**

**Appendix A.** Sample of surveys’ questions.....67

**Appendix B.** Sample of focus group’s questions.....69

**Appendix C.** Consent form for the focus group.....70

**Appendix D.** Color coding process and categories.....71

**Appendix E.** Data analysis codes.....74

## Chapter 1

### Introduction

*“Needs represent an imbalance, lack of adjustment, or gap between the present situation or status quo and a new or changed set of conditions assumed to be more desirable” (Leagans, 1964).*

Needs have always been an essential part of human beings and these have had changes through the time. As in the Maslow’s theory (1934), we can say that our civilization started satisfying the physiological needs (basic needs) and once these needs were fulfilled others arose with highest requirements. So today we are living in a society with a wide variety of needs everywhere. In this way, the current project presents a solution for a latent need in the self-actualization level of one of the members in this research: The lack contents in English language with religious topics in Colombia.

As a modern languages student and a Christian religion follower the desire of reading books with the common topics of this community arose. Books are very important in the language learning process and this is more interesting when the reading is about the favorite topics of readers. So, for this specific case was significant to find religious contents, not only for having more knowledge about those topics but also for improving the skills of the English language.

With the purpose to fill this new need, the search started in different bookstores at Bogotá for the religious books in English language. As result of this, it was found that there are few contents in this bookstores and in the most of cases there are not books with these topics in English. This brought up to the question of whether there are more people with the same latent desire. Then, started the project in a class of the university about the possibility of creating a

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

bookshop specialized in contents of religion for all the Christian people in Colombia who want to improve their learning of the English language and to complement their knowledge in the Christian topics. Therefore, as a group we started the research for knowing if really exist a demand for this kind of enterprise.

The first step in this study was to talk with some modern languages students at the ECCI University who are Christian believers to ask if they had the habit of reading religious books and what kind of topics they would like to read in English. In this process we talked with them in an informal way and with the conversations we found that in most of the cases, all the interviewed students with these characteristics have the same desire of our research member: They preferred English contents about religion but there are not many available in Bogotá.

Consequently, we decided to start another search in one of the largest Christian churches in Bogotá: *Manantial de Vida* (Christian community knew by the members research) , with the purpose of getting informed if there are more people interested in the idea of a religious bookshop for buying exclusively contents in English. Through this stage, we applied approximately 20 surveys to people with different ages, social status and sex in the church we had chosen. Here we found that the vast majority was interested in learning English through books as a complement of their English courses (institutes, schools, universities, etc). Also we found parents who are willing to buy Christian contents in English to improve their children language learning process.

With this in mind, we identified the opportunity to conduct a real project to know the viability to create an online religious bookstore that we have called “The Wisdom Door”.

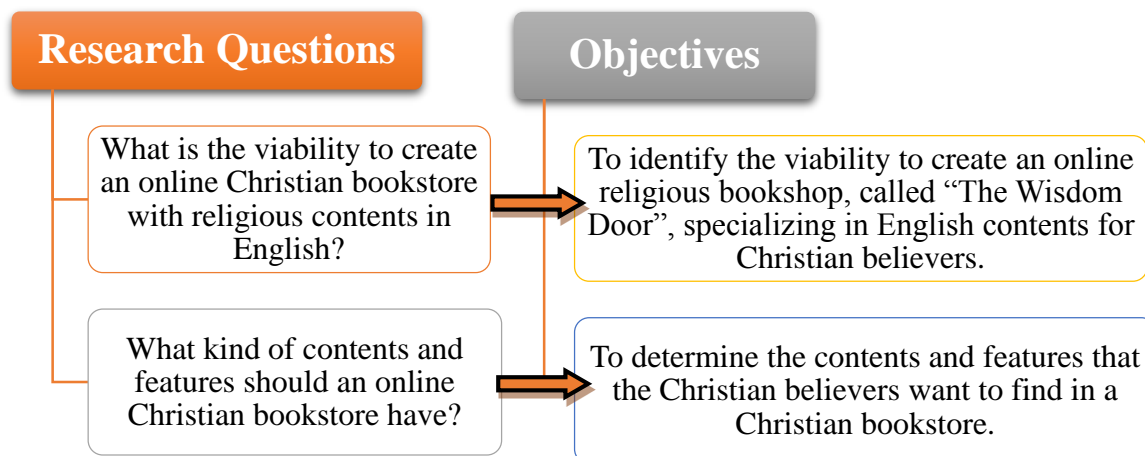
### **1.1 Statement of the problem**

The idea of this study arose from the need in some members of the Christian community to have a bookstore using exclusive material in English. Today, bilingualism and the efficient handling of the English language has become a decisive factor that different people wish to dominate, and once they have mastered it, they seek ways to practice. In this way reading is a valuable issue to have a better management of English and this community searches for the same.

Unfortunately in Bogotá there is not a bookshop with material in English for this community because all Christian’s contents available in this country are based on the Spanish language. The vast majority of these texts are international authors translated into Spanish to reach a wider audience. However the desired of read religious contents in English have been identified and because of that the project’s idea is to know the feasibility of creating a Christian bookstore in English making a market research between the Christian community. Also it was important to know what characteristics should have a bookstore like the proposed in the present statement.

### **1.2 Research Questions**

Taking into account the analyzed problem, in Figure 1 we pose a main question to know the feasibility of the project and another question about the contents for an online Christian bookstore with the specifications previously reported. Also there is an objective for each question as the goals to achieve through the research.



**Figure 1.** Research Questions and Objectives

### 1.3 Justification

The Christian community is a group of believers who live their commitment to Jesus Christ in a stable and fraternal manner. This is referred to all the components of a church and a small group of people with this doctrine. This research project does not attempt to advertise to a particular religion but rather it is justified by the need observed in a specific community such as the Christian, since due to the personal experience of one of the members of the research group, the desire for specialized books by this community in the English language and which may have the opportunity to create a business.

In Colombia there are more than 1,000 Christian churches in which a minority has its own physical bookstore but only in one language: Spanish. The idea of this project is to determine the feasibility of creating a Christian bookstore with easy access for this community but virtually, that is another relevant issue of this project. Then we can say that the opportunity to use the technology is a remarkable point here, as Mario Bunge (2001) asserts that technology is the development of scientific activities that now we can apply to improve our environment or satisfy people’s needs, it works with the invention and manufacture of material and cultural

goods. Furthermore, this is a determining research aspect, because the idea is to create an online bookstore and we must bear in mind that the mix among the technology and the business is one of the main basis in this project implementation, we agree with *UNESCO (2007)* that says that the ensemble between an enterprise with the technological features are defined as "Systems developed by human organizations with some components that interact to achieve a goal...Then technology in our business is the extension of our human capability, in order to satisfy our needs or wants.”

On the other hand, Humanism and technology for the third millennium is the slogan of UNIECCI, and this project is based on that because technology is an indispensable tool to make any decision in the current professional areas and especially for this research, this tool is essential because it is the key to succeed in business. Therefore, this project aims to be awareness of the importance of books for learning a language, as these have been "since ancient times the best source of knowledge and information. Books have always been classified as a precious treasure for all who recognize its importance and value” (De Paz, 2009) and because the target market consists in people with different ages, tastes and desires, they understand the importance of a book in their lives, especially for the Christian community for whom books are more valuable because those will bring them to various critical issues and could give them the basis material for a deeper knowledge and reflection that joined with the learning of English can equip the Christian believers with a better personal and intellectual development.

## **1.4 Research Objectives**

### **1.4.1 Overall Objectives**

- ❖ To identify the viability to create an online religious bookshop, called “The Wisdom Door”, specializing in English contents for Christian believers.



## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

- ❖ To determine the contents and features that the Christian believers want to find in a Christian bookstore.

### **1.4.2 Specific Objectives**

- ❖ To know the importance of a Christian online bookstore in English for the Christian community in Colombia.
- ❖ To determine the feasibility of The Wisdom Door by doing some surveys and focus groups with some people of the Christian community.
- ❖ To unveil specific information about the contents that the Christian believers would like to find in The Wisdom Door.
- ❖ To detect the expectations and suggestions that the Christian community can give to improve the online Christian bookstore The Wisdom Door.

## **Chapter 2**

### **Theoretical Framework**

This chapter presents the theoretical issues that are significant for the current research. With this framework we provide the main constructs for the project; these are the concept of viability, online Christian bookshop with a description of literature and its importance for our project; also the concept of ICT's and HTML as an essential support for the concept of an online enterprise and finally the state of art with relevant information about other bookshops or projects that could have the main focus as our research including international and national areas. The chapter is developed through some theoretical information to explain the key ideas to have a clarification of the project's context.

#### **2.1 Viability of an enterprise**

Taking into account our main goal, this concept is important because we must make clear the idea of what viability really means. In this context we want to show the description of this construct but in terms of a business or enterprises. To reach this crucial idea we should first start from the general to the particular as such what is viable, what is a business and then what is the viability of a business:

In the first place, according to Baca (2010) the viability is the possibility of a project to be implemented and operated so that it fulfills its objective. It is related to principles of quality, efficiency and relevance of a project in terms of the conceptual elements that compose it, the information used, coherence of approach and closer to the reality that the project is concerned. Therefore, for this research we can say that the most appropriate description for the term

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

of viability is that it is the quality of being able to happen or having a reasonable chance of success.

In second place, talking about business as the object to be analyzed (if it is viable or not), Griffin and Ebert (1996) assert that “business is an organization that provides goods or services in order to earn profits”. With this conception for this project the business is the activity through the provision of goods and services with the aim of generate profit for the same enterprise. An organization produces profit when “total revenues” in a period is higher than the “total cost” in the same period, then profit is the main feature of business activity. With this in mind, we can say that any enterprise need any way of investment because the idea is to have capital gains and is essential to put some money to start it. Then, it is decisive to determine if it is feasible to create a new enterprise to diminish the risk of losing the capital invested.

Taking all the above into account, we can affirm as Gonzalez (2009) in her article for the online magazine *Emprendedores.com* that the viability of a business must start with the measure of its creators, for her it is necessary to make at first place an internal analysis about the abilities of the entrepreneurs and then an external analysis where the environment of the potential customers give the answers if the business is viable or not. To reach this goal, it is necessary to conduct a vast study of the market. In this point is important to clarify that the viability is not only for the beginning of a company, in this way we are in agreement with the taxes expert Jean Murray (2011) asserts that the viability of an enterprise “is measured by its long-term survival, and its ability to have sustainable profits over a period of time. If a business is viable, it is able to survive for many years, because it continues to make a profit year after year. The longer a company can stay profitable, the better its viability”.

## **2.2 Online Christian Bookstore**

This section provides the information about the main topic of the project, the concept of online, library or bookstore and the ensemble of these terms to clarify the religious issues and the relevance of the English contents. Also there is a description about what literature is and why it is elementary for this project.

With the purpose to analyze the viability of the proposed enterprise in the market research it is determining to make clear the concept of online. Its definition is associated with the large concept of internet, in this way there are not many independent theories or studies about the term, however if we include the word in the context of the World Wide Web (WWW) is feasible to say as Carman and Knoblock (2007) that on Internet we can call online to the possibility to access to all the information sources and data through the web in a real time. This is possible because in most cases the information on Internet is always available.

In addition to this we can explain the term online with a comparison of its antonym “offline” too. In her essay, Lorente (2013) talks about the term offline as the adjective for a device that is disconnected from other devices (the WWW and its networks) in a current time and also offline is a term for describing that a computer and some programs can work without an Internet connection. With this in mind we can define that online is the characteristic of a device to be connected with the WWW allowing the access to different information on Internet and available for all people in any time. However, there is another important concept about these terms in the field of marketing as distribution channels and in this theory we find to Izquierdo and Calderon (2008) who assert that that online is defined in the world of business as one of the current method to distribute information of the enterprises that can reach their customers in an

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

easier way and cover a wider potential market, therefore for this the online is also the distribution channel of the enterprise proposed in the project.

Now, considering the other relevant construct we find the concept of bookstore or library. On the one hand, for the first term, there are not specific theories or discussions about the definition because its context is very clear and we can describe it as a physical or online store to sell books, but on the other hand the term of “library” has a background with its epistemology and evolution through the time. Based on the article of the professor Gupta (2001), the word of library comes from the Latin “liber” that means “Book” and the term started as the conception of a place where people keep books. Nonetheless, with the development of humanity this concept has been expanded and currently is related to places where not only books are kept but also other kind of contents as videos, music, posters etc.

Also, through the evolution of technology, it is possible to find digital libraries that are online places where there is a collection of electronic texts with the exception that the contents are not for selling but for specific groups to contribute increasing their knowledge. Nevertheless, is essential to elucidate that in terms of online shopping is most common to find the concept of online bookstore referring to a website where is possible to find books and other contents for sale where people can buy physical or electronic products.

In this point, before reaching a final definition for an online Christian bookstore, it is necessary to define the technological concept in which this enterprise is included: online shopping or electronic commerce (from now on e-commerce). This is a kind of commerce that has appeared thanks to the new technologies and its fast development in the last years. One of the best descriptions for the e-commerce was developed for the *Asociación Española de Comercio Electrónico y Marketing Relacional* (AECOM,2011) in its book guide about the e-commerce that

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

asserts that the e-commerce or the online shopping is one of the more relevant ways of marketing for the new century and it is one of the easiest forms to create an enterprise that offers its products in the great universe of the WWW, for them the e-commerce does not exist without internet because it is the main basis for the online business success.

According to a study conducted by the professor Hernández of the *Universidad Politecnica de Valencia* (UPV, 2012) the e-commerce can be seen from different perspectives, however, the most common is the known as online shopping, were the business on the web can manage the offer and demand easily and cheaper. Also Hernández found that some of the products more sold online are the systematic programs (software), books, music and others. In this way an enterprise as “The Wisdom Door” can take advantage selling their products that in majority are books.

Bearing all this in mind, we can uphold that the online Christian bookstore proposed in this project is completely associated with the concept of online shopping and could be a real enterprise in the business world. This bookstore is a company that can work in the WWW offering its customers an easy way to buy the products they want, taking into account that the services that The Wisdom Door wants offering is a variety of English contents with religious topics for all the Christian believers who want to read about their favorite issues and practice and improve their learning of English as second language.

Now, as well as the concept of the bookstore which is indispensable for the project, it is necessary to discuss the importance of literature emphasizing that the literary contents are the core of any library or bookshop. What is more, in contrast with the main need with which began the project: the desire of read religious literature in English, it is essential for us presenting a description of the literature’s term based on different expert’s opinions.

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

Literature has a lot of definitions. Across time, many authors, philosophers, educators and other people have written many conceptions about literature. There are many writers or literary critics who have been fundamental people for the study or practice of literature. Therefore, is important to know some of these author’s concepts to see all the possible meanings that literature has and its relevance in humans lives. On the one hand we find Henry van Dyke(1902) who said “Literature consists of those writing which interpret the meanings of nature and life, in words of charm and power, touched with the personality of the author, in artistic forms of permanent interest.” whereas the British writer Salman Rushdie (1995) asserts that:

“Literature is where I go to explore the highest and lowest places in human society and in the human spirit, where I hope to find not absolute truth but the truth of the tale, of the imagination and of the heart." (p.20)

These points of view are based on the personal experience of their author however they show the subjectivity of the term. Additionally, to complement those descriptions we can also cite to the writer and literary critic C.S Lewis (1901) who proposed that “Literature adds to reality, it does not simply describe it. It enriches the necessary competencies that daily life requires and provides; and in this respect, it irrigates the deserts that our lives have already become."

In this way it is reasonable to think that the concept of literature has a vast quantity of definitions because it depends on the experience of writers. However for the use of this concept in the research context we can talk of something simple as for us literature is the word used to define different kind of texts (mainly books) related to creative writings using the imagination or the knowledge of the authors to create a document with fantastic (non-real) or technical and scientific information. In this way, as Freire (1983) asserts, literature provides readers the

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

improvement of their intellectual intelligence no matter if it is with a fictitious or real context.

Then, despite there are a lot of conceptions for literature, the most important is the connection between the human being with their creations, imagination and knowledge because with the reading of literature is possible to acquire many abilities and learn many things.

Incidentally, we must not forget that for the online Christian bookshop religious literature is the essential product to enrich the believers’ ideas or knowledge. Also, because the idea of the Christian bookstore is having material in English to help those people who want to improve their English skills with the religious topics, literature is a crucial key since when a person who wants to learn or practice a second language goes on literature, he learns about important aspects according to grammar; he also improves his vocabulary and specific structures in the language and his spelling.

Also, it is good to say for us the intellectual development of any person is a fundamental issue in which this project can help. In this point we are in agreement with the next description:

“We were never born to read. Human beings invented reading only a few thousand years ago. And with this invention, we rearranged the very organization of our brain, which in turn expanded the ways we were able to think, which altered the intellectual evolution of our species” (Wolf, 2007, p.4).

In view of this conception that asserts that reading any kind of literature makes the brain work and allows to grow in any area of life, “The Wisdom Door” has not only a financial goal but also an interest and commitment with the personal and intellectual growth of its potential population what for any enterprise represents its role for the social responsibility that any company must have in the current business issues.

### **2.3 Information and Communications Technology (ICT)**

Through the development of this topic we also want to discuss about the importance that the ICT and new technologies have in the area of e-commerce and in the evolution as human



## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

beings. There is a description of the HTML code that is remarkable concept for the project because makes clear the idea of the correct process to make work an online enterprise.

In our current society, it is very common to see that the technology is one of the most important aspects and concepts in each area of our environment. We can see it in enterprises, environmental issues, medicine, and education and inside our homes. Thanks to a fast evolution, the information technologies have had a great development during the last years and since only some years ago the communication is part of this evolution, where the technology is nowadays the main tool for communication between people every day. Then the information and communication technologies for the welfare for humanity appeared.

We can say that today, it is difficult to be a person without knowledge in technology because it is a need in the current society. Therefore, for this reason the well use of all the tools included in de ICT is very important for the personal development but also for the countries progress. All the ICT concept includes those technologies that allow handling the knowledge or information and make the way easier for the communication as cell phones, computers, internet, new software, media (audio and video),etc., all this controlled by networks in different areas.

The ICT are very significant for any person’s life, especially internet that joins easily the entire world with a lot of facilities is essential for the common activities. Through internet is possible to sell and buy, to teach and learn, to share information, to have communication, to find entertainment, etc. Thus, because of that, for any company that wants to have a good future is a good idea to be inside the web. That valuable function in the internet is called “e-commerce” that according with Celebic and Rendulic (2011) “is a form of trade that allows customers to browse and purchase products online”. This application of ICT has been a good option for many enterprises to work in an easier way. This kind of commerce, thanks to the ICT Is a good and

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

important opportunity for companies to find success. With this way of manage an enterprise is possible to reduce costs because is not essential to have a physical infrastructure for make the company work. Of course the human resource is fundamental and is necessary to have a personal contact with customers but is easy to find help if all the necessary data is online and then the customer can have a personal experience with the merchant.

Yet, in this great world of technologies, there are others key concepts for make the online enterprises work. And that important issue is the code HTML. This is the language that is used to create web pages. Through the HTML is possible to develop pages with good contents and designs. In agreement with the guide proposed by the *Universidad de Murcia* in Spain (2010) for making a web page using the HTML is necessary to have some knowledge in informatics; however there are many enterprises that search for help from experts who create their websites. Nonetheless, there is a barrier for the HTML because this type of language does not allow having the created website available for the entire network in the “World Wide Web” at the beginning. That means that the original website is only available for the computer where it was created. That is why to make it visible for all computers in the world is necessary to acquire the “Web Hosting Service” with any web host that is a company who provides the hosting for the webpage through a server. This allows to any organization make it webpage accessible in the great space of the “WWW”. Then, we can see that to make of the online shopping a good opportunity a company as The Wisdom Door, the HTML is an issue that the online bookstore must considerate to be available on Internet for all its Christian customers in Colombia.

With regard to all the concepts above, it is reasonable to say that, nowadays is easy to find in Colombia the access to Internet inside homes, jobs, restaurants and even there are many businesses that provide internet service with cheaper costs. For this reason having a virtual

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

company is a good option for entrepreneurs who want starting a new enterprise. Therefore, it is relevant to take into consideration all this information to create in an appropriate a company as The Wisdom Door considering that is a good opportunity that we can take advantage.

### **2.4 State Of Art**

This state of art shows current foreign and national Christian bookshops that have some similarities with the enterprise proposed in this project. The foreign bookstores are companies that have a stable position in the market and they are known for their quality and the wide variety of their products. The national bookshops offer products but they do not have products, especially books, in English. This information is based on the description of the bookstores in their websites where some customer’s commentaries were taken into account and on online directories of companies in the section of bookshops. Furthermore, to gather information about the national bookshops, we went to the main libraries to evidence in a better way their services and contents.

#### **2.4.1 Foreign Christian bookstores**

In this section we explore five remarkable foreign Christian libraries that are relevant for this market research.

##### A) Eden.co.uk

This is an online Christian bookshop from United Kingdom. Eden.co.uk sells books, music, video and other resources since 2004 with 3 million visitors per year in its websites. Its offices are located in the City of Chester in Flintshire, North Wales. This bookshop only sells online, by phone and mail order. Eden.co.uk is an important and high bookstore in England; however there is an opportunity to see this company as a good distributor for us. We can import products from this bookstore because they do not distribute contents to Colombia.

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

Eden.co.uk offers Christian books, they offer over 90,000 titles from thousands of Christian authors gathered in a one-stop-shop, the Bible is available in many different versions, shapes, sizes and languages, also there are Christian Books for Children including Bible stories, children's Bibles, biography, coloring books and fiction; in the Christian music department they have over 4,000 Christian CDs including Children's praise and worship, contemporary Christian music and many other kind of genres. Also between the films the Christian DVDs are a modern, entertaining, engaging and challenging way to share the Christian gospel. The Eden.co.uk Christian contents have the purpose to provide all the desired materials for Christian believers in United Kingdom.

## Contact Information:

By Phone (from UK):

0845 222 3336

Its Customer Service Team are available 9:00am - 6:00pm Monday - Friday.

Closed Sunday

By Email: [service@eden.co.uk](mailto:service@eden.co.uk)

By Fax (from UK): 0845 643 1562 By Fax (from outside the UK): +44 845 643 1562

By Post: Eden.co.uk

3 Minerva Court Chester CH1 4QT

United Kingdom

## B) St. Andrew's Bookshop

On the one hand, this is a company with a long time of experience in the market with four branches. The bookstore has a good quality policies and a good history, also the company takes part in different events like Christian Conferences and Festivals. Also they make some events for the local customers as reading and teaching activities for the community, and this kind of events are important for us, because nowadays each enterprise in Colombia should have some policies for the social responsibility, in this way, taking this library's example we can conduct some

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

activities with the local Christian community as reading tasks or festivals. On the other hand, among their main products, there are Bibles: amplified Bibles, audio Bibles, children's Bibles, good news Bibles, message Bibles, and youth Bibles; in the books we found audio-books, biography, children and youth books, Christmas and advent books, church resources and fiction; there are also cards, gifts, videos and music.

## Contact Information:

England

Mail order & Website Customer Services / Head Office:

Tel: +44 (0)1494 862168

Email: gm@standrewsbookshop.co.uk

## C) Keith Jones Christian Bookshop

Keith Jones Christian Bookshop is one of the largest independent Christian bookshops in the United Kingdom, the company has an extensive catalog of products where it includes music, DVDs, e-books and gift lines and one of the largest ranges of Bibles in the United Kingdom, with over 20 translations and paraphrases. They supply resources for individuals, churches, schools and libraries pastors, church leaders, Bible students, missionaries, youth workers and the public from all around the European continent and across the world. This bookstore can be one of our distributors too, and we can do something similar with the distribution of products, taking into account not only individuals as potential customers but also a wide population with associations among Christian organizations (churches, schools, institutes) and our company The Wisdom Door.

## Contact Information:

Bournemouth

e: kjinfo@btconnect.com

t: 01202 292272

Yeovil

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

e: kjeovil@btconnect.com

t: 01935 426253

D) Koorong

Koorong is a Christian bookshop that now operates 15 stores across Australia. The company provides an extensive range of Christian books, Bibles, music, software, DVDs, gifts and more at the lowest prices. They have some physical location at some important Australian cities and provide only in their country. But also they are available in a website. This library is significant for this project because of its quality in customer service. According to the website visitors this bookstore has good services and appropriate information (consultancy) for clients. For them, the sellers have the knowledge to guide them inside the bookstore and give them good products. That is relevant for us, because our company should have the same or a better quality in each service.

Contact Information

(02) 9857 4477

International +61 2 98574477

E) CLC

The company was founded in England in 1948, it is an international Company dedicated to the distribution of Bibles, Christian books and a variety of Christian media. CLC has branches in 57 countries, including Colombia. CLC has more than 180 bookshops, 18 distribution warehouses and 18 publishers. CLC sells Bibles, books, music, gifts and DVDs. This is one of the most influential bookstores in Colombia because it is known in all the country for its good services in their local bookstores. Also they are participants in the *Feria Internacional del Libro (Filbo)* in Bogotá where give some discounts to their customers. However they only have Spanish materials available, especially literature. There are not

English books or reading contents in this language, so The Wisdom Door can take advantage of this lack of contents to compliment them.

#### Contact Information

Colombia: clccolombia.com

### **2.4.2 National Bookshops**

Below we present the three most important national bookstores for the project. They are high bookshops in Colombia with different characteristics that we can take into account.

#### A) Librería Betania

*Librería Betania* is a bookstore that in contrast to us is a non-profit organization. The company sells Bibles and books for every age and it offers Bible courses or studies. This company offers good products but it does not offer books in English what is an advantage for The Wisdom Door. We visited the *Libreria Betaria* to know its services, nevertheless, we noticed that the customer service is good, the seller was polite and he told us about promotions and discounts, he also told us that the bookshop offers virtual products and sells around Colombia.

#### B) Tutiendacristiana.com

This company is very similar to the bookstore proposed in the project. It is a Colombian online bookshop that sells Bibles, music, books and Christian gifts online but only on its website. Its promotional strategies are to participate in the *Feria Internacional del Libro* and deliver free magazines in the greatest churches at Bogotá and other cities with a portfolio of its products and articles of entertainment and news of the Christian hot news. However, this company only has one bilingual Bible (English-Spanish) but there are not more contents in English for their customers.

### C) Liberia Cristiana

The company offers a wide variety of Christian products, such as Bibles, books, movies and music, gift, games and toys, advices (consultancy), and cell phone accessories, as well as available customer service. The bookshop is located at Carrera 81 h No. 51 c - 09 in the southwest at Bogotá. We visited the bookstore to know about its customer services and products. Our first impression was that the place is quiet; the customer service is good, the seller explained to us that they have a large variety of products, he offered us Bibles, books, movies and music, gifts, games and toys. Furthermore he told us that they have a fan page in Facebook and twitter where we can know about new products and prices, finally he told us that they send products to all parts around Colombia but they do not have English contents available, and once more time The Wisdom Door can be a good possibility for those people who want to find religious contents in English since this and the other libraries do not have them.

### **2.4.3 General Bookstore Analysis**

First of all, it is decisive to know about the bookstores available in the world and in the local context because it allows us to identify the competitive advantage in the market; according to the research we can create strategies for reaching the success in the market over these Christian libraries. On the other hand, to know the products and services of other bookshops allowed us to create strategies or ways to improve our products and services over them, the goal is to make products and services of our company are irreplaceable in the opinion of consumers. In this way, we found that the international libraries are good examples for us with some of their strategies. From them we can take advantage because their potential market are their countries, apart from the CLC bookstore that is in Colombia but does not sells English literature what is an opportunity for us.



## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

Some of the companies under analysis have physical stores but not all companies sell their products online. These companies have products such as Bibles, books, music, gifts and DVDs, software, e-books, church resources, games and toys, advices (consultancy), and cell phone accessories. Their distribution strategies are good examples for the Wisdom Door, because they deliver their products to the customer houses at time and we must do the same with a high quality.

Products such as Christian books (for all ages), Bibles, Christian music and DVDs, teaching courses are the most common products bought by this community. However there are some other products like cards and gifts and other good accessories in which the Christian believers are interested in but in a low level. The investigated bookstores provide all this products. However the international companies that have the English materials do not import their products to the national bookshops. Therefore in the local or Colombian bookstores there are not religious contents in English, with the exception of music. Then The Wisdom Door has the opportunity to offer this kind of products with a wide market and good services for its potential customers.

Taking all the above into consideration, our company could sell this kind of products such as Bibles in many different versions, shapes, and sizes with the English language. Moreover, The Wisdom Door can offer to the customers some added values as some international libraries in their companies. For example, some bookstores give to the local cities some reading courses or activities to stimulate reading in the population, in the same way The Wisdom Door can offer not only religious materials in English but reading services projects for schools or churches (in English) and promotional magazines to make known the company.

## Chapter 3

### Legal Framework

This chapter shows an import guide with the correct and common process for importing any good from one country into another, also there are the specific steps to import goods from anywhere in the world to Colombia and the necessary documentation for doing this and finally it shows the International Commerce Terms (Incoterms) that the legal framework of this project is determining because are the international rules to make a correct procedure of importation. This research proposed the FCA term (Free Carrier) for a company as The Wisdom Door with an explanation of the main obligations that have the exporter and importer.

#### 3.1 Import Guide (Process)

In economics, an import is any good or service received from another country, province, town or other part of the world, usually to exchange, sale or increase local services. The import products or services are supplied to local consumers by foreign producers. It could be considered simply as “Purchases, barter, or receipts of gifts or grants of goods and services by residents from non-residents” (Central Bureau of Statistics, 2012)

Here is crucial to consider that there are two important participants in this process: the importer (who is in the country of purchase) and the exporter (who is in the country of origin or production of the goods). In Colombia the import and export procedures are regulated by governmental organizations, is a long process that begins with the explanation of the business idea until the enterprise established legally. The next chart explains some of the main steps for the import process when the company is registered in “*Camara y Comercio*” with all the necessary rules.

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

PROCESS	ACTIVITIES	PLACE
1. Market research and an economic study of the product to import.	Analyze the market and costs for importing.	MINCOMERCIO
1. Permissions, authorizations and other licenses.	Search the viability of the company for importing	MINCOMERCIO, DIAN
3. Negotiations and Freight	Talk with suppliers and establish the freight charges	MINCOMERCIO
4. Import payment and purchase of insurances.	It includes the international financial quote (if there is a credit or other kind of payment) and the purchase of insurance if there are losses.	EXPORTER AND IMPORTER
5. Goods shipping	Necessary documents for shipping the merchandise (plane or ships)	
6. Agreement of dispatch, transport and delivery of goods.	Date of delivery, information or legal documents, all rules at day.	MINCOMERCIO
7. Nationalization of goods	Inspection of merchandise, payment of customs duties	MINCOMERCIO, INVIMA

**Table 1.** Import Process (by authors)

### 3.2 Steps to Import Goods to Colombia

According with an article of the Colombian critic enterprise ASECALE that is expert in international business there are some appropriate steps to import from any country in the world to Colombia.

1. Request the RUT in the DIAN to be registered as customs user and be able to import.
2. Make a marketing study in the country of the product imported.
3. Request quotes from different suppliers of the product.
4. Clarify the characteristics and minimum product description.
5. Establish and identify subheading that corresponds to establish what percentage of taxes must be paid.
6. Require the clearances to government entities if the product warrants.
7. Investigate if there is any trade agreement that benefits the product to reduce taxes to pay.
8. Define the terms of negotiation to see if they conform to the company, in the midst of international trade is called INCOTERMS.
9. Define the means of transport according to the need and urgency with which the product is needed most common means of transport are AIR, SEA AND LAND.
10. To request to the supplier the invoice with the minimal characteristics that demands the DIAN to present an invoice.
11. Make the budget where it can establish the costs of importation:
  - ❖ Product Value
  - ❖ Freight from point of origin to destination.
  - ❖ Port Charges
  - ❖ Customs Taxes
  - ❖ Insurance
  - ❖ Internal freight
  - ❖ Committee on Customs Agency.
  - ❖ Financial expenses
  - ❖ Sundry stationery, courier, photocopies, etc.

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

When these steps have clear, it is necessary to contact CUSTOMS AGENCIES to do the process of nationalization of goods if the FOB value exceeds the US 1000:

- ❖ Delivery original document original invoice and waybill
- ❖ Good Viewed (if needed)
- ❖ Realize pre inspection of the merchandise
- ❖ Make import declarations of value and records.
- ❖ Paying tax customs
- ❖ To request release of the physical commodity or automatic
- ❖ Removing the merchandise warehouse, free zone or port.
- ❖ Delivery of goods to the importer.
- ❖ Payment of the goods to the supplier according to the agreed negotiating through authorized banks for repatriation abroad.

### **3.3 INCOTERMS (International Commerce Terms)**

Incoterms are a set of international rules, governed by the International Chamber of Commerce (2010), which determine the scope of trade clauses in the contract of international sale. These rules are also called price clauses, because here is each term to determine the elements that compose it. The selection of the Incoterms influences on the cost of the contract. The purpose of Incoterms is to provide a set of international rules for the interpretation of the terms used in international trade, in this case is about controlling all the imports and exports procedures.

In the Incoterms is regulated:

- ❖ The scope of the price. (imports or exports)
- ❖ At what time and where the transfer of risks on the goods from the seller to the buyer occurs.
- ❖ The place of delivery of the goods.
- ❖ Who hires and pays transportation
- ❖ Who hires and pays the insurance.
- ❖ Documents filed for each part and its cost.

The entire list of this rules, are identified for certain abbreviations:

<b>Abbreviation</b>	<b>Meaning</b>	<b>Involvement</b>
CFR	Cost and Freight	Port of destination agreed
CIF	Cost, Insurance and Freight	Port of destination agreed
CIP	Carriage and Insurance Paid to	Place of destination agreed
CPT	Carriage Paid To	Place of destination agreed
DAF	Delivered At Frontier	Place agreed
DDP	Delivered Duty Paid	Place of destination agreed
DDU	Delivered Duty Unpaid	Place of destination agreed
DEQ	Delivered Ex-Quay	Port of destination agreed
DES	Delivered Ex Ship	Port of destination agreed
EXW	Ex-Works	Place agreed
FAS	Free Along Ship	Port of destination agreed
FCA	Free Carrier	Place agreed
FOB	Free On Board	Port of destination agreed

**Table 2.** List of Incoterms Rules (by Authors)

The international rule that corresponds to THE WISDOM DOOR could be **FCA**:

FCA (Free Carrier) "Free Carrier" implies that the exporter will deliver the goods to the carrier or person indicated by the importer, at the agreed location, loading the goods on the means of transport provided by the importer, within the facilities of the exporter, or putting the goods to the carrier or person indicated by the importer, exporter means of transport, ready for download. The "Carrier" is any person who, in a contract of carriage, performs transport by rail, road, air, sea, or by a combination of these modes.” (WCS, 2002)

### **3.3.1 Main obligations for the exporter**

In this section are showed responsibilities that the exporter and the exporter have based on the article published by the American regulator AFI (2015) that is expert in logistics of import and export of goods the activities.

- ❖ Deliver the goods and the commercial invoice in accordance with the contract.
- ❖ To obtain licenses / authorizations required for export.
- ❖ Checking, packing, marking and perform pre-shipment inspection (if required in the country) of the goods.
- ❖ Perform customs formalities for export (if applicable).
- ❖ To be able to contract transport, risk and expense of the importer, if requested or responds to normal commercial practice.
- ❖ Provide information, risk and expense of the importer, so that the insurance contract.
- ❖ Tell the importer that the goods have been delivered or, if necessary, they did not delivering as expected.
- ❖ Provide the usual proof of delivery of the goods.
- ❖ Provide support, if necessary, to obtain a transport document and provide the information necessary for the importation and transportation to destination; all risk and expense of the importer.

### **3.3.2 Main obligations for the importer:**

- ❖ Paying the price stated in the contract.
- ❖ To obtain, if and when deemed appropriate, import licenses or other authorizations required and carry out customs formalities for the import and transport of the goods and

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

pay the mandatory pre-shipment except if mandatory inspections is established by the authorities of the exporting country.

- ❖ Hiring transportation from the place of delivery of the goods
- ❖ Communicating the exporter, in time, the name of the carrier or other person designated to collect the goods; and the mode of transport used, the date and period specific collection (within the agreed place).
- ❖ If is appropriate, support the exporter to obtain, upon request and at the risk of the latter, the information necessary for the transport and export of goods.
- ❖ Accept proof of delivery of the goods supplied by the exporter.
- ❖ Receipt of the goods when the notice takes place and delivery of goods one by the exporter.



## **Chapter 4**

### **Research Design**

In the following paragraphs we present the type of research that framed this project, as well as the procedures and instruments that were employed for the data collection to answer to the research questions. Also there is the description about the participants selected and the context that took part of this research. Mainly, the information presented here has the purpose to clarify the process of the investigation design to uncover the viability of online bookstore The Wisdom Door and to determinate the contents that potential customers would like to find there.

#### **4.1 Type of Study**

In this project the type of research was qualitative, by virtue that this kind of investigation allows to look at the important and relevant topic of the project: the bookstore’s viability and the contents required by the public. This type of study is defined by the doctorate professors Balcázar, Gurrola and Moysén (*Universidad Autonoma de Mexico*, 2010) as a research where a variety of conceptions, visions, techniques and studies with purposes non-quantitative are required, given that the term of qualitative refers to the features that the researchers want to find through the study. Subsequently, it was decisive for us to design the research process bearing in mind that to answer the research questions we needed to establish some categories to determine those characteristics that we wanted to unveil.

Additionally, it was imperative for us to consider a deductive focus (from particular to general ideas) to identify the most accurate results and commentaries to answer the study questions. Incidentally, we can say as Pérez (2001) who asserts that in the qualitative research the idea is to have a comprehension about the reality of the study’s object based on the logical and personal perspective of the participants. That means that the researchers need to pay

attention to the objective and subjective data that the interviewed people can give to answer the questions, then it is possible to deduct general conceptions from the specific participants' ideas. Besides, the qualitative emphasis of this project was based on the statement of Mejía (2003) who asserts that the qualitative investigation find the necessary information through inspection activities (as the observation of gestures in the participants) and the inductive reasoning that allows to achieve the goals and find new unexpected discoveries.

Rather to be precise, we delimited this research study with the quality of an exploratory study considering that there is not a wide background of previous researches in Colombia about the same topic (an online Christian bookstore in English). For Grajales (2000), the exploratory research must keep in mind the primary and secondary sources, in this case the study participants and the international or national bookstores, to examine carefully all the unveiled or available variables that will give the results more appropriate and reliable for the investigation. On top of that, it is elementary to clarify that because the object to analyze has not been studied before deeply, the exploratory research can produce subjective results, that according to Sellriz (1980) this kind of investigation can achieve the most trustworthy solution to the research problem or on the contrary allows to have new elements that can formulate new researches. Therefore, the data collected in this project helped us to find the most appropriate answers to the research questions but also gave us new useful information to improve the enterprise proposal or to formulate a better study in the future.

#### **4.2 Data collection instruments and procedures**

According with the scientific essay of Campoy (2009) the instruments in a research are procedures with specific activities to collect all the necessary information related with the type of study. We must not forget that this research is qualitative, and there are different instruments that

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

can be applied with this study. The resources used for data collection in the market research were: the survey as questionnaire mode and the focus group. In the first aspect, in his book *Focus Groups and Methodology*, Liamputtong (2011) asserts that the focus group is one of the most common instrument use especially in the field of marketing research that can give appropriate answers in few time. Therefore, as this project research has been developed in a short time, we used this technique because as Liamputtong says the focus group is “an decisive methodology that can provide results quickly” and what is more, it is good to cite to Krueger and Casey (2015) that in their *Practical Guide for Applied Research* (5<sup>th</sup> Edition) assert that the focus group gives the opportunity to researchers to interact with the participants in a comfortable way, where people can participate voluntarily giving more honest answers.

Added to that, the surveys were crucial to find the acceptability in the potential population. This kind of data collection method in the words of Floyd and Fowler (2009) is one the most traditional and trustworthy elements to gather information as well in qualitative as quantitative studies. For them, the main principle is to choose the right sample (with the real population that we want to analyze) and apply the necessary questions based on the research objectives, that will allow to find quick and right information. Nevertheless, it is determining to remember that any research instrument has a margin of error because the current population is in continuous change.

We decided to use these sources of research since in a qualitative and exploratory study with emphasis to search for viability and feature these techniques are some of the more reliable; these methods gave us complete and clear information in a simple way to determine the feasibility of the online Christian bookstore with emphasis in English contents.

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

In order to apply the mentioned instruments for the qualitative analysis, the first step were to conduct 100 surveys between the Christian believers at the church *Manantial de Vida* with the purpose to investigate with specific questions the real feasibility to create the online bookshop and to clarify some uncertainties as: the public acceptance and a better proposal for the products.

Apart from this, the second step was to apply the focus group where 50 participants with different ages were invited from the Christian church *Manantial de Vida*. We met 2 focus group and all the questions were designed with the intention to see the level of acceptance of the company in the participants and to find new ideas for the enterprise implementation. Also, to achieve our second objective the focus group helped us to identify how necessary it is for the Christian community the literature or other contents in English and to confirm the target public for the company. Thanks to these discussions we, found some unexpected discoveries that were fundamental to create an appropriate analysis of the customer's features.

Once obtained and compiled the necessary information started the process where the results were organized and presented in the clearest way through a tabulation and analysis of each question and answer. The conclusions were established thanks to the vast analysis and the entire research process. With this kind of methodologies we had specific and reliable findings for this market research.

### **4.3 Research Context and Participants**

This research was conducted at the main headquarter of *Manantial de Vida*, one of the highest Colombian Christian churches that is located in *Calle 29 S #12i-13* in the Southwest of Bogotá. On the one hand, we applied some interviews in 100 members of the church with different features as age, sex and preferences who helped us to unveil if was latent in them the

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

need of reading religious literature in English and also to determine if there are more contents in which they are interested in. On second place, the participants for the focus group were 50 people of the same Christian community who signed an agreement to participate voluntarily with the Groups. In both cases the target audience has been delimited taking into account the Christian community in Bogota, however because of the limited time to apply all the project research we have delimited the sample with only this church and some of its members.

This section has been chosen because this population usually buys original products and that can benefit the company. Besides, the majority of this public is located between the Colombian social strata two and four (lower middle and middle class), thus this section of the population has the opportunity to access Internet from their homes or the stores that provide an Internet connection that is very common in the neighborhoods at Bogota with these strata. Likewise, these people have a middle school level, where almost all children and young people go to the schools and some adults have finished the high school or a technique/professional degree. Through the techniques implementation we found that the most willing to participate were adults. Nevertheless the young people and teenagers were the most interested in English topics for their own use.

By contrast, we, as researchers in this project, were also participants as observers and analyzers thanks to the direct contact that we had with the participants, especially in the focus group sessions. In this way, our participation allowed us to be conscious as much to the verbal answers as the corporal expressions (gestures) of participants that helped us to reach the accurate information to achieve the research objectives.

MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

Below, we present the Figure2 with the summary of the main specifications of the context in the research design.

Type of Study	Research Method	Participants	Place	Instruments
<ul style="list-style-type: none"> <li>• Qualitative</li> </ul>	<ul style="list-style-type: none"> <li>• Exploratory</li> </ul>	<ul style="list-style-type: none"> <li>• Christian Community</li> </ul>	<ul style="list-style-type: none"> <li>• <i>Manantial de Vida Church:</i> Calle 29S #12i-13, Bogotá</li> </ul>	<ul style="list-style-type: none"> <li>• Survey (Floyd and Fowler, 2009)</li> <li>• Focus Group (Liamputtong, 2011)</li> </ul>

**Figure 2.** Context methodological design (by authors)

## **Chapter 5**

### **Data Analysis**

This chapter of the document describes the techniques used and the results of the data analysis that were taken into account to solve the research questions proposed by this study. In the first place, we explain the methodological instruments that we adapted for the data collection: the surveys and the two focus group with their respective process and schedule. Secondly, we present the relevant results obtained through the research techniques with the respective categories and subdivisions that gave most valuable answers to reach the study objectives. Then, we present the findings we unveil by doing an interpretive and descriptive analysis of the written and spoken participant’s commentaries.

#### **5.1 Surveys and Focus Groups procedures**

In this section we elucidate the information about the process we did to carry out each one of the research instruments. Firstly we explain the procedures with the surveys and then the method of the Focus Group.

First of all, it is important to remember that the idea was to implement 100 surveys to different people at the church *Manantial de Vida* in Bogotá. The surveys had 9 questions (see Appendix A) and were implemented by the three members of the research during three Sundays in June. On the one hand, we applied the first 40 surveys the 7<sup>th</sup> June at the end of the morning’s preaching, where many people left the building to eat something in the church cafeteria. We took advantage of this recreation moment, and we chose some people randomly. Two weeks later, we conducted 40 surveys with the same strategy and to achieve the 100 survey respondents we applied the other 30 surveys with some people in the focus groups that were finished the 21<sup>st</sup> June.

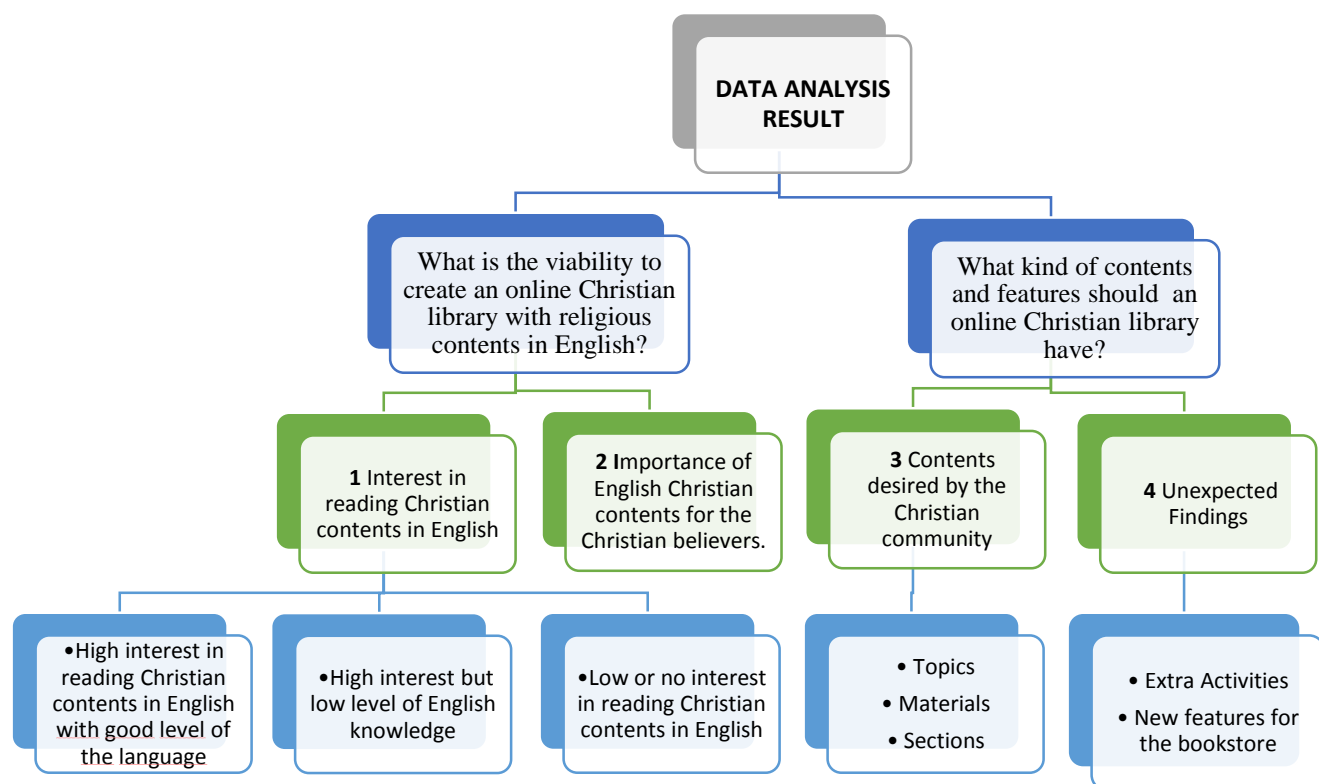
## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

On the other hand, among the members of the Christian church *Manantial de Vida*, we invited 50 people to participate in the focus groups that we wanted conduct to gather the information. We divided the people into two different groups and days. However from the 50 people only 36 participated among the two discussions.

The first focus group was applied the 18<sup>th</sup> June with 21 of the people invited and the second one the 21<sup>st</sup> June with 15 people. To start each focus group, we introduced the main objectives of the research and we explained the activity of the discussion. The questions were based on the research objectives to have the most accurate results (see Appendix B). We asked ten questions, some of them were close questions where people had to raise their hands to respond and with the open questions people had to give specific and individual information.

Now, it is imperative for us to explain the process of the data delimitation. Through the process of the color coding, we identified the information and we joined it in groups to establish some categories that are the basis of the data analysis (see Appendix D). We concentrated here on the participant’s comments (we used letter P and a number to identify each respondent) and answers to the surveys that allowed us to unveil the most reliable results to response the main research issues of viability and contents for the Christian people. Below, we illustrate in Figure 3 the emerging categories and subcategories that we explain one by one in this chapter with key samples from both research instruments. Nonetheless, it is vital to clarify that the findings below are founded in the researcher’s interpretation of the participant’s opinions.





**Figure 3.** Categories Derived from the Data Analysis

### 5.1.1 Interest in reading Christian contents in English

The instruments selected to explain this category were the survey and the focus group. According to the data analyzed, it was necessary to create subcategories for describing in detail the interest in reading Christian contents in English, they are: The high interest that the Christian believers have in reading religious contents in English; the high interest (of the same population) in these contents but few knowledge in the language and the low or nonexistent interest of some participants. We did all the corresponding analysis for these subdivisions based on Su.Q1, Q2, Q3 and FG.Q1, Q2, Q3 y Q9 that are some questions where the participants expressed their interest or non-interest in the project's idea, besides, we could unveil that their acceptance depends on their knowledge of the English language too.

### **A) High interest in reading Christian contents in English with good level of the language**

The first subcategory is the high interest in reading Christian contents in English. We looked at the answers to Su.Q1, Q2 and Q3 and the answers to FG.Q2, Q3 and Q9 which enquiries were focused to look into the importance about reading, English language and Christian contents in English. These kinds of questions were decisive to know the people's interest and opinions about Christian contents in English and the interest of purchase is fundamental to deduce if the idea is viable in the market. In view of data analyzed in the surveys and the focus group, we noticed that a greater number of people have interest to read Christian Contents in English but very few people have good level in English, therefore we have to create a plan for teaching the language for these people who is interested in Christian books in English but they do not have the knowledge about the language.

The percentages gathered in the survey shows that the 84% of people like to read, but the 70% of survey respondent would like to read Christian contents in English, although the 8% of survey respondent have a good level in English (between 50% and 75% of English) and 2% survey respondent have a very good level in English (between 75% and 100% of English). Apart from this, the focus group revealed that the 100% participants would buy Christian contents in English in any moment of their lives and the 99% participants want to learn English. On account of the fact that many people have interest on reading Christian contents in English and they do not have a good level in English but they want to learn English.

Table 3. High interest in reading Christian contents in English		
<b>FG1.Q9.P1</b> “It is a fantastic idea. I think it is possible to have a bookstore as you propose. For me would be good to find a bookstore in the website where people can find articles with different topics and with a club where clients could be official members of the bookstore”.	<b>FG1.Q9.P2</b> “I like the virtual idea of a bookstore, because nowadays we can use easily the internet and we do not need to go to a store, we can save time. It could be good to make some cell phones apps to give eventually tips or recommendations about English to the clients”.	<b>FG1.Q9.P8</b> “It is a good possibility to Christian to learn about their favorite topics and also to practice the English language”.

**Table 3.** Excerpts from FG1.Q9 to illustrate the High interest in reading Christian contents in English.

We quote some participants’ comments about Wisdom Door; they expressed their thinking about the idea to create a bookstore where Christian products in English will be sold. P1 and P2 declared that the bookstore is a great idea and they gave us some suggestions which are considered good for analyzing. On the other hand, P3 declared that the bookstore gives an opportunity to practice the language and learn about favorite topics.

### **B) High interest but low level of English knowledge**

The second subcategory is the high interest but low level of English knowledge. The question took into account was the Su.2 and FG.Q2. These questions were based on the people’s level in English, the survey offered four options in percentages where ask about the level between 1% to 100%, in the focus group, before to ask if they would like to learn English, we asked if they know something in English. The data analyzed established that the majority of participants have great interest in Christian contents in English but more than a half has low level of English. The 84% of survey respondent like to read, but the 70% of survey respondent would

like to read Christian contents in English, nevertheless the 49% of survey respondent have a very low level in English (between 0% to 25%), and the 32% of survey respondent have a low level in English (between 26% to 50%). The focus group revealed that 47% participants have some knowledge of the language but the majority love English and 99% participants want to learn English (Table 4).

Table 4. High interest but low level of English knowledge		
<b>Su3.Q4:</b> “I would like to know English for understanding”.	<b>Su4.Q4:</b> “to learn speaking English”.	<b>Su39.Q4:</b> “it is very important for increase the knowledge in the topic”.

**Table 4.** Excerpts from Su3Q4, Su4Q4b and Su39Q4 to illustrate the High interest but low level of English knowledge.

The previous table shows comments of Su3.Q4, Su4.Q4 and Su39.Q4. Su3.Q4, Su4.Q4 expressed the necessity to learn English for reading this kind of contents, meanwhile Su39.Q4 express the importance of these kinds of readings for strengthening of the knowledge in a specific topic.

### **C) Low or no interest in reading Christian contents in English**

The third subcategory is Low or no interest in reading Christian contents in English. We took into consideration the answers of Su.Q1 and Q3, and FG.Q1, Q2, Q3 and Q9. The answer provided for the instruments selected reported that a low percentage of participants have low or no interest in Christian contents in English. There are an 8% of survey respondent who do not like to read and there are a 22% of survey respondent who do not have interest in reading Christian contents in English. The focus group revealed that 1 person does not want to learn

English and 4 people do not want to learn English or practice it with books, they prefer read in Spanish (Table 5).

Table 5. Low or no interest in reading Christian contents in English	
<b>Su78.Q4:</b> “to be honest, I do not know the language, so I do not have importance”.	<b>Su73.Q4:</b> “none, because the majority do not know English”.
<b>Su49.Q10:</b> “to me there is not much interest to read this content, but it seems to me correct that it finds this kind of available material to educate”.	<b>Su44.Q10:</b> “it is not important for me by now”.

**Table 5.** Excerpts from Su78.Q4, Su73.Q4, Su49.Q10 and Su44.Q10 to illustrate the Low or no interest in reading Christian contents in English.

The table above shows four comments of Su78.Q4, Su49.Q10, Su73.Q4 and Su44.Q10 whose comments manifest that they do not have interest in reading in English. Su78.Q4 and Su73.Q4 asserted that they do not know the language. Nevertheless, Su44.Q10 expressed that the idea to distribute contents in English is good for educating, and Su49.Q10 said that in this moment is not important to read contents in English, for that reason we can infer that Su49.Q10 could be a customer in the future.

### 5.1.2 The importance of English Christian contents

The following category shows the value of Christian contents in English for the Christian people. To know the importance of this kind of contents is relevant for the research, especially to know if people think that the contents in English are necessary for the currently world, a globalize world where to understand and communicate us in English is indispensable.

For this category, we analyzed the Su.Q4 and Q9, the questions were about the level of importance of read English contents and the reasons of the importance of the Christian contents in English. 47% of survey respondent consider that to read English Christian contents are

important, 25% of survey respondent consider that is very important to read this kind of contents and 17% of survey respondent consider that is less important to read Christian contents in English.

Some people expressed that read Christian contents in English is good particularly to learn the language and communicating the God’s words, we quote four participants to demonstrate the previous affirmation (Table 6), Su17.Q4 and Su77.Q4 have similar comments where they consider that the importance of English Christian contents are relevant to preach the Gospels and the Christian’ message in other countries. Alternatively, Su5.Q4 and Su53.Q4 declared that English language is spoken around the world and the readings in English allows for improving language skills. On the one hand, there are good reasons for affirming the importance of these contents, according to the idea of publish the God’s words around the world using the knowledge acquired by the readings is a suitable idea for Christian people, inferring that they know the importance of the globalization, in this way expand horizons with God beliefs, on the other hand, to consider that by reading is possible to get access to knowledge is good and educative reason.

Nonetheless, people who think that is not very important to read Christian contents in English expressed that the lack of awareness of the language is the principal reason, because of this is necessary create an incentive with the purpose to create conscience of the importance of readings and the possibility to learn English.

**Table 6. The importance of English Christian contents**

<b>Su17.Q4:</b> “very important, to be able to spread the God's word to other foreign countries”	<b>Su77.Q4:</b> “it is very important because in all languages we must evangelize the God's word”.
<b>Su5.Q4:</b> “for improving the linguistic skills focused in reading and much better if there is in Christian contents”	<b>Su53.Q4:</b> “because English is a basic language and international, therefore a Christian content in English is very useful”.

**Table 6.** Excerpts from Su17Q4, Su77Q4, Su5Q4 and Su53Q4 to illustrate the importance of English Christian contents.

Table 7. The importance of English Christian contents	
Su78.Q4: “to be honest, I do not know the language, so I do not have importance”.	Su73.Q4: “none, because the majority do not know English”.

**Table 7.** Excerpts from Su78Q4 and Su73Q4 to illustrate the non-importance of English Christian contents.

### 5.1.3 English contents desired by the Christian community

As the previous categories, the instruments selected to explain this one were the surveys and both focus group. We divide this section in three subcategories: topics (Su.Q5; FG.Q6), materials (Su.Q7; FG.Q7 y Q9) and sections (Su.Q5; FG.Q6). For each part, we found a lot of different conceptions or ideas for an English Christian bookstore and its main features as topics, contents and sections. After scrutinizing the answers, we decide to give the first results with the percentages based on the close questions of surveys and its own interpretation and the other results with the specific comments that the participants gave in the open questions of the focus group. Then for the explicit comments we use some real quotes of the respondents.

#### A) Topics

In the surveys we noticed that the topics desired by the Christian people can depend on the likes or personal preferences of each individual, it is notable when we see the age of each respondent and the topics they chose. Considering the Su.Q5 there were six options (novels, history, stories, personal growth, leadership, family) and an extra option to write “other” topic. All the options were chosen by the participant, however in a general analysis we can deduce that the most remarkable (most voted) sections among all the people (young, adults and elderly

people) were history, personal growth and leadership. Nevertheless, for young people between 14 and 18 years old one of the most elementary are stories.

Additionally, in the focus group we found a high similarity with the answers in the surveys. Taking into account the FG. Q6 we quote six participants of both discussions in the Table 8 with the most common results in these sessions: biblical doctrine, personal growth, history and leadership. Also, some of the participants did an explanation of why these issues are important for them.

<b>(Table 8) Topics preferred by the Christian community</b>		
<b>FG1. P1</b> “ <i>History</i> and <i>doctrine</i> are some issues that we need to have better Christian basis.”	<b>FG1. P15</b> “The <i>personal development</i> that can help us in our personal life and also to practice the language easily. Also <i>leadership</i> to have a better foundation as Christians.”	<b>FG1. P21</b> “ <i>Personal growth</i> and <i>doctrine</i> . It is good to practice with topics that can help the people’s lives”
<b>FG2. P14</b> “ <i>History</i> because as believers it is important to know about the context of our background and in this way consolidate our faith.”	<b>FG2. P12</b> “I would like to find topics about <i>leadership</i> . A good leader should be prepared morally and intellectually”	<b>FG2. P4</b> “ <i>Biblical doctrine</i> and <i>leadership</i> , since these are subjects that help us in our daily life and are more interesting to practice English.”

**Table 8.** Excerpts from FG1.Q6 and FG2.Q6 to illustrate the favorite topics identified.

As we can see, the Christian believers are interested in some punctual issues. Moreover, it is possible to say, as we mentioned in the type of study in the Sellriz theory (1980), that the results can be subjective but also accepted if there is a wide domain, in this case interest, in all



the possibilities suggested, then we can see with this sections that all the topics proposed can have a good reception for the Christian clients since this kind of subjects are subjective and are determined by the personal predilections of each person.

### B) Materials

For this subcategory we bore in mind the Su.Q7 with five options (Bibles, devotionals, music, movies, postcards, and gifts). In the participants answers we found that the vast majority chose the Bible as the main material they would like to find. In a second place, there are contents as music, devotionals (Christian texts to reflect) and movies, but the gifts or postcards are not very determining for them since we can noticed with the few votes to these options.

Now, compared with the focus group responses in FG.Q7 and some opinions in Q9, people find more interesting the contents of music and movies as the most mentioned. Also, for people is essential to find audiobooks, sermons (videos), games, instructional contents (to learn English with religious topics) and gifts. To show this, we illustrate in Table 9 the kind of contents proposed by the participants and the name of those people who chose each option.

**Table 9. Materials that Christian people would like to find in the bookstore**

		<b>Total</b>
<b>Music</b>	<b>FG1.</b> P2, P8, P9, P10, P11, P12, P13, P15, P16, P17, P18, P19, P21	13/21
	<b>FG2.</b> P1, P2, P4, P5, P6, P8, P10, P11, P12, P13, P14	11/15
<b>Movies</b>	<b>FG1.</b> P1, P2, P3, P4, P15, P17, P19, P20, P21	9/21
	<b>FG2.</b> P1, P4, P5, P7, P10, P11, P12, P13	8/15
<b>Audiobooks</b>	<b>FG1.</b> P2, P5, P6, P10, P14, P16, P20, P21	8/21
	<b>FG2.</b> P5, P6, P9, P12, P14	5/15
<b>Games</b>	<b>FG1.</b> P6, P9, P11, P13, P15, P16	6/21
	<b>FG2.</b> P4, P6, P7, P13	4/15
<b>Sermons</b>	<b>FG1.</b> P1, P2, P10, P12, P14, P15, P19, P21	8/21
	<b>FG2.</b> P2, P5, P8, P11, P14	5/15
<b>Instructional contents</b>	<b>FG1.</b> P8, P10, P12, P14, P16, P21	6/21
	<b>FG2.</b> P2, P3, P4, P10, P13	5/15

<b>Gifts or souvenirs</b>	<b>FG1.</b> P1, P7, P9, P20	4/21
	<b>FG2.</b> P1, P9, P15	3/15

**Table 9.** Excerpts from FG1 and FG2 in FG.Q7 – Q9 to illustrate the material proposed by the participants.

From the table, we can conclude that the contents preferred by the focus group respondents are music and movies, more than the 50% of the participants would like to find this kind of material, therefore The Wisdom Door need offer not only literature but also other kind of products. Additionally, among the 30% and 40% of the participants want audiobooks and instructional contents, they expressed that the instructional contents are good for the language learning of children that as we are going to see in the next subcategory are one of the most relevant consumers of the Christian bookshop. Lastly, the material as gifts, sermons and games have less people interested but are some options that the bookstore proposed must consider to cover all the possible demands that the costumers can require. Consequently, The Wisdom Door must to be able to have all the necessary material to satisfy all the new desires that can appear in the Christian community.

### **C) Sections**

In this subcategory, we focused on the participants’ ideas about the most appropriate sections or departments for a Christian bookstore. For the instruments of surveys we analyzed Su.Q5 where the possibilities established in the questionnaire were the section of children, young people, women, men, business owners and leaders. With the choices selected, it is noticeable that more of the 80% of the survey’s respondents were in agreement with the section of children and young people for a religious bookstore with emphasis in English. Also,

By contrast, we recognized with help of the FG.Q6 that as in the surveys, the most significant department for a Christian English bookshop are the children and young people

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

sections. Besides, some participants think that it is essential to make a differentiation between all ages in general and others believe that the differentiation can be also with the genres. To evidence these positions we present some extracts in Table 10 and Table 11 to distinguish the specific sections and the groups suggested by the participants.

Table 10. Sections preferred by the Christian community: children and young people			
<b>FG1. P4</b> “ To me the most key section in your bookstore could be the <i>children</i> because they learn faster as the adults and your contents can help them”	<b>FG1. P10</b> “As a mother the crucial sections are <i>children and young people</i> . As parents we can teach them indispensable values and at the same time help them with the learning of language that is fundamental for their future”	<b>FG2. P14</b> “It is important to find the sections for children and the youth. In this way they can have a good development in their personal lives and the language”.	<b>FG1. P13</b> “I think the children section is the most required. However we, the young people can also learn English easily with this contents. We learn as well good moral topics as the English for our future”

**Table 10.** Excerpts from FG1 and FG2 in FG.Q6 to illustrate the children and young people sections.

With these excerpts, we can discern that for people the youngest part of the population are the most relevant in terms of creating special spaces in the bookstore. Also, it is good to emphasize in two different roles: the adults and the youth. In the commentaries of P14, P10 and P14 we can see the perspective of adults, who are worried about the personal and intellectual development of children and the youth, therefore, it is reasonable to think that the adults are not very interested in the English material for their own use but they could buy it for the well-being of the youngest. On the contrary, the young people as P13 who is 16 years old, think that for them and children is easily to learn English, but also is in agreement with the adult’s opinion that

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

the Christian contents can help them to have a better personal or moral life. That is to say, that The Wisdom Door must to pay attention to these sections to have better services as well parents or adults as for children and the youth because in some way, with these results the potential buyers can be adults and young people, but the potential costumers (consumers) can be the youngest people in the Christian community.

Table. 11. Sections preferred by the Christian community: segmentation by ages and genres			
<b>FG1. P9</b> “I think that the sections depend on each individual, for example <i>the age</i> . In my case, I would like to find a section for young people because I am young. But an adult is going to search topics more serious or for their children.”	<b>FG2. P3</b> “I think should be all the possible sections because we are different and we have different likes. Even so, to divide in a general way could <i>be by ages</i> : children, young people and adults with many topics.”	<b>FG1. P19</b> “As a woman I would like to find topics for me. We are so different, therefore <i>women and men</i> can learn different issues”	<b>FG2. P2</b> “The section for kids is the most important. But we must do not forget men and women, we need information to develop us as independent individuals”

**Table 11.** Excerpts from FG1 and FG2in FG.Q6 to illustrate the sections by ages and genres.

As the data suggests, P9 and P3 relate the importance to segment the sections in the bookstore based on the age of the customers. One more time we are talking about sections of children, young people but with a new department for adults. For them, this kind of division could be more objective thanks to de the different contents that we can offer to this population with a variety of topics, after all is truth that our likes are conditioned by our ages too. Similarly, P2 and P19 elucidate other type of segmentation by genres, they agree that women and men need different type of contents, thus it is necessary to find a department for each genre because, again with this distinction, both women and men can enjoy of different the topics. However, as P2

says, once more, children are a special population, then is the most remarkable section for the bookstore.

In summary, we can say that for this Christian bookstore, the participants are in agreement with the statement that the most required sections are for children and the youth. Nevertheless, The Wisdom Door must, alternatively, to consider a variety of departments to reach a wide public. In this case, as we saw in the state of art with the other international and national bookshops, the online Christian bookstore should have the same sections for their clients, making a segmentation by ages, genres and other possibilities as professions.

#### **5.1.4 Significant Findings through the Research**

Through the vast exploration of the data, we found some significant information that we did not expect. As we mentioned in the description of the instruments research, for the methodology of focus group in the affirmation of Krueger and Casey (2015), we had the opportunity to interact with the participants, and thanks to this valuable characteristic of this method we unveiled in this category of findings two subdivisions according to the proposal made by the participants. These subcategories are divided in the extra activities that a Christian bookstore can do for the community as part of the social responsibility or the welfare of its customers and new peculiarities that can be adapted to The Wisdom Door. By examining the FG. Q8 and Q9, we did the analysis for these two sections that we explain in the next paragraphs.

##### **A) Extra activities**

For this subdivision, we explain the different type of activities that the participants suggested different to only sell or offer products. Scrutinizing the questions previously noted, we detected that it is relevant for the focus group participants to have an added value from the bookshop. They said that an enterprise must have some labors that can also distinguish it for its

social responsibility with the community. In Table 12 we illustrate the findings of this section with some of the participants’ commentaries, considering that from the 36 people gathered in the focus group, the great majority talked about these subjects.

Table 12. Extra activities proposed by the focus group participants				
<b>FG1. P16</b> “For me your enterprise idea is a good idea... Also you could help teaching English to children”	<b>FG2. P7</b> “It seems to me that it is a good project but I would like that you will focus in the people’s <b>English learning.</b> ”	<b>FG2. P9</b> “I think that it is a good project, additionally to the English contents the project could be part of the <b>children’s learning of English</b> ”	<b>FG.2 P14</b> “Eventually you can do some <b>reading workshops,</b> where people can discuss in English about a book of your bookstore”	<b>FG1. P17</b> “ Once a month or trimestral you can convene to <b>reading or writing workshops</b> to discuss about Christian topics in English”
<b>FG2. P2</b> “Events as <b>conferences</b> where people with knowledge in English can explain Christian topics to learn more”	<b>FG2. P3</b> “To me it is fundamental to offer <b>workshops or conferences</b> where people can talk about interesting topics and at the same time practice the language”	<b>FG1. P8</b> “It is a good possibility to Christian to learn...if you can do <b>conferences in English</b> could be good to practice it.	<b>FG2. P11</b> “I would like to find a <b>conversational club,</b> with eventual meetings where we can talk about an article, a part of the bible or many topics”	<b>FG1. P18</b> “... not only read is important to practice it. It could be great to have <b>some conversation clubs</b> where we can discuss eventually over the topics we love in English.”

**Table 12.** Excerpts from FG1 and FG2in FG.Q9 to illustrate the extra activities.

Bearing in mind all these proposals, we can see that there are a variety of activities that The Wisdom Door can do with the community in order to help with their English learning process. As the commentaries show, the participants consider that the extra labors of the bookstore must be oriented to the improvement of the learning of English for the community. To

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

P7, P9 and P16 the way of contribute with this process is open spaces to teach English to the Christian community, especially to children. By contrast, P14 and P17 consider crucial to conduct reading workshops to interact with the language and the religious topics.

On top of that, P2 and P3 prefer events as conferences to practice English and also learn more of the different Christian subjects, what is shared too with other participants in the focus group. Finally, P11 and P18, who are young people, are interested in participate in conversational clubs, once more to learn about their favorite topics and at the same time improve their English skills.

On account of these ideas, The Wisdom Door should contemplate the possibility of doing some of the activities advised by the Christian believers in the face of the relevance that the social responsibility means for any enterprise in the current business world. In this way, the bookstore library will not only get more profit and success in their organizational work but also could be recognized as a brand or company that is committed with the society and its progress.

**B) New features for the bookstore**

To explain this subcategory, we analyzed the commentaries in the focus groups, as aforementioned considering the FG.Q9, where for this section we discovered that the participants are interested in other features that we did not expect. One instance could be the idea of creating our own material to help the intellectual and personal development of the Christian community. In Table 13 we quote some of the respondents’ opinions about the three new features that they proposed: The suggestions to create new material, to have applications for cellphones, to promote conversational forums in the website and to have Spanish contents to reach more people.

Table 13. New features suggested by the focus group participants			
<p><b>FG1. P9</b>            “It is a good idea. However, I think that you as modern languages students can <i>create material (literature, games, or others)</i> that can help to the learning process especially for children and young. That could be cheaper as the imported contents.”</p>	<p><b>FG.1 P11</b>            “It is an excellent idea. I share the opinion with Carol. If you are professional in this language you can <i>create material but also for all family</i>. A family can learn if it is together. For example, to make games is a good option where any person can participate.”</p>	<p><b>FG1. P2</b>            “I like the virtual idea of a bookstore, because nowadays we can use easily the internet and we do not need to go to a store, we can save time. It could be good to <i>make some cellphones apps</i> to give eventually tips or recommendations about English to the clients.”</p>	<p><b>FG2. P15</b>            “You can offer not only to offer physical materials but also an <i>app for example</i>. Nowadays it is easier to keep in touch <i>with the cellphone</i>. Also if you can have didactic games where people can learn about Christian issues and English could be great.”</p>
<p><b>FG1. P1</b>            “...For me would be good to find a <i>forum in the website</i> where people can find articles with different topics and discuss about it. With a <i>subscription</i> where clients could be official members of the bookstore.”</p>	<p><b>FG2. P14</b>            “...To me a great option could be to have <i>subscriptions</i> to the website for clients. Also <i>conversation clubs or forums in English</i> where people can practice the language and learn with the conversation topics.”</p>	<p><b>FG2. P10</b>            “To me the most important public are children because with your material you can teach them good issues for their lives and also the English that now is so important. But in case of some adults, as me, <i>you can have some Spanish materials</i>.”</p>	<p><b>FG1. P21</b>            “For me it is an excellent idea. I think that for children and young people could be better than a person as me. However, I believe you can have <i>material in both languages, Spanish and English</i>, therefore you can achieve a wide population.”</p>

**Table 13.** Excerpts from FG1 and FG2in FG.Q9 to illustrate new features for the bookstore.

With these extracts, we unveiled the other possibilities that The Wisdom Door can take into account to offer a better service to its customers. People are searching for a bookstore that



## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

not only offer books but also a personal experience as the opinions of P1 and P14 with the subscriptions and the facility to participate in forums or the conception of P2 and P15 with the apps for cellphones where the online bookshop is near its clients. Besides, for some adults as P10 and P21 would be relevant to think in a portfolio of products higher than the proposed by The Wisdom Door, for them we can reach a wide population if we offer Spanish contents too and the quality of “English” could be our added value.

Added to that, in the opinion of P9 and P11, the researches as modern language professionals could considerate the opportunity to create material for the Christian community that can help them with the improvement of their English skills and also give them more facilities to their religious knowledge, and on account of the fact that we have the skills to do it, create contents for this community could be a good challenge and excuse to have more profits and contribute with the economy of customers, because these products can be cheaper as the imported.

Conversely, we confirmed that for young people, it is good the idea of an online bookstore (and for some adults too). Those opinions brought up to the question whether all the focus groups’ participants were in agreement with an online bookstore or if perhaps they would prefer a physical store. When we asked them, the young population and five adults said that they agree with the feature of online, but in contrast all the other participants (approximately 60% of them) think that is better to have both options, as well an online Christian bookshop as a physical store. Thus, we must to contemplate for a future study the possibility to create a Christian bookstore with both characteristics: online and physical. Nonetheless, to show the acceptance to the online Christian bookshop, we illustrate in Table 14 some of the opinions.

Table 14. Commentaries about the online feature of The Wisdom Door		
<p><b>FG1. P13</b>            “In my point of view the bookstore is a good idea. And every day can be better. The <i>online idea</i> is good for me, especially for the young people, we love technology and we can find easily the material we want in a website like this”</p>	<p><b>FG2. P12</b>            “It seems to me that it is a good project because it is <i>online</i>. In this way we can buy from any place and time. Also I would improve the English part, because I don’t know much of English”</p>	<p><b>FG1. P19</b>            “It is a good idea. I like the <i>conception of online</i>, because our literature (Christian literature) can be sold not only in Bogota but also in all the country and more people can learn about the good things of life that we teach and of course practice English.”</p>

**Table 14.** Excerpts from FG1 and FG2 in FG.Q9 to illustrate the commentaries about the online feature.

## **Chapter 6**

### **Conclusions**

This market research was conducted to determine the feasibility to create an online Christian bookstore in English called The Wisdom Door, aiming to the Christian believers that are interested in religious literature in English. Also, the purpose was to identify what kind of contents (non-books) this community prefers to unveil which features the bookstore should have. Considering the information displayed in the results of the data analysis, we present in this chapter the pertinent conclusions of the study in order to answer both research questions. If we consider that all the results' analysis was divided in different categories, we can do our conclusions in two parts too: the viability of The Wisdom Door and the contents that people would like to find in the bookshop.

In first place, in the implementation of surveys and the focus group it was noted that most people belonging to the Christian community have a high interest in an online Christian bookstore in English. Nonetheless, with the subdivisions proposed for the first category we can see that besides there is the desire in the Christian believers of having religious contents in English, there is a significant lack in the knowledge of the language what can represent threat for the company implementation. However, most people (including those who do not know much English) see this bookstore as an opportunity to improve their language skills and learn more about the Christian issues taking into account that they expect the help of The Wisdom Door with this process. On the contrary, the no-interest in the project is reflected in a low percentage of the surveyed population, therefore The Wisdom Door has the possibility to emerge in the market with a high level of success among its potential clients.

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

In addition, it was essential to find the viability of the bookstore with the interest of people, one of the keys that demonstrated that the project is viable was the conception of importance that the bookshop has for the Christian community. As we showed in the participants' comments, this kind of project is very imperative for the majority of Christian believers, especially for their integral growth because it is not only a good manner to learn a language and to develop different areas of their lives, but also it is an opportunity to share the God's word with a wide population, issue that is crucial for this community. Likewise, the Christian believers recognize that the globalization is a fundamental aspect of our current world, thence they assert that it is indispensable to know English to be part of this development in any sphere of the society and it is more stimulating if they can learn it with the religious topics that they love. Although there are some people that consider this kind of project as unnecessary since they are not interested in English, The Wisdom Door must have the commitment with this population to motivate it to learn English that nowadays is considered as a universal language.

Then, for the main question we can conclude that The Wisdom Door has a good acceptance among the target public. It is truth that the bookstore must take into consideration some challenges and modifications, however the Christian community has a lot of expectations with their improvement of the English language joined to the development in their religious knowledge where our online Christian bookstore can satisfy this latent needs with its products and services.

With regards to the sub-question research, about the possible contents that the Christian community want to find in this bookstore, we unveiled a variety of subjects with which the library can work and be a better option for the customers. Here, we found three subcategories: topics, sections and materials. In the first case, it is elemental for The Wisdom Door to have a

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

diversity of topics for all the population in general, we discovered that the most relevant topics for these people are related to leadership, personal growth and history nevertheless, we noticed that the topics also depend on the likes of each individual, that is why our bookshop must consider to have diverse subjects for the Christian community in view of the fact that every person is different and always is searching for different topics based on the personal preferences.

In second place, with the subdivision of sections we must keep in mind that for the Christian people the most indispensable departments for the bookstore are children and the youth, recognizing that they are the potential consumers and the most probable buyers could be the adults (in the roles of parents, grandparents, or for themselves) and the young people who are more attracted for development of these part of the population (kids and young). In addition, we must not forget the other specific sections as the proposed by the instruments research's participants: the segmentation among ages and genres where the adult population is the most interested. For these reasons, The Wisdom Door should have for this subcategory a wide portfolio of possibilities for its sections, not forgetting its main potential clients.

Next, we found also the need to classify the materials for the sections and topics. As aforementioned, this part of the contents it is determined by the preferences of each person, including their differentiation among the ages of the customers. Scrutinizing both research's techniques, we detected that for the Christian community the most remarkable contents (non-books) are music and movies due to the importance that these material have in every person's life, since it is a well-known fact that music and the cinema is a common like of all people in the world, similarly, for the Christian believer it is crucial too. On the other hand, other contents as audiobooks, sermons, games and instructional contents, are focused both learning English as the intellectual and spiritual growth. Subsequently, The Wisdom Door must to be able to offer a

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

diversity of material with which the customers can satisfy their desires of entertaining, improvement of the language skills and their development as individual with the religious and moral topics that they enjoy.

Furthermore, after disclosing the research questions and reaching our main objectives, with the analysis' information other remarkable categories appeared for the study and possible implementation of the online Christian bookshop in English: the extra activities (as part of the social responsibility of the company) and other features proposed by the study's participants that we had not thought. Among these findings, we revealed that for the Christian believers not only it is fundamental to acquire religious contents in English but also to have the support of The Wisdom Door in their process of learning English with activities as conversations clubs, conferences or teaching and reading workshops of the language. Similarly, it is determining for the bookstore to consider the proposals of the participants for the bookshop characteristics such as the creation of English material that could be an extra economic input for the bookstore and cheaper for the potential clients; the possibility to have contents in English and Spanish to reach a wide population. Thus, The Wisdom Door must bear in mind this kind of suggestions in forthcoming market researches, where there are a lot of chances to make the bookstore better.

As a final comment, we want to specify that the results of this study, being an exploratory research, are reliable thanks to the participation of the real target public: the Christian community. Nevertheless, it is essential to remark that the topic of this project has not been studied deeply in our country; therefore it could be taken as a model for similar purposes or new researches that can appear in the future.

## **Chapter 7**

### **Recommendations for Further Research**

In the last part of this report, we will mention some of the limitations we had while planning, implementing, and evaluating this research experience, also the corresponding recommendations for future studies about the same subject. Firstly, during the development of our research the principal challenge was the time constraints. Owing to work and study schedules that prevented us from doing meetings in person, we decided to do virtual meetings via Skype. Thus it allowed us to save travel time and it facilitated the meetings to socialize the progress that we had done with the project by each member.

With regards to the research experience itself, we should admit that the data collection was overpowering, due to carry out the surveys and focus group put to the text our determination for facing and express ourselves to the audience and the survey respondent in the instruments selected, however we overcame our shyness. On the other hand, we learnt more about reading theories and methods research; we improved our ability of analysis and critical thinking skills.

While carrying out this study, we thought of some related themes which would be worthy to explore in future researches about the interest of Christian contents in English and the viability of a bookstore that has the idea to sell English contents for certain population. Throughout the research, we noticed certain factors that can be useful for a future study in this field such as the selection of population with high socioeconomic status, besides, to investigate the viability of a virtual and physical bookstore, and the own production of contents. It is essential to have into account that these factors need to be realized at the appropriate time. In this way, to consider these recommendations can be very suitable for the research.

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

In retrospective, examining all the process that was carried out, we may say that this has been a grandiose opportunity to put into practice the knowledge gotten in our major, to learn about the importance of English language and the readings for Christian People, and to know that the research is a good way to increase different skills and to give the possibility to find answers, in our case the research allowed us to know the viability of our idea of business and our personal and intellectual growth.



### References

- AECEM. (2011). Libro blanco del comercio electrónico. Guía práctica de comercio electrónico para PYMES. Asociación Española de Comercio Electrónico y Marketing Relacional. [Online]. Retrieved from: [http://www.femeval.es/informesymanuales/Documents/AECEM\\_Libro\\_Blanco.pdf](http://www.femeval.es/informesymanuales/Documents/AECEM_Libro_Blanco.pdf). [2015, 14 March]
- AFI. Consultoría y formación independiente en economía y finanzas. Afi guías: Incoterms. [Online]. Retrieved from: [http://azure.afi.es/ContentWeb/EmpresasUnicaja/incoterms/contenido\\_sidN\\_1052425\\_sid2N\\_1052384\\_cidlL\\_1264369\\_ctylL\\_139\\_scidN\\_1264369\\_utN\\_3.aspx](http://azure.afi.es/ContentWeb/EmpresasUnicaja/incoterms/contenido_sidN_1052425_sid2N_1052384_cidlL_1264369_ctylL_139_scidN_1264369_utN_3.aspx) [2015, 18 May]
- ASECALE LTDA. Asesorías integrales en Comercio Exterior. “Pasos Para importar en Colombia” [Online]. Retrieved from: [http://asecaleltda.com/?page\\_id=199](http://asecaleltda.com/?page_id=199) [2015, 30 May]
- Baca, G. (2010). Estudio de Factibilidad y Proyectos. [Online]. Retrieved from: <http://estudiodefactibilidadyproyectos.blogspot.com/2010/09/factibilidad-y-viabilidad.html> [2015, 11 June]
- Balcázar, P., & González, N., & Moysén, A. (2010). Investigación Cualitativa. Universidad Autónoma del Estado de México. [2015, 20 June]
- Bunge, M. (2001). Ciencia, Tecnología y valores Humanos. [Online]. Retrieved from: [http://users.dcc.uchile.cl/~cguiterr/cursos/INV/bunge\\_ciencia.pdf](http://users.dcc.uchile.cl/~cguiterr/cursos/INV/bunge_ciencia.pdf). [2015, 18 May]
- Campoy, T., & Gomes, E. (2009) Técnicas e instrumentos cualitativos de recogida de datos. Universidad Federal de Amapá (Brasil). [Online]. Retrieved from: [http://www2.unifap.br/gtea/wp-content/uploads/2011/10/T\\_cnicas-e-instrumentos-cualitativos-de-recogida-de-datos1.pdf](http://www2.unifap.br/gtea/wp-content/uploads/2011/10/T_cnicas-e-instrumentos-cualitativos-de-recogida-de-datos1.pdf) [2015, 12 June]

Carman, M., & Knoblock, C. (2007). Learning Semantic Definitions of Online Information Sources.

Journal of Artificial Intelligence Research. [Online]. Retrieved from:

<http://aaai.org/Papers/JAIR/Vol30/JAIR-3001.pdf> [2015, 02 June]

Celebic, G., & Rendulic, D. (2011). “Project of computer e-education with open access”.

ITdesk.info. [Online] Retrieved from:

[http://www.itdesk.info/handbook\\_basic\\_ict\\_concepts.pdf](http://www.itdesk.info/handbook_basic_ict_concepts.pdf). [2015, 02 June]

Central Bureau of Statistics. (2012). Imports and Exports. Israel. [Online] Retrieved from:

[http://www.cbs.gov.il/shnaton63/st\\_eng16.pdf](http://www.cbs.gov.il/shnaton63/st_eng16.pdf). [2015, 30 May]

ClassicClit. (2005) About Education. *Literature*, [Online] Retrieved from:

[http://classiclit.about.com/od/literaryterms/g/aa\\_whatisliter.htm](http://classiclit.about.com/od/literaryterms/g/aa_whatisliter.htm) [2015, 14 March]

De Paz, D. (2009). Importancia de los libros: apertura de nuestra librería online. [Online]. Retrieved

from: <http://davielpaz.blogspot.com/2009/06/la-importancia-de-los-libros-apertura.html>

[2015, 12 February]

Ferrer, J., & García, V., & García, R. (2010). Curso completo de HTML. [Online] Retrieved from:

<http://es.tldp.org/Manuales-LuCAS/doc-curso-html/doc-curso-html.pdf> [2015, 15 May]

Floyd, J., & Fowler, J. (2009). Survey Research Methods (4<sup>th</sup> ed. London: SAGE Publications.

[2015, 24 June]

Freire, P. (1983). The importance of the act of Reading. (Translated by Slover, L). [Online].

Retrieved from:

[http://www.fatih.edu.tr/~hugur/love\\_to\\_read/The%20importance%20of%20the%20act%20of%20reading.pdf](http://www.fatih.edu.tr/~hugur/love_to_read/The%20importance%20of%20the%20act%20of%20reading.pdf) [2015, 18 June]

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

González, M. (2009). ¿Es viable mi idea de negocio? [Online]. Retrieved from:

<http://www.emprendedores.es/crear-una-empresa/es-viable-mi-idea-de-negocio/es-viable-mi-idea-de-negocio> [2015, 11 June]

Grabe, W. (2009). Reading in a second language. Wolf quotations. Cambridge University. [Online]

Retrieved from:

<https://books.google.com.co/books?id=prvRHZ7DrIcC&pg=PA420&dq=Reading+and+Language+Learning%3A+Crosslinguistic+Constraints+on+Second+Language+Reading+Development&hl=es&sa=X&ei=7U7iVMzINqThsASEuIH4Cw&ved=0CC0Q6AEwAg#v=onepage&q&f=false> [2015, 15 May]

Grajales, T. (2000). Lección 6: Investigación Exploratoria, Descriptiva, Correlacional y Explicativa.

Universidad Nacional Abierta y a Distancia (UNAD). [Online]. Retrieved from:

[http://datateca.unad.edu.co/contenidos/100104/100104\\_EXE/leccin\\_6\\_investigacin\\_\\_exploratoria\\_descriptiva\\_correlacional\\_y\\_explicativa.html](http://datateca.unad.edu.co/contenidos/100104/100104_EXE/leccin_6_investigacin__exploratoria_descriptiva_correlacional_y_explicativa.html) [2015, 20 June]

Griffin, R., & Ebert, R. (1996). What is Business? [Online]. Retrieved from:

<http://tectrick.org/definition-of-business/> [2015, 11 June]

Gupta, J. (2001). Type of libraries. Kurukshetra University. [Online]. Retrieved from:

[http://www.kuk.ac.in/userfiles/file/distance\\_education/Year-2011-2012/B\\_Lib%20lecture%201.pdf](http://www.kuk.ac.in/userfiles/file/distance_education/Year-2011-2012/B_Lib%20lecture%201.pdf) [2015, 08 June]

Hernández, L. (2012). Comercio electrónico. Universidad Politécnica de Valencia. [Online].

Retrieved from: [http://personales.upv.es/igil/trans\\_Isc/comercio\\_e.pdf](http://personales.upv.es/igil/trans_Isc/comercio_e.pdf) [2015, 30 May]

ICC. (2010). The new Incoterms rules. International Chamber of Commerce. [Online]. Retrieved

from: <http://www.iccwbo.org/products-and-services/trade-facilitation/incoterms-2010/> [2015, 02 June]

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

- Izquierdo, A., & Calderón, M. (2008). Elección del canal de distribución online vs. offline: factores de influencia sobre el comprador. Universidad de la Rioja. [Online]. Retrieved from: <file:///C:/Users/Patricia/Downloads/Dialnet-EleccionDelCanalDeDistribucionOnlineVsOffline-3110975.pdf> [2015, 08 June]
- Krueger, R., & Casey, A. (2015). Focus Group: A practical guide for Applied Research (5<sup>th</sup> Ed.). Singapore: SAGE Publications. [2015, 24 June]
- Leagans, P. (1964). Concept of Needs. Journal of Extension. (pp.92). [Online]. Retrieved from: <http://www.joe.org/joe/1964summer/1964-2-a4.pdf>. [2015, 18 May]
- Liamputtong, P. (2011). Introduction and History. In Focus Group Methodology. London: Mixed Sources. [2015, 24 June]
- Lorente, A. (2013). La eficacia de la integración offline y online en la estrategia de comunicación corporativa. Universidad Politecnica de Valencia. [Online]. Retrieved from: <https://riunet.upv.es/bitstream/handle/10251/34591/Memoria.pdf?sequence=1> [2015, 02 June]
- Murray, J. (2011). Viability of a Business. About Money Online Magazine. [Online]. Retrieved from: <http://biztaxlaw.about.com/od/glossaryv/g/viability.htm>. [2015, 02 June]
- Normas APA. Temas en general de presentación de trabajos escritos. [Online]. Retrieved from: <http://normasapa.com/> [2015, 30 June]
- Quintana, A., & Montgomery, W. (2006). Metodología de Investigación Científica Cualitativa. (pp.48-50). [Online]. Retrieved from: <http://www.ubiobio.cl/miweb/webfile/media/267/3634305-Metodologia-de-Investigacion-Cualitativa-A-Quintana.pdf> [2015, 08 June]

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

- Selltiz, C. (1980). Conociendo la investigación: Descriptiva, Exploratoria y Explicativa. Cooperacion en Red Euroamericana para el desarrollo sostenible. (CREADESS). [Online]. Retrieved from: <http://www.creadess.org/index.php/informate/de-interes/temas-de-interes/17300-conozca-3-tipos-de-investigacion-descriptiva-exploratoria-y-explicativa> [2015, 20 June]
- UNESCO. (2007). Technology Guide. Unit 1. *What is technology?* [Online]. Retrieved from: [http://portal.unesco.org/education/es/file\\_download.php/e4a401dc5db3bafdb675cdab775cd305Technology+Guide+Unit+1.pdf](http://portal.unesco.org/education/es/file_download.php/e4a401dc5db3bafdb675cdab775cd305Technology+Guide+Unit+1.pdf) [2015, 26 January]
- UNIECCI. (2015). Slogan: Humanismo y Tecnología. [Online]. Retrieved from: <http://www.ecci.edu.co/> [2015, 26 January]
- UNITED NATIONS. (2005). Youth and Information and Communication Technologies (ICT). [Online] Retrieved from: <http://www.un.org/esa/socdev/unyin/documents/ch12.pdf>. [2015, 15 May]
- WCS. World Class Shipping. (2002). International trade logistics. “FCA. - Free Carrier” [Online] Retrieved from: [http://www.worldclassshipping.com/incoterm\\_fca.html](http://www.worldclassshipping.com/incoterm_fca.html). [2015, 30 June]
- Wells, R. (2013). Five Points on Reading. Texas State Library and Archives Commission. [Online] Retrieved from: <https://www.tsl.texas.gov/readbunny/wells.html> [2015, 18 June]

## Appendix A

### Sample of surveys' questions

Market research to determine the viability of the online Christian bookstore “the wisdom door”

**Name:** \_\_\_\_\_

**Age:** \_\_\_\_\_

**Stratum:** \_\_\_\_\_

**Genre:** F \_\_\_\_\_ M \_\_\_\_\_

**Marital status** \_\_\_\_\_

**1.** Would you like to read?

Yes\_\_ No\_\_

**2.** Of the following percentages, what do you think is your dominance in English?

A) 0-25%

B) 25% - 50%

C) 50% - 75%

D) 75% - 100%

**6** Would you like to read Christ

**7** ian content in English?

Yes\_\_ No\_\_

**4.** What level of importance has for you to read this kind of content (in English)?



Very important Important Not very important

**5.** Of the following types, choose the contents that you would most like to read (you can tick more than one)

Novels	<input type="checkbox"/>
History	<input type="checkbox"/>
Tales	<input type="checkbox"/>
Personal Growth	<input type="checkbox"/>
Leadership	<input type="checkbox"/>
Family	<input type="checkbox"/>

Other \_\_\_\_\_

F) What are your favorite foreign authors?

---

7. Of the following contents, choose those that would like to find in English:

Bibles	
Devotional	
Music	
Movies	
Postcards	
Gifts	

Other \_\_\_\_\_

8. What sections do you think that are important to find for Christian materials?

Children	
Young	
Women	
Men	
Businessmen	
Preachers	

Other \_\_\_\_\_

9. Why do you consider important to read Christian content in English? Or why not?

---



---

## **Appendix B**

### **Sample of focus group’s questions**

In the first part of the activity, the people had to raise their hands to answer some of the questions.

1. Who love the English language?
2. Who would like to learn English?

After these questions we did an introduction to the main product of the bookstore: books or Christian literature. We explained that literature is a remarkable tool to practice and improve the language skills and increase the knowledge in religious topics.

3. Taking this into account: Who would like to buy a product like this (books in English) to improve this aspects? And who prefer definitively the Spanish contents?
4. Then, taking into account that the feature of “online” in the project is important, as the distribution channel, we wanted to know if all people feel comfortable buying in the online way or they preferred other kind of distribution?.
5. How much are you willing to pay for a religious book in English? Taking into account that a non-religious book can cost 40.000 (pesos) or more.
6. We asked person by person, which sections or categories they would like to find in the Christian English contents.
7. What kind of contents (non-book) would you like to find?
8. The social responsibility is important for a current company. What kind of social work can do this bookstore?
9. What do you think about the creation of The Wisdom Door, and what suggestions do you have to improve the idea?
10. To finish, being totally honest, would you buy any of The Wisdom Door products any moment in your life?



## Appendix C

### Consent form for the focus group

#### Informed Consent for Research Participants

#### **PROJECT: Market research to determine the viability of the online Christian bookstore “the wisdom door”**

This research is conducted by the students of Modern Languages: Vivian Cardenas, Monica Aviles and Brigitte Macias of the ECCI University. The goal of this study is to determine the viability to create an online bookstore with Christian contents in English for the Christian community in Bogota, Colombia. At the same time to know the acceptability that a project like this has within the target public and to unveil possible findings that are useful for the research process.

If you agree to participate in this study, you will be asked to answer questions in a group discussion. This will take approximately 15 or 20 minutes of your time. What we talk during these sessions will be recorded so that the researcher can transcribe the ideas that you have expressed.

The participation in this study is voluntary. The information collected will be confidential and will not be used for any other purpose outside of this research. In the moment to use your answers, will be used your first real name only with your consent, if you do not want it we will use a determined by the word "Participant" and a number.

If you have any questions about this project, you can ask at any time during your participation in it. If any of the questions during the interview seem uncomfortable, you have the right to let them know the investigator or no answer.

Since now we appreciate your participation.

---

I \_\_\_\_\_ voluntarily agree to participate in this research.  
I have been informed about the study goal and that is not for any more than academic use.

I have been indicated that I have to answer some questions for the discussion, which takes about 15 or 20 minutes.

I have been informed that I can ask questions about the project at any time and that I can withdraw from it if I decide it, without this entailing any harm to me.

I allow using my name for transcripts to be made in research. Yes \_\_\_\_ No\_\_\_\_

-----  
Participant Name

-----  
Participant Signature

-----  
Date

## Appendix D

### Color Coding Process and Categories

#### Main research question (Viability)

1. Interest in reading Christian contents in English (Viability 1 = V1)
  - High interest in reading Christian contents in English (V1.1)
  - High interest but low level of English knowledge (V1.2)
  - Low or no interest in reading Christian contents in English (V1.3)
2. Importance for Christian community to buy Christian contents in English (Viability 2 = V2)

#### Sub-question (Contents)

1. Contents desired by the Christian community (Contents 1= C1)
  - Topics (C1.1)
  - Material (C1.2)
  - Sections (C1.3)
2. Significant Findings through the Research (Contents 2)
  - Extra Activities (C2.1)
  - New features for the bookstore (C2.2)

#### Surveys

The majority of people would like to read religious topics in English	The 20% of 100 respondents are not interesting in reading in English	The majority of people do not have high knowledge in English and is interesting in the idea	Only 15 people have a lot of knowledge in the English language and is interesting in the idea	Most of people think that is important or very important read Christian contents in English	12% of people thinks that is not important read this contents in English	Most of people believe that the most important with these contents is practice the language
Some people think that with these contents there is an spiritual and intellectual growth	Few people think that the Christian contents are not important to practice English	All the topics proposed were chosen by the respondents. The three most important: history, personal growth and	Other topics proposed with common similarities between participants: phantasy, science, psychology and fiction.	All the materials proposed were chosen by the participants. The four most important: Bibles, devotionals,	The materials less chosen were gifts and postcards. But the young people chose these	For people the sections most important are: Children, Young people and Preacher (leaders).

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

		leadership		music, movies.	options.	
--	--	------------	--	-------------------	----------	--

**Focus Group**

29 people love English.	Only 16 people have some knowledge of the English language and love it.	The other 7 people definitely do not love English.	All people would like to learn English some day because it is important nowadays.	3 People prefer read Christian contents in Spanish	28 People (especially young people and parents) said they would like to buy Christian English contents in any moment of their lives
5 People (adults or elder people) would like these products as gifts for others	Many people (various ages) said that it is important to guide them in the learning process. They want to buy but they do not know mucho of the language.	5 People prefer only a physical store. (Participants with more than 40 years old)	10 People prefer only the online shopping (participants between 25 and 35 years old)	21 People prefer both options available, because the contents can be offered to a wide population	Most of people are willing to pay for a normal book among 40.000 to 50.000 or more.
The people proposed new ideas for the bookstore. The most common: Reading and writing workshops, conferences, magazine.	Some people think that we as modern language professional can create courses for the English teaching or Christian contents in English that	In both focus group the topics most remarkable are: history, personal growth, family, leadership and psychology.	In both focus group people is very interested in the children and young people sections. For them this population can grow with the Christian	Other important sections are the genres: women and men, family and leaders.	In the materials (non-book) most of people would like to find: Music, instructional material for children (Christian topics in English), games, stories,

## MARKET RESEARCH OF THE ONLINE CHRISTIAN BOOKSTORE “THE WISDOM DOOR”

	could be cheaper.		contents spiritually and intellectually.		movies, audiobooks
All people think that The Wisdom Door is a good or excellent idea	For people the idea it is important because people can have an intellectual and moral growth.	Some people think that the project is important to preach the word of God to more people	The most important is practice the language with the favorite topics.	It is important to give the clients some subscriptions to participate in a club or forum of conversation in English with the religious topics.	All people says that they would like to buy The Wisdom Door products, but in the majority if the bookstore has the commitment to help the believers learning of English.

## Tabulations

<b>1</b>	<b>YES V1,1</b>	<b>NO V1,3</b>					
	91	9					
<b>2</b>	<b>A V1,2</b>	<b>B V1,2</b>	<b>C V1,1</b>	<b>D V1,1</b>			
	53	35	10	2			
<b>3</b>	<b>SI V1,1</b>	<b>NO V1,3</b>					
	75	25					
<b>4</b>	<b>VER.IM V2</b>	<b>IMP V2</b>	<b>NO.IMP V2</b>				
	26	55	19				
<b>5</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>	<b>C1,1</b>
	23	52	37	38	47	37	
<b>7</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>	<b>C1,2</b>
	46	40	64	41	15	22	
<b>8</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>F</b>	<b>C1,3</b>
	64	74	41	29	38	40	

<b>9</b>	<b>IMPORTANCE</b>	<b>V1,1 Y V2</b>	Open question
----------	-------------------	------------------	---------------

## Appendix E

### Data Analysis Codes

Code for open questions			
INSTRUMENT	PARTICIPANT	CODE EXAMPLE	MEANING
<b>Survey = Su</b>	Number of survey (1 – 100)	Su3.	Instrument quoted is the survey of the participant number 3
<b>Focus Group 1 = FG1</b>	Participant number= (P 1 -36)	FG1.P2	Instrument quoted is the first focus group (18 <sup>th</sup> June) and the participant number 2
<b>Focus Group 2 = FG2</b>	Participant number= (P 1 -36)	FG2. P15	Instrument quoted is the first focus group (21 <sup>st</sup> June) and the participant number 15

Code for close questions (analysis in percentages %)			
INSTRUMENT	QUESTION	CODE EXAMPLE	MEANING
<b>Survey = Su.</b>	Number of the question in the survey = Q (1 - 10)	Su.Q3	The result of the percentage was based on all the surveys and the question number 3
<b>Focus Group (joined) = FG</b>	Number of the question in the focus group = Q (1 – 10)	FG.Q2	The result of the percentage was based on both focus group and the question number 2