

**Are UK Supermarkets Over Selling And Placing Too Much
Focus On Fairtrade Products?**

SAMPLE

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Research Design Proposal

Chapter 1: Introduction

1.0 Research introduction

Fair trade policy is the current and modern policy of trading that requires the active participation of the interested country. This generous trading policy mainly focuses on the need and requirements of the producers or the farmers. The farmers are the main backbone of the trading sectors and often they are compelled to face severe loss due to the bias marketing policy. The UK is the pioneer country that has shown the path of the fair trade policy to the entire world since 1992 (Marshall, 2016). This requires a special kind of certification scheme by the organizing members by the incorporation of the ideal strategy. This strategy of the business facilitates the justice of the in trading sector by providing better profit percentage to the producers. This new trading policy of UK has restrained the conventional trading policy by preferring the advantages of the people at first (Raynolds and Bennett, 2015).

The major issue in the implementation or focusing in the fair trade policy is the ever changing economical pattern of the world. The changing pattern affects fair trade market policy focusing on the profit percentage of the farmers. This policy requires ample negotiation with the customers that hampers the smoothness of the market flow of the UK. The issues in the current market are found to be the affects the unfair market policy that goes against the producers and the farmers (Le Velly, 2015).

1.1 Research Question

The addressed question of this current research is the following:

- Is the supermarket of UK is focusing on the fair trade policy more?
- Is the fair trade prices can be varied according the variability of the season?
- What are necessary impacts of the intense focusing on the fair trade policy in UK?
- How the fair trade policy scheme can break the conventional trading methods of the UK?

The research question of this current report tries to elicit the explanation about the fair trade policy of UK. The questions also tries to find the impacts of the of the fair trade policy on the producers. The questions also connect the conventional trading methods with the new fair trade policy to address the remarkable changes of the market. The questions also try to reveals the impacts of the fair trade policy in the present scenario of UK.

1.2 Research objectives

The objectives of the current research are given below

- To demonstrate the impacts of the fair trade policy in the present market condition of UK
- To assess the effects due to the over focusing on the fair trade policy
- To identify the advantages of the fair trading method over the conventional trading method of UK.
- To recommend the fair trade policy more successfully to enhance the profit percentage of the producers/farmers.

The above objectives have been selected on the basis of the present market approach that depicts the necessity as well as the issues of the fair trade policy of UK. in this context the report outlines the smart objectives in order to accomplish the research on the basis of the selected motto.

Chapter 2: Research methodology

2.0 Research Approach

The current research will consider secondary and quantitative research methodology by the collection of the previous data from the market. The approach of the research will be the deductive approach that that helps to accomplish the research successfully. The deductive method helps assess the variables that decide the market strategy of the UK. The deductive approach facilitates the research by identifying the concept of the research previously. The deductive approach also helps to bind the time of the research so that the entire process can be done within the deadline. The deductive will also

support to accelerate the rate of the research work on regular basis. Another positive effect of the deductive approach is that, all the collected data are generalized in nature. This generalized data help the researcher to run the process easily (Bryman and Bell, 2015).

2.1 Research philosophy

The research philosophy of the current research will be the interpretive philosophy. This strategy is based on the assumption of the secondary researchers. The secondary research approach gathers a bunch of market experiences and the case studies that influence the researcher to assume the probable fact of the context of research. Thus the interpretive method helps chalk out the data collection method that suits the current research topic that is the over focusing on the fair trade market policy (Jackson, 2015).

2.2 Research Design

There is ample research designing method helps the researcher to construct the entire body of the secondary research. The current researcher will choose the descriptive design for the secondary data analysis emphasizing on the fair trading market policy of the UK. The descriptive method helps to elaborate the case studies that will be collected by the secondary data collection. The detail explanation of the case studies by this method helps assess the issues of the current research (Sreejesh, Mohapatra and Anusree, 2014). This design will also help to outline the various parameter of the fair trade policy that will facilitate the income growth of the farmers of the UK.

The observational descriptive method of the current research will finely justify the research philosophy of study. The observational descriptive method comprises the capability of critical analysis of the researcher to assess the issues behind the fair trade policy. Thus the observational strategy help to suggest the future market condition by the implementation of the fair trade policy in the market of UK. As this is a secondary research approach, this study will follow relevant books, journals and news articles that depict the real scenario of the supermarket over the entire UK (Taylor, Bogdan and DeVault, 2015).

2.3 Research strategy

The current strategy of the research on the super market condition of the retailer industry of UK will be focused on the assumption and analysis of the collected data on the present market condition of the UK. As the research method will be secondary, the final strategy of the current research will be focused on the analysis of the collected data. This kind strategy will help to facilitate the authenticity of the research along with an analytical touch in the entire process (Jackson, 2015).

2.4 Reliability and validity

Reliability as well as validity of the collected data is of extreme importance for the overall fruitfulness of a research. Until and unless the data being collected is not acquiring the real-time feature, the required result of a research cannot be obtained. Reliability of a research is closely related to the consistency that is prevalent in the due course of the conducted measurement. In other words, it can be stated without any hesitation that reliability is nothing but the repetitive activities of the measurement process that is being conducted during going through a research. There are generally two yardsticks by virtue of which the reliability of the gathered data is measured in a research process. One is test or retest and the other one is internal consistency. Apparently it is assumed that the first parameter is more reliable as well as a much more conservative approach to measure the data reliability. On the other hand, internal consistency is basically focused on a bunch of realistic questionnaire for the measurement purpose. As a matter of fact, data validation is able to explore newer 4 aspects in a research. It can be stated that the data validation has the internal strength of propositions, inferences and conclusions. Data validation is also adhered to some specific measures and types that are exclusively practiced for the sake of the research in social sectors. As for example, internal validity, construct validity and conclusion validity are different disciplines adhered to the data validation. The principle importances that are related to the validity and reliability of a research lies in the facts that these are extremely required for serving some specific purposes such as assessment, measurement and evaluation of the variable prevalent in the due course of a research (Taylor, Bogdan and DeVault, 2015).

Reliability is obviously a big concern for conducting any research and this is also true for this research. However, in the due course of going through this research, reliability is not a matter of fact for the arrangement of the experimental set ups. During conducting this research, appropriate experimental conditions will be followed. The methodology as would be followed in the due course of this research may be repeatedly used by other scholars as well. However, the results as obtained from this research would be unique in nature. Literature is able to find out that the fair trading policy of the UK government has both the advantages and disadvantages. In addition to this, there are some potential conflicts regarding the utility of this concept after the BREXIT is over. There may be prevalent differences in identifying the conflicts and contradictions due to the profile and characteristics of the organisations attached to this fair trade business model. Participant as well as observer bias which may ultimately introduce errors in a research will not accompany this research. The reason is that instead of adhering to the quantitative data, the following research would take into account the qualitative data. However, the data as collected for performing this research would be extremely valid since the peer journals, books and scholarly articles would be consulted by the researcher for serving the purpose of this research. This effort would serve the preservation of the external validity. On the other hand, all the efforts would be taken in order to control the related confounding variables that would persist in this research as well as drive the pathway of this research. Thus, the internal validity would also be ensured in this way.

2.5 Accessing of the data

The secondary data would be collected to get an in-depth knowledge about the research topic. In order to serve this purpose, local public libraries and the libraries of the university would be helpful. The accessing the data would not be an issue in the due course of this research. Scholarly articles, peer journals as well as books on the related topic would be prioritised for collecting huge amount of data. Hence, it can be anticipated that the constraint of biased information would not restrict the researcher to come to a certain agreement about the result of the research (Taylor, Bogdan and DeVault, 2015).

2.5 Gantt chart and related time scale

In order to increase the overall quality and validity of this research, a project timeline would be included in this research paper. This project timeline would be able to focus on the different experimental stages attached to this research. This is exclusively needed since the research topic is related to the social dimension and a profound knowledge has to be gained for going through successfully in the due course of this research.

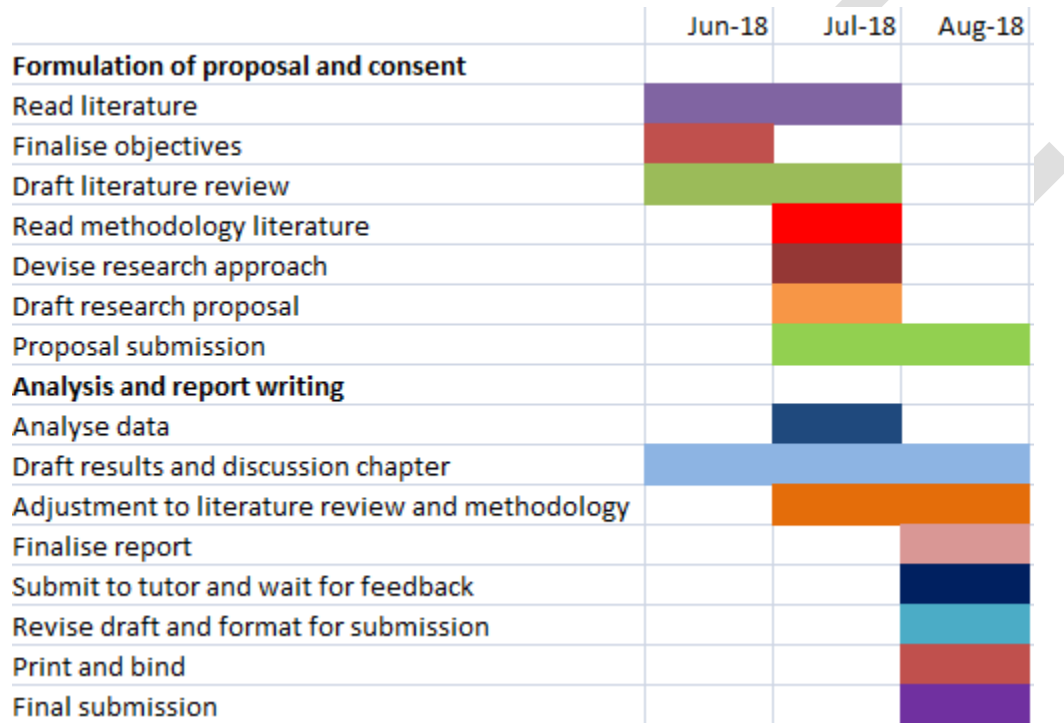


Figure1: Gantt chart
(Source: created by author)

Chapter 3: Data analysis

A real-time secondary data would be collected in this research by involving books and journals and those data would be analysed in order to inspect and transform the data in a more realistic way. Some steps would be followed in this process of analysis. As for example, prior to the thorough analysis, research question will be aligned, data will be located, data relevance will be evaluated and data credibility will be assessed. As evident from the fact, the secondary data analysis process is flexible in nature. In addition to this, a systematic method as well as empirical exercise can also be followed

in this process. As a whole, the evaluative and procedural steps of the secondary data analysis approach would be able to nurture the objective of this research (Bryman and Bell, 2015).

Chapter 4: Research ethics and values

In order to measure the success of a research, measurement of the ethnicity of that research is explicitly relevant. The future prospect of a research is only viable when the ethical consideration has been maintained in the due course of the research. Therefore, at the time of going through this research, special care would be taken to preserve the ethical viewpoints related to the topic of the research. Proper surveillance would be conducted by the researcher to monitor that the secondary data as collected would not be utilised further for commercial purpose. Moreover, proper guidelines would also be taken into account at the time of collecting of secondary data and no monetary transaction would be entertained at all during going through the whole process (Sreejesh, Mohapatra and Anusree, 2014).

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