**Marketing Research**

**Group Project (40%)**

The group project provides you with an opportunity to apply your learning in class to real-world problems, helping you better understand the course materials.

The project consists of **4 stages:**

**Stage 1:** Activities: Form your group and select a research topic.

**Stage 2:** Activities: Refine research problems and design Research proposal.

**Stage 3:** Activities: Conduct exploratory research and design a questionnaire for descriptive research.

**Stage 4:** Activities: Conduct descriptive research and analyze data (Oral Presentation & Final Report).

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| --- | --- |
| **Group Project**  Research proposal (5)  Exploratory research (10)  Questionnaire design (5)  Presentation (5)  Final Report (15) | 40% |

Tasks description as provided below:

# The Research Proposal

Write a research proposal for your project. You will need to meet with your “client” (i.e., the individual for whom you are conducting the research) and determine their needs. The proposal should summarize your discussion and the parameters of what you will be doing for them.

This proposal should include:

#### Background

Give a brief summary of what area your research will address and the events that led to the basic problem/opportunity facing your client.

#### Objectives of the Research

What question is the research designed to answer? What are the specific research problems that will be addressed by the research?

#### Research Design

Type of design (exploratory, descriptive, and/or causal) Type of data collected (secondary and/or primary)

Type of primary data collection methods (e.g., Focus Group Survey - Mail/personal/phone interviews… Experiment…)

#### Sample Plan

Population definition

Desired Sample size (Note: you will collect at least 50 data points) Sampling Methodology – be as precise as possible and justify your decision.

#### Analysis

Provide as much detail as to the type of statistical analysis you plan to use. Also indicate the manner in which your data will address the research question.

#### Cost Estimates:

-Personnel compensation for research design, data collection, data analysis and recommendations

-Copying expenses (e.g., 100 copies of 3 pages @ *$0.05)*

-Sample expenses

-Travel expenses

-Computer time and software

-Other relevant expenses

-Total cost

#### Time line

1. **Appendix:**
   1. Specific questions you might ask to address the research problem
   2. Any other supporting material you deem relevant.

# Secondary Data Analysis

In this project, you will summarize the data collected from your secondary data search in a **maximum 5 page** paper. Your goal is to familiarize yourself with the general economic environment, your client’s industry, the particular problem you are researching. Explain how these findings are relevant to your research.

## Introduction

Restate your research objective and question(s).

1. **Secondary Data Topics - Example topics under each heading include:**

#### General Environment

- state of the economy

#### Industry

* state of the industry
* main players in the industry

#### Company

* state of the company
* competition
* your position relative to the competition (market share, profits, growth, stock prices)

#### Product Markets

* product types/varieties/brands - growth rates
* sales volume - vulnerability
* sales trends

#### Consumers

**-** demographics - opinions

* lifestyle - product usage patterns
* activities - media patterns
* interests - price sensitivity

#### Company Marketing Programs

**-** advertising and promotion

* pricing practices
* distribution

1. **Relevant Marketing Consumer Behavior Concepts/Theories to address your research question** Examples: Perception, Positioning, Satisfaction Theory, Persuasion Models…. Search CB textbooks as well as relevant trade articles.

NOTE: If you do not find information about a topic, please do not make things up. Stick to the secondary data in an unbiased manner.

* Provide a bibliography of the sources consulted at the end of your paper (in an appendix).
* Be sure to include citations in the text.

# Questionnaire Design, Measurement, Sampling

#### Introduction

To begin, you provide the statement of your research objective

#### Hypotheses

* 1. Write out each hypothesis. Identify which question(s) will be used to examine the hypothesis. **THERE SHOULD BE A HYPOTHESIS FOR EACH QUESTION EXCEPT FILTER QUESTIONS, INTERESTING FIRST QUESTIONS, AND DEMOGRAPHICS.** The hypothesis should be based on an actionable response. For instance, if you are trying to decide whether to open a new bookstore, you may decide that, “If there is a low level of satisfaction using the current bookstore(s), I may open another one." You should then have a question(s) that asks about the level of satisfaction with the existing store(s). Your hypothesis then is: The satisfaction level with the existing bookstore(s) is low (less than 4).
  2. Each hypothesis should be followed by a managerial implication - that is, what would you recommend that the manager should do based on the results of this question.

#### Questionnaire

* 1. Identify what type of questionnaire you will be using in terms of structure and disguise.

In addition, provide information on the administration method (phone, mail, personal interview, Internet…). Justify these decisions.

* 1. A copy of the questionnaire is also required. Make sure to include relevant demographic information. Make sure each question:

1. is clear
2. is not biased, double-barreled, etc.
3. is needed
4. has appropriate responses (for fixed alternative questions)
5. relates to your overall problem (except for demographic questions)
   1. Identify the scale of each question (i.e., nominal, ordinal, interval, or ratio). Write this on the questionnaire itself. You should try to use interval and ratio data as much as possible.
6. Sampling
   1. The type of sample you will be using and the specific method to sample should be discussed. Be as specific as possible.
   2. If you are using a sampling frame – from where did you get it?
7. Appendix
   1. cover letter
   2. clean copy of questionnaire

# Data Analysis Strategy

#### Introduction

To begin, you provide the statement of your research objective

#### Data analysis

1. Write out your null and alternative hypothesis for each question or group of questions (except demographic, filter and interesting first questions). Type the question(s) first, then provide the hypothesis.
2. Write the managerial implication of the hypothesis.
3. Develop a dummy table for each hypothesis completing as much as possible. Leave a place for your graph of the statistical tests. A dummy table is a table with hypothetical results. It looks exactly as the table that will appear in the final report; the only difference: the results are fictitious, yet likely data.
4. Discuss the method of analysis for each hypothesis (Chi-square goodness of fit, chi-square for two variables, rank order, t-test for 1 mean, two group t-test, Pearson correlation, ANOVA, regression…) and justify it.

PLEASE DO STEPS 1, 2, 3, & 4 FOR EACH QUESTION THEN MOVE TO THE NEXT QUESTION. IN

#### YOU ARE TO CONDUCT (at least) 4 TESTS LOOKING AT THE RELATIONSHIPS BETWEEN VARIABLES

* 1. **1 CHISQUARE FOR TWO VARIABLES**

#### 1 TWO GROUP T-TEST

* 1. **1 ANOVA**

#### 1 REGRESSION

3) Appendix

Provide a **coding sheet**. Be sure the coding appears on a copy of your questionnaire.

# Project Final Report

This is how the final project should be organized

#### Executive Summary

1. **Introduction**

Give a brief summary of the area your research addressed and restate the specific research problems addressed by your research.

#### Discuss your method:

* 1. Design
  2. Sampling
  3. Data Collection.

#### Results:

* 1. Sample size
  2. Provide a demographic profile of the respondents completing your surveys (i.e., look at your frequency tables and provide a demographic description of those completing your survey).
  3. State your hypotheses and provide the completed analysis for each.
     1. **Complete** the dummy table for each hypothesis. All the blanks should be completed. Show your calculations. Complete your graph. Make sure you reference the SPSS printouts from which you got your data.
     2. **Update** your managerial implications given your results.

REMEMBER TO ALSO DO THE RELATIONSHIP TESTS (Chi square for two variable, t-test for two means, ANOVA)

1. Provide a summary of the data analysis – i.e., what is the data telling you
2. Provide a detailed conclusion including any problems that you encountered while conducting the research or limitations of the research study.
3. What course of action do you recommend?
4. Appendices should include:
   1. a coding sheet. Be sure the coding appears on a copy of your questionnaire.
   2. print-outs of analysis