

# Marketing Assignment Report

Glasgow Caledonian University

Programme Title: BA (Hons) Marketing

MODULE TITLE: MARKETING ASSIGNMENT 2014

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Project - Smart Travel

Group K

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## *1 Executive Summary*

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The main objective of the task was to identify barriers & constraints that exist in terms of students cycling to and from university. The task also involved identifying competitive strategies in relation to creating a new promotional campaign.

In order to achieve objectives it was necessary to conduct primary research involving qualitative & quantitative data capture. 100 questionnaires and 6 one-to-one interviews gathered valuable insights on trends, barriers & beliefs. Secondary research was undertaken to serve as the foundation of the primary research topics and identify existing projects.

The target audience were students who reside within a reasonable cycling distance from the university (1-10 miles). Team roles were agreed and undertaken by each member; all queries and further input were discussed and agreed within meetings. Each team member fulfilled their objectives and tasks with effective time management assisting absences etc.

Findings of the primary research showed that a large majority of students have a lack of knowledge with regards to the facilities provided by GCU and reasons for students being reluctant to cycle is due to the danger aspect, expense of buying a bike and the poor weather. In terms of promotion, promoting through health and fitness was shown to be popular amongst students; other ideas gained from the research were the use of posters/flyers, short videos and social media to increase awareness of the facilities provided by GCU as well as gaining interest in cycling. Participants also found that cycle training and route planning would encourage non-cyclists to cycle and facilities given by GCU would increase interest from non-cyclists.

Recommendations gathered from the findings are to use on-campus activities including a bicycle-powered smoothie maker, allowing students to sign up for group cycle tours, bike race competitions and trips to the velodrome and also a chance to register with bike-renting businesses which offer discounts to students. Social media and flyers/posters can be used to increase awareness of the on-campus activities as well as the GCU facilities available. It is recommended that awareness should be raised to drivers to keep aware of cyclists whilst driving through the use of promotion. Findings and research will support the promotional brief in terms of knowledge and information both captured and researched.

## *2 Introduction*

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The clients brief requests that through the use of appropriate research methods they desire to indicate the barriers that prevent students cycling to Glasgow Caledonian University. The Smart Travel campaign currently promotes cycling to University, its mission statement summarises the importance of student & staff's commitment in reducing the GCU carbon footprint, as well as multiple environmental impacts relating to operations & projects in progress. The travel webpages highlight some options to help students and staffs reduce the impact of their commutes to GCU.

Through using different forms of research (primary and secondary) and with mixed research methods these barriers will be identified and solutions and recommendations will be drawn up in this report. This will then lead to a Promotional Brief containing positive solutions and plans based on the research findings and recommendations to tackle the current barriers for the client.

### *3 Situational Analysis*

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Before any primary research can be conducted on campus, it is imperative that secondary research surrounding the topic of cycling and cycling in a metropolitan city is covered as to guide the initial approach to the primary research, in recent biking literature, *Micheal Oliver's* had looked into cycling in the UK as a whole and he had exclaimed that "35% of adults currently describe themselves as cyclists but a further 31% would consider cycling in the future" and the reasoning behind this data is that.

*"this growth has come from consumers trading up to slightly more expensive models of bicycle and in fact in volume terms the market has declined as many cheap, poor quality machines have been filtered out through anti-dumping measures in recent years."*

With this information, it has been found that there is not only an established market but an emerging potential market, what was also discovered is that there is "substantial misgivings about the safety of cycling on the UK's roads..." This infers that with promotion and research supporting the safety of cycling on Glasgow's roads within the city, this barrier of entry can be taken down and allows more students to take on cycling to university.

Other secondary research on cycling shows that thanks to "high profile sporting successes in the Tour de France and Olympics" as well as Glasgow hosting the Commonwealth Games along with "rising fuel prices and higher public transport costs" students that are both health and financially conscious can be tempted into cycling thanks to its substantially lower prices as compared to alternative modes of transportation as well as the health and fitness benefits of cycling. Further secondary research was conducted on the Sir Chris Hoy velodrome, University approaches to fitness and health in terms of smart travel and bike events Scotland activities. All secondary research sources aided in primary research activities.

The approach methods that are being utilised for the marketing assignment will be a mix of both qualitative and quantitative methods which will consist of questionnaires which will be used to sample a small population of the University student populace as to their reasoning as to why they choose not to cycle and 6 one-on-one interviews with the student population asking them open questions as to why they believe students oppose to cycling to university and their views on potential promotion to encourage cycling. The reason for this choice in approach is that with a sample of the student population we can draw a generalised conclusion as to the reasons to why the students do not cycle and with the results of the questionnaire; random students will be queried with open questions similar to the questionnaires.

For quantitative methods, the team will distribute 100 questionnaires which will anonymously evaluate a small sample of students and their opinions and thoughts at face value and to query their knowledge as to what the university would be able to offer them as incentives for using cycling as an alternative form of transportation, the team will have the questionnaires split evenly among them and will be distributed among identified popular areas that GCU students inhabit e.g. Handing out questionnaires in the Library, Saltire centre or the refectory extension.

For qualitative methods, select members of the team will be performing one-on-one interviews with 6 students, querying them on their own reasons as to why they believe students don't cycle to the campus, the questions will be similar in vain to the questionnaire questions distributed throughout the campus, the questions will be open questions as the interviewees will explain the reasoning behind their own answers, the interviewees will also be incentivised to sit down and take part in the questionnaire in exchange for them to receive a £10 Amazon gift voucher, provided to by the clientele to thank the interviewees for their feedback and their time.

Whilst qualitative methods do help to expand upon answers that are received from the questionnaires, it is not a direct way of backing up the data as we can only infer the results if it even does back up the data as we are interviewing different people that haven't answered our previous questionnaire, other weaknesses of the interview method is that it can be time consuming for both the interviewer and the interviewee and there could be difficulties with the openness of the question and they are unsure as to how to respond, as well as being unsure as to how to respond to the questions, with the interviewees being given gift cards there is also a factor that the answers given by them could be to subconsciously please the interviewee.

With this approach method of both quantitative and qualitative methods, it can cover a large sample of the population and allow a look into their face value responses as well as looking more deeply into their answers and to figure out the barriers and limitations of marketing plan.

## *4 Findings*

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### *4.1 Questionnaire*

The 100 questionnaires conducted have displayed the following results; before questionnaire were conducted screenings questions were asked to allow the following; 50 Females, 50 Males, 50 cyclists, 50 non cyclists, all students living within a 10mile radius of the university campus.

Question one asked students – ‘How do you currently travel to University?’ The findings concluded that the Bus was most popular with 22% of students using it to commute to university. The least preferred modes of transport for students asked were by car with only 4% followed by cycling with 15%. This shows us that cycling is not particularly favoured among students within a 10mile radius. The appendix shows the findings in chart form - *Refer to Appendix 1*

Question two asked students – ‘Do you have access to a bike?’ 66/100 students asked do have access to a bike, yet only 15/100 cycle to university.

The next section in the questionnaire allows us to see why so few students with access to a bike chose not to cycle to university. The following options were given and the option to write their own; Weather, Dangerous, Embarrassing, Time and ‘Other (Please state) ‘. The results show that the weather was the main thing that prevents them to cycle with nearly 100 students choosing this option, with the second highest option, with over 60 students, choosing time taken to cycle to university from home and the third highest option chosen was the thought of danger with over 40 students choosing this option. 9 Students stated that they found it embarrassing, 2 said they were not interested in the idea and 8 said they could not ride a bike. Reasons such as weather and time cannot be changed but the opinion that students feel in danger while cycling has proven high and can be developed and explored. The bar graph expresses the number of students with regards to reasons as to why they don’t cycle -*Refer to Appendix 2.*

Students who did not have access to a bike were then asked if they would consider buying or renting one. When compared, the results from the 34 students who do not have access to a bike were similar to those who did, with regards to reasons as to why they don’t cycle to university. Weather (98%) and dangerous (77%) showed as the most popular reasons not to buy or rent a bike, lack of knowledge (75%) and funding (51%) followed.

## 4.2 Interviews

6 GCU students were interviewed to expand on the information given through the questionnaire findings and assist in developing ideas for promotional material.

Theme	Findings
Promotional ideas	<p>Interviewees were asked whether they thought the following ideas would be beneficial to promote cycling to GCU students: posters and/or flyers including GCU facilities, a vine, pens and a bake sale; the majority of participants interviewed thought that flyers and posters would catch students' attention if they are kept short, for example bullet pointed including the GCU facilities as most participants were not aware of the facilities GCU has to offer cyclists, a vine was also a popular choice of promotional material to increase interest from students.</p> <p>Fewer participants thought a bake sale would be a good idea for promotion, however, one participant thought this would contrast to the healthy image of cycling. Some participants mentioned the offering of free pens to gain interest as people generally enjoy receiving free pens. Individual interviewees gave their own ideas with regards to promotion; one having the idea to promote through a sponsored bike ride or a competitive bike race. Offering GCU branded pad locks were suggested by another interviewee with the logo.</p> <p>Another interviewee mentioned that free safety equipment (helmets and reflective stickers); the same interviewee further suggested that a mobile phone application which used a route plan from home to university may encourage cycling to university. One interviewee mentioned that there were cheap bikes being sold during fresher's week at the university and thought this was a good idea as the low cost may entice students and people were able to have a test ride before purchasing.</p>
Barriers of cycling	<p>With regards to reasons why participants thought that students didn't want to cycle to university, there were a number of reasons given by each participant; 4 out of 6 participants said that the roads were too unsafe and the drivers in the city centre don't watch for cyclists. 2 of the participants said that laziness was a major factor and 3 of the participants mentioned that the weather is also the main reason students don't want to cycle to university. Therefore the danger aspect as well as students being inclined to laziness and the poor Glasgow weather were the main barriers identified.</p>



<p>How to improve the image of cycling on busy roads</p>	<p>Interviewees were asked if they thought that cycle training and route planning would change the views of cycling being unsafe in Glasgow - most said they thought more people would be inclined to cycle if training was given and a route plan was used.</p> <p>2 of these interviewees thought that cycle paths would make a difference to the view of cycling on busy roads. One participant suggested group cycling to be given for people which felt uncomfortable to cycle on the roads in Glasgow.</p> <p>In contrast, 2 interviewees believed this would not make a difference to the views of cycling in Glasgow as it's too unsafe.</p>
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As incentives were given to encourage interviewees to participate; the client requested proof of these incentives given out to participants. These were two £10 Amazon vouchers and the photos of these interviewees are displayed in the appendices; the other 4 participants took part in the interview without any incentive required - *Refer to Appendix 4*

## *5 Conclusions*

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From all of the information gathered in the questionnaires it is clear that there is a lack of knowledge on the facilities at Glasgow Caledonian University. When questioning the respondents about the GCU facilities that would encourage them many began to develop a more positive outlook and interest towards the idea and even informed current cyclists on current facilities offered.

The danger aspect to cycling was very popular with many students confirming that it was a main reason they did not cycle and do not plan to. Promotion through fitness and health was shown to be very popular among students and the free breakfast was also a very popular reason students would encourage to cycle.

From the interview findings, in terms of promotion, the most discussed ideas were posters, flyers & possible short videos/vines. With regards to catching students' attention, posters placed around mentioning GCU facilities were encouraged, along with short coloured flyers. 6 second videos were discussed due to their aspects of popularity and the social network influence.

With the topic of road safety, the majority of students agreed that increased awareness of cycle training and route planning would create a positive influence on students and increase chances of cycling. Examples given by participants were to develop cycle paths in order to reduce the dangers of the road as a reason to not cycle and group activities to allow non-cyclists to feel more comfortable whilst cycling on the road.

With regards to barriers of cycling to university, these were expected yet encouraging, as many of the topics discussed can be effectively managed. Careless drivers, weather, laziness and the danger aspect were the main reasons identified, yet both areas could be resolved by students' initiative. Factors such as convenience and safety could effectively be resolved with the facilities available within GCU such as route planning and Glasgow bike tours as well as information and training accessible throughout the year. The facilities offered by GCU were not known to the majority of participants of the primary research which can be further developed through the promotional plan.

Information gained from the interviews gave an idea as to which promotional material may be most suitable for the target market and the objective; these findings also expanded on the findings gained through the distribution of questionnaires.

## *6 Recommendations*

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Questionnaires and interviews showed lack of knowledge about facilities available on campus for cyclists; through the use of the promotional plan the client should develop a campaign to increase awareness of the smart travel program to students through the means of an electronic poster and/or flyers around campus to be eco-friendly; the use of a large screen may have an increased chance of catching the attention of students around campus.

From asking students further ways of increasing cycling it was indicated that the fitness aspect of the activity was favoured. By promoting cycling with its fitness benefits to students, it will attract their attention and interest and is planned to increase the volume of students cycling to GCU. This includes social media, with content focusing on healthy living and keeping students up-to-date with the on-campus activities as well as increasing the knowledge of the GCU facilities available for cyclists. Interactive activities on campus were suggested through interviews which includes group cycle tours which may change the views of cyclists which are too afraid to cycle on busy roads – cycling in a group may reduce this fear, a bicycle-powered smoothie maker may gain interest from students whilst retaining the healthy image of cycling. An organised trip to the velodrome may also catch attention from students that are currently cyclists.

It was brought to attention that students do not feel safe cycling to university on Glasgow's busy city centre roads. Through the use of the promotional plan the client is advised to build knowledge and training for students on the roads through continuing to run and further promote the cycling instruction and route planning. By making the promotion stretch and target drivers outside university; bus drivers and people commuting to work about cyclists on the road, it is planned to increase awareness and safety of cyclists on route to university.

## 7 Appendices

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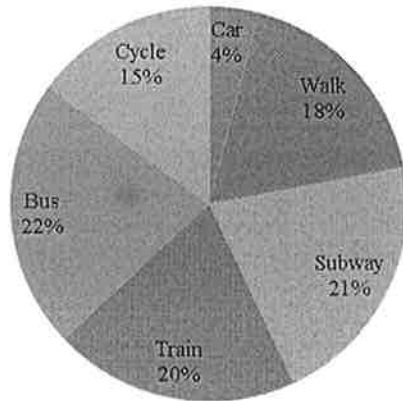
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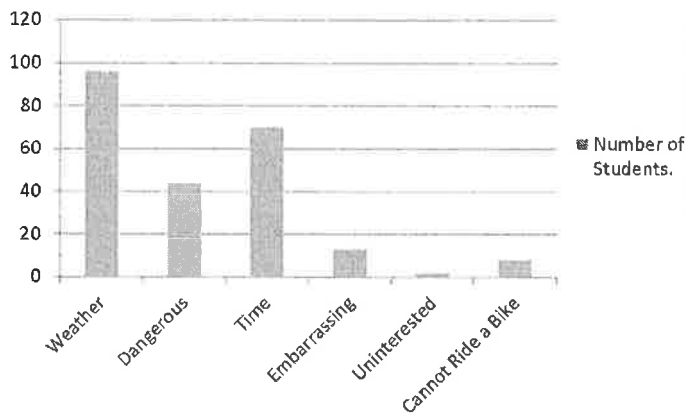
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Appendix 1

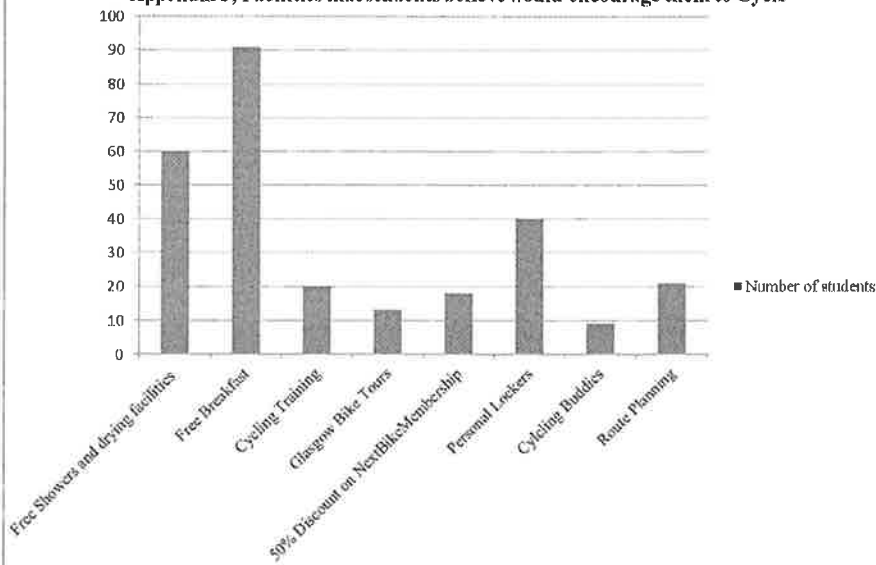
Appendix 1 How do you travel to University?



Appendix 2 Reasons students do not Cycle to University.



Appendix 3, Facilities that students believe would encourage them to Cycle



*Appendix 4*

Images of 2 of interveiwed students receiving £10 Amazon Vouchers.









Requests for confidentiality can only be accepted on the understanding that the confidential material will not be included in the final report. The final report itself may not remain confidential. British Universities are public bodies and therefore research carried out by students by definition can be subject to public scrutiny. Please sign that you understand the limits of confidentiality.

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## **Potential participant distress**

Is there any possibility that the procedures will cause anxiety, distress, discomfort or embarrassment for your participants? If yes, please explain.

- No

**Please indicate your response to the following questions and discuss with your tutor.**

**1. Will you provide an oral explanation of the project?**

**2. Will you provide a written explanation to the subject?**

- In terms of the data capture, we will provide an oral and written explanation of the project and its goals to the participants.

**3. Will you ask the research participants to complete a consent form?**

- The interviews will require participants to complete a consent form.

**4. Will you explain to participants that you are a student undertaking a project at university?**

- In the questionnaire we will include a written explanation that we are students undertaking a project at university. As for the interviews, we will verbally explain this rather than detail it in written format.

**5. Will you explain to participants that they may not benefit from your project?**

- For both types of data capture, we will explain to participants that they may not benefit from the project

**6. Will you offer participants the opportunity to decline to take part?**

- Participants will be given the opportunity of refusal to take part

**7. Will you offer participants the opportunity to withdraw at any stage?**

- Participants will be given the chance to withdraw at any point in the proceedings.

**8. Will you offer anonymity?**

- Participants will complete a consent form which will offer them anonymity.

**9. Will you adhere to the provisions of the Data Protection Act 1998?**

- The consent form will allow participants anonymity which will adhere to the Data Protection Act (1998)

## **Your Own Safety**

Is there any aspect of the study that might have implications for your own safety?

If yes, how do you propose to minimise risks to self?

- As the project will be completed on campus there will be no safety risks.

**Check List**

Please tick the supporting documents that you are submitting

- Participant explanation form
- Consent form (draft acceptable)
- Questionnaire/survey/interview text

**Signatures of researchers:**

**Signature of academic:**

**Additional comments:**

# PROMOTIONAL BRIEF

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Marketing Assignment Promotional Brief

Glasgow Caledonian University  
Smart Travel

Group K

## ***The Problem***

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This section details the activities that need to be employed which is informed by the situational analysis, current trends and the problem identified by primary research. The problem derived from the primary research of questionnaires and interviews was found that there was a lack of enthusiasm to cycle by students due to the barriers to cycling as well as the lack of knowledge by the majority of participants of facilities for cyclists provided by GCU. The majority of students which participated in the primary research did not cycle, however they gave helpful views as to why people do not cycle; the main reasons given were unsafe views of cycling in Glasgow because of the traffic and carelessness of drivers as well as the length of time required to cycle to university from home. Many participants of primary research stated that the fitness aspect would encourage them to cycle as well as the facilities provided by GCU for cyclists in order to increase the awareness of GCU facilities available and to promote cycling to GCU students, the following activities will be employed:

### **Interactive activities on campus**

The interactive activities on campus will include a chance to register with bicycle-renting businesses which offer bike discounts to students, including Nextbike memberships. This may also include raising awareness and the organisation of group cycle tours available provided by GCU - this recommendation was derived from the research findings due to participants mentioning the fear of cycling on the road and stating that group cycle tours may change their view of cycling on the road. Another way of creating the image of healthiness of cycling is to provide a trip to the velodrome and a bike race competition for students to gain attention. It was also decided that bicycle-powered smoothie makers should be used as this may gain interest from students due to the lack of interest towards cycling.

### **Social media**

This will be used to allow students to become aware of the activities available on campus to promote cycling which will include different activities to try and attract students to use alternative means of transport – on-campus promotion was thought to be a good idea to gain attention of students. The Facebook page may also be used to promote the healthy aspects of cycling and the facilities that GCU have to offer for cyclists as awareness is needed for this shown by the primary research conducted previously.

<p><b>Flyers/Digital poster</b></p>	<p>Due to the lack of knowledge of students with regards to the facilities available on campus for cyclists, given by primary research findings, it has been decided that flyers/posters should be used to increase the awareness of these facilities and promoting health aspects of cycling which may in turn help to promote non-cyclists to cycle to university and assist in gaining interest from non-cyclists. Flyers may be distributed throughout focal points on university campus (i.e. Main Entrance, Student Association Building, Campus Gym) and include a simplified link leading students to the "Smart Travel" FB page where the posters will be shown.</p>
<p><b>Increase awareness to the public</b></p>	<p>Many of the participants of the primary research mentioned that danger was a main factor of the lack of enthusiasm to cycle; these participants also mentioned the carelessness of drivers and traffic, therefore awareness should be raised targeting drivers through the use of the local council and SPT.</p>

### ***Market Requirements***

In terms of the project which is aimed specifically at the students of GCU that reside within reasonable cycling range of campus there are no direct competitors. However, alternative means of transport may be seen as the competitor which are chosen due to the convenience (buses, trains and own transport). There are cycling initiatives in place to encourage a healthy lifestyle which will allow the targeting of students.

In order to fully reach the intended audience it will be necessary to use a variety of different avenues for provision of information including the supplement of flyers and electronic posters as well as an online social media presence to make more people aware of the positive aspects of the project.

Local transport authorities need to be cooperated with, in terms of upholding and respecting safety measure put in place to protect cyclists as an important factor preventing more cycling commuters was safety risks.

## ***Function and Performance***

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The Smart Travel Facebook page will be regularly posting content which focuses on the healthily living and fitness benefits cycling to university has. The page will be updated regularly with interaction with students by creating cycling fitness events and activities in and around campus. Promoting the new healthy life style and fitness attributes of cycling will appeal to students and increase knowledge of cycling facilities on campus.

Flyers and electronic posters may be created; the flyers will have links to our Facebook page and information on events as well as the inclusion of the GCU facilities available with our new focus on fitness and put up around campus to create awareness to students. Electronic posters may be shown on screens around campus including the same information.

Interactive events will be set up for students on campus and out with. Involving students in days out to the velodrome and cycling trips and routes will encourage students to get their friends involved and build a relationship with the Smart Travel program and students further spreading awareness as well as reducing the fear towards cycling. A bicycle-powered smoothie maker may be used to develop the image of health with regards to cycling as well as attempting to gain interest from students as this may be an intriguing, interactive activity.

The contact with the local council and SPT will allow a relationship to be formed to further spread and promote students cycling and their safety on the streets of Glasgow. By doing this we will build awareness of cyclists and create a safer environment making students more likely to cycle.

## ***Timescale***

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<b><u>Promotional Material</u></b>	<b><u>Date</u></b>
<b>Digital Poster</b> - The first poster to be developed and posted on the Smart Travel Facebook page and on screens throughout campus.	All year round maintenance
<b>Flyer</b> – Distributed amongst large groups in built up areas, entrance & saltire centre etc.	
<b>Facebook page Promoting to drivers</b>	Quarterly, starting from January 2015
<b>Competitive bike race</b>	March 2015
<b>Bicycle-powered smoothie maker</b>	September 2015
<b>Registration with bicycle-renting companies including nextbike</b>	September 2015



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### ***Technical Considerations and Estimated Costs***

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<b>Digital Posters</b>	The poster will feature relevant information about the product such as social media links and facilities available to students with a vibrant and colourful background. Poster dimensions will be A1 size (594x841mm) full colour.
<b>Flyers</b>	The flyers will be the main provision of information handed around campus , it will be colourful featuring relevant information similar to that on the posters but in slightly more detail as they will be double side printed.  We will produce 500 Full Colour Leaflets <ul style="list-style-type: none"><li>•Double Sided</li><li>•A5</li><li>•150gm Triple Coated Gloss</li></ul>

**costs for producing the poster and flyers are minimal**

### ***Brand Values***

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The objectives of the Smart travel initiative is to promote cycling to the student population as a viable form of alternative transportation which can be both beneficial to the person in various ways such as fitness and reduced costs to the student, being beneficial to the environment as a whole and to promote other initiatives around and surrounding the Glasgow GCU campus that can support smart travel and entice students to partake in cycling such as discounts, cycling routes and the other facilities available by GCU, there's also the objective to change students' perceptions of cycling to the GCU Glasgow campus as an unpopular, uninteresting and unsafe form of transportation.

## *Appearance and Image*

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GCU's student smart travel's image would be viewed as beneficial to fitness & health, however many students would also perceive smart travel as unpopular and of no interest to them. Focusing on the strong aspects of the smart travel image such as fitness and health is essential yet implementing promotional activities & campaigns would seek to gain interest and change attitudes. Professional & recognisable promotion will target the student audience directly creating a more approachable and student friendly image.

With posters & leaflets a strong and popular use of promotional material placed around campus, bright and bold colours encouraging the active side of smart travel would look to gather awareness. Placing material effectively across gyms & fitness centres etc will look to discourage previous perceptions and involve more health conscious students. Use of social media would be regarded as essential in creating a trend and a following, with updates and information available, the smart travel's image would only benefit in social interaction & trends.

Promotional campaigns and material on campus, encouraging students to take part and interact with the brand would be considered one of the main purposes of the task. Higher level of interaction will give stronger communication and attention between the campaign and the student. The student smart travel image varying would be positive in multiple aspects, including more students choosing to cycle and benefit from the campaign.