**Response Form**

Your teacher has written overview comments about your essay in the form below. Your teacher has also embedded comments **[in bold and in brackets]** within your essay.

**Introduction/Conclusion:**    
There is one huge question that I feel needs to be addressed, and it should be done before the end of your introduction: **what makes this study so important?**  I see some points where you begin to address this question, such as when you mention how there's a lack of comparisons between the different yoghurts' nutritional values, **but you don't explain the value of such research.  
  
Including that question above, to really make this an effective research proposal, I feel that you need to address the following questions:  
What makes this study you're proposing so important?  
What makes the price/value comparisons of different yogurts so valuable?  
What will you need to do in order to make this study happen?  
What resources do you need to perform this study?  Be sure to include ephemerals like time and working space**.  
  
These are just a few off the top of my head; if you can think of other gaps in the information that you've provided so far, be sure to squeeze them into your proposal wherever you can, though of course the introductory paragraph is typically the best place for such matters, so you can present them right away.  
  
You might even go so far as to move your present first paragraph downward so as to make room for your answers to these questions, if you feel that they're sufficiently important.  Of course, there are likely plenty of places in the body of your proposal where you could slip these in, all with the ultimate goal of ensuring that the persons who will approve your research recognize what makes that research so important and profitable.

**Main Idea/Topic:**

Let’s work on providing evidence so that readers would know that your claims come from reliable sources. This is necessary in a research proposal.

For instance, you do not include evidence to show that most Australians do not follow national dietary guidelines.

What discussions from your research can you quote or paraphrase to support this health claim? What information from academic sources would validate this report? Addressing these questions will help you find evidence to prove that your claims are valid.

**Content Development:**    
While I can understand that, since this is a research proposal, you don't have a lot of space in which to present your wishes, all the same, **your document lacks definitions.  Almost entirely, as I re-review the proposal.** Definitions can be critical in reaching out to your audience, and ensuring that they properly understand the meanings of the words that you use, and hence their relative importance.  Typically you shouldn't need to spend more than a few words here and there on these definitions, but there should be *some* mention of them somewhere in your writing, so as to ensure you don't lose your audience's attention along the way.  
  
Some words, as examples, that could use some definition:   
affordability; convenience; ease of consumption; young Australians; good source of [various nutrients]  
  
**What do each of these terms mean?  For instance, what is a "good" source, as defined by the food industry?  What does "ease of consumption" even mean?  And what is a "young" Australian?  People under the age of twenty?  In their teens?  Younger than that?**  
  
Taking such vague language, and making it much more concrete is a vital part of ensuring that you reach out to your audience, and bring them along with you, raising the likelihood that they will agree with your statements, and approve your proposals.

Next, let’s ensure that the citations in your research proposal essay are explained properly. This will help readers understand their significance to your discussion. For instance, you provided this citation:

Different extracts and syrups added to plain yogurt increase antioxidant values, which affect consumer choices (Gad, Kholif, & Sayed, 2010).

In what way is this linked to your proposal? What is the importance of using these extracts and syrups in relation to your research? You can use this as a prompt:

* Different extracts and syrups added to plain yogurt increase antioxidant values, which affect consumer choices (Gad, Kholif, & Sayed, 2010). This shows that \_\_\_\_\_ (Explanation).

Explaining the citation’s relevance will help improve your discussion.  Please work on this.

**Referencing**   
As I reviewed your essay, I couldn't help but notice how many sources you use.  When I mention this, please don't misunderstand: you use your sources quite well to support your proposal's major claims, and cite them effectively.  What I think might be a problem, though, is that you only very, very briefly mention what each source is about.  In other words, what makes your sources so important?  What were they about?  In what ways do they support your ultimate purpose in this research proposal?  
  
Fortunately, addressing these questions doesn't have to take up a whole lot of additional space.  Just add in a few little details here and there, so your audience understands what the sources you use are, and what they mean, and you should be good.  Here's an example of what I mean, and how you might present such information, using a sentence from your first paragraph as my starting point:  
  
*However, Kaur, Scarborough, & Rayner (2017) found this relationship to be weak in real-life settings, when they were studying the effects of...*And so forth, adding in a few more words to explain what that study you reference was about.  
  
As an added suggestion, can you avoid using passive voice a bit more?  In the example above, I demonstrate how to do this.  I make this suggestion because, when you use passive voice, it's hard to tell who is doing what: there are no active actors, and that makes putting in information about your various sources just a bit harder, since they're typically the ones who did the actions that you frequently describe, like perform research and so forth.  Your audience will likely find the language of your research proposal more vibrant and interesting, and hence more likely to gain their approval, if it seems "real," with actual people performing actual research and other actions.  
  
  
**Summary of Next Steps:**

* Answer some essential questions in your introduction, most important of which is: what makes this study so important?
* Provide extensive definitions for your terms, so your audience understands what you mean by them, and can better appreciate their importance.
* Expound and expand on your sources and what makes them so important.

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Please look for comments **[in bold and in brackets]** in your essay below.

**Comparing the Nutritional Value of Packaged Yogurts**

**Research Background**

The consumption of quick meals and snacks has increased drastically in Australia because of their affordability, convenience, ease of consumption. Especially, young Australians are consuming lots of quick meals and snacks because they do not prefer cooking (Wyn & Woodman, 2006). However, it also creates health issues such as obesity (Banwell, Broom, Davies, & Dixon, 2012). Although sugar consumption declined in Australia after 1990, issues arising from artificial ingredients are of serious concern (Griggs, 2006; Walls et al., 2009). It is also reported that most Australians do not follow national dietary guidelines. Still, the intake of healthier options has increased, which is the reason that companies are using ingredients that have high nutritional values (Ridoutt et al., 2016). It is perceived **[Who perceives this?]** that health-related claims affect food choices by consumers. However, this relationship is found to be weak in real-life settings (Kaur, Scarborough, & Rayner, 2017). They are willing to pay a high price for a product when its nutritional information is given on the label (Drichoutis, Lazaridis, & Nayga Jr., 2009). Yogurt has high nutritional value as it is a good source of protein, calcium, minerals, and vitamins (Donovan & Goulet, 2019). Its intake has positive effects on human health, and increased awareness influences its consumption (Lisko, Johnston, & Johnston, 2017). Organic yogurt labelling was introduced in 2010, which also affects consumer perceptions as they consider such yogurt to be of better quality (Van Loo, Diem, Pieniak, & Verbeke, 2013). It is also reported that consumer decision to buy conventional and functional yogurts depends on their assessment of health, nutrition, and effects on taste sensors, giving them pleasure (Ares, Giménez, & Gámbaro, 2008). Marketers use the size and appearance of packaging to influence consumer choices. It is found that adult customers buy food items which provide clear information (Hollands et al., 2015).

On the other hand, researchers, including Harnack et al. (2008), examined the impact of calorie labelling and value size pricing on fast food meal choices and found no significant relationship between them. It is highlighted that customers’ long-term exposure to such information changes behaviour. Different extracts and syrups added to plain yogurt increase antioxidant values, which affect consumer choices (Gad, Kholif, & Sayed, 2010). The proposed study focuses on the marketing bias that have been identified in the discussed studies about the nutritional values of packaged yogurt. Some studies covered in this section highlights that consumers’ choices are affected by the nutritional value and information provided by brands on their packaging and types of yogurt, including conventional and functional yogurts. However, this claim has been countered by other researchers who argue that these have no impact on their choices.

The research gap in the nutritional knowledge by yogurt brands would be addressed in the proposed study as there is no such previous study has been performed that compiled and compared such information that marketers claim to affect consumer choices. The proposed study compares the nutrition value of conventional and functional yogurts to determine if there are any significant differences between them. The nutritional information includes calories, water, protein, carbs, sugar, fibre, and fat.

**Approach**

The proposed study will be carried out by conducting non-experimental research by exploring yogurt brands and choices available in Australia’s leading chains of stores – Woolworth and Coles. It will be an observational study in which the nutritional value of conventional and functional yogurts sold by leading yogurt brands sold in the selected stores will be analysed and compared (Price, 2010). The reason for choosing this approach for the study as it will not be based on analysing the effects of independent variables (marketing and nutrition) on consumers’ purchasing behaviour. It will simply observe the selected yogurt brands' nutrition information and compare them.

The purpose of the analysis is to investigate the marketing tactics used by different yogurts in the conventional and functional categories. The marketing decisions including price and size of packaging. Furthermore, the nutritional value information of different yogurts will be collected and analysed based on the differences between different types of yogurts available in stores. For this study's purpose, the conventional category of yogurt includes fermented plain and plain organic yogurts. The function category of yogurt includes Greek, flavoured, and sweetened yogurts. The study will select the three best yogurt brands in Australia: Chobani, Dannon, and Siggi’s to compare and identify differences in their marketing decisions and nutritional value in the same categories.

The analysis will provide descriptive findings of nutrition variables that are identified as Calories, Water, Protein, Carbs, Sugar, Fibre, and Fat. The differences in the nutritional value between conventional and functional yogurts offered by the selected brands will be compared by conducting independent sample t-test. This test would compare the average value of each nutrition variable and compare them between conventional and functional yogurt categories. The proposed study will not conduct primary research involving respondents. Therefore, there are no ethical issues to be addressed. An extension of the findings of the proposed study will be the comparison of prices set by Woolworth and Coles for the same yogurt brands and products. This will help in evaluating the price determination by yogurt companies and retail stores.

**Timeline**

The following Gantt chart provides indicative milestones completion schedule.

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Wk 1** | **Wk 2** | **Wk 3** | **Wk 4** | **Wk 5** | **Wk 6** | **Wk 7** | **Wk 8** | **Wk 9** | **Wk**  **10** | **Wk**  **11** | **Wk**  **12** |
| Preliminary research |  |  |  |  |  |  |  |  |  |  |  |  |
| Proposal preparation |  |  |  |  |  |  |  |  |  |  |  |  |
| Deciding research methodology |  |  |  |  |  |  |  |  |  |  |  |  |
| Proposal submission |  |  |  |  |  |  |  |  |  |  |  |  |
| Data Collection |  |  |  |  |  |  |  |  |  |  |  |  |
| Data Analysis |  |  |  |  |  |  |  |  |  |  |  |  |
| Findings presentation |  |  |  |  |  |  |  |  |  |  |  |  |
| Finalising research report |  |  |  |  |  |  |  |  |  |  |  |  |

**Expected Outcomes and Impact**

Ares et al. (2008) are of the view that consumers chose conventional and functional yogurts based on how they perceive their value. For this purpose, they read information about ingredients and nutritional values provided on the packaging by yogurt brands. Marketers follow this approach by providing detailed labelling on their product packaging and updating the information when they make changes to them. Therefore, this approach will be explored in the study by examining the nutritional value information provided by the selected brands on their yogurt products. The nutritional value of yogurt products will include data of Calories, Water, Protein, Carbs, Sugar, Fibre, and Fat. This information will be collected and presented in tabular form, which will allow statistical comparison of the nutritional value of the two types of yogurts, which are conventional and functional yogurts offered by the selected brands (Ares et al. 2008). This will be done in a way that differences in the average nutritional value will be calculated and their significance will be determined by comparing their p-value with the alpha of 5% at the confidence level of 95%. The outcome of the study would **[Would what?  Would "lead to the identification," etcetera?  Or something else?]** to the identification of the difference in the nutritional value between conventional and functional yogurts. This would help in understanding how companies vary their products to attract different customer groups. The statistical tool to be used for this study is SPSS **[What made you choose this tool?]**.

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