

Marketing Research

University of Missouri-Kansas City
School of Business & Public Administration

BA 5562: Marketing Research

Prof.: R. Arora

Prerequisites: BA 5531 & BDS 508

Office: 407

Winter 2008

Office Hours: Tue and Thursday by appt. or open door

Required Texts: Aaker, Kumar & Day, Marketing Research, Ninth Edition, John Wiley & Sons, Inc.

Session	Subject	Assignments	
		Chapters	SPSS OR MYSTAT
1	Introduction	1, 2	
	(SPSS OR MYSTAT) Research Process	3	
	<i>Form Teams for Project</i>		
2	Qualitative Research	8, 10	Descriptive/Freq. (not graded)
	Measurement/Scaling	11	
	<i>Library Research on Project</i>		
3	<i>PROJECT CONSULTATION</i>		
	Sources of Data	5, 6, 7	Chi-square
	Simple Data Analysis	16, 17	
<i>Initial design (stimulus concept) & Questionnaire due</i>			
4	Experimentation	13	ANOVA Regression
	Analysis of Variance	18	
	Regression	19	
5	Review		
	<i>Final Questionnaire (etc) due</i>		
6	Quiz # 1		
	Discriminant Analysis	20	Discriminant
7	Factor & Cluster Analysis	21	Factor
	Research design	4	
	<i>Prof. Returns Stimulus & Questionnaire Start Data Collection</i>		
8	Sampling Decisions	14, 15	Cluster
	MDS & Conjoint Analysis	22	
	<i>Complete Data Collection Start data Input</i>		
9	Review		
	<i>Complete Data Input Check Data Integrity</i>		
10	Quiz # 2 (make-up only)		
11	Onward		
	Class Meets Regularly	<i>Start Data Analysis, etc.</i>	

ASPECTS OF THE COURSE

Course Objectives

1. To understand the role of research in marketing decisions
2. To be able to read and understand research reports
3. To be able to read and understand research articles
4. To use SPSS OR MYSTAT to analyze the data
5. To be able to interpret research output
6. To appreciate that research does not provide flawless answers

Nature of the Course

This course is very different from other courses you have taken. In most classes, the common practice is that students are passive listeners (or active note takers) in class (albeit active in learning outside classes). In this class, students will have to be active learners prior to, during, and after classes. This means that you are expected to read the materials prior to class time, have questions ready for material you wish to discuss in class. There is no wisdom in going over each paragraph of text in class.

Regarding the hands-on computer exercises, computers are excellent tools for repetitive tasks, but keep in mind the first successful outcome is very time consuming. Therefore, plan ahead and everyone will be saved from "excuses" and "unexpected" outcomes.

The Content of Marketing Research

Marketing research is both a science and an art. The former comprises of the procedures for obtaining the information and the latter, the interpretation of information and using it to formulate a marketing strategy and or solve a marketing problem. The emphasis of this course is by far on the scientific methods of research. The course is unlike other qualitative or behavioral courses in marketing and is closer to applied quantitative courses. In fact, a great percentage of the course deals with statistical theories (sampling and data analysis). The challenge is to use the skills for improving the effectiveness of marketing strategy.

SPSS OR MYSTAT

SPSS OR MYSTAT is one of the very powerful software for statistical analysis. It is also one of the most widely used software, especially in social sciences. While we will be using the Base module primarily, the knowledge of SPSS OR MYSTAT can help in using more advanced and other specialized modules. You may refer to SPSS OR MYSTAT.com for more information.

Student Responsibilities

1. The nature of material to be covered in this class best lends itself to learning by discussion and hands on experience. **This requires a very high level of student involvement.**
2. Attendance is mandatory. Although any absence is seriously discouraged, a student is excused for missing a maximum of two classes in a semester. Each additional absence will result in a fractional lower grade. Please make arrangements with other students to take notes as a full lecture can not be replicated.
3. Read the assigned chapters and be prepared for the assigned the material on the day it is to be discussed in class.
4. SPSS OR MYSTAT Assignments: A small but significant portion of the final course grade is based on class assignments. The emphasis of class assignments is on correct use and interpretation of statistical procedures. Each assignment will be graded on a 6 point basis. The assignments are due following the class period when the topic is discussed. You are encouraged to have the first run of the assignment done on the day the topic is to be discussed. Late assignments (up to 1 week late) will be graded at a maximum of 4 points. Each of these assignments must be typed and represent high professionalism in substance and form. Do not submit your SPSS OR MYSTAT output.

The SPSS OR MYSTAT results must be copied over into the homework to be submitted for credit. Where necessary, you may "cut and paste" any portion of the results, however, make sure that you reformat the results in the report. You, as the marketing research analyst must select appropriate content and format the results for presentation. You are encouraged to look at your professional journals for style of reporting results.

The write-up for each SPSS OR MYSTAT assignment should include the discussion under the following headings:

- Introduction/ problem statement
- Hypothesis (generate yourself)
- Results
- Statistical significance
- Managerial interpretation.

Use the checklist to assure your assignment meets the requirements.

- i. Make sure you have major headings such as Introduction/ problem statement, Hypothesis, Statistical significance and Managerial interpretation.
- ii. Have you re-formatted the results from SPSS OR MYSTAT output to your report?
- iii. Make sure you have only relevant information copied from SPSS OR MYSTAT output. (Do not include output that you do not comment and do not leave out any significant information).
- iv. Make sure your report is reader friendly. Do not use "question number xx," any where in the write-up; instead state the entire statement.

Above errors are serious in that they have a major impact on readability and will significantly affect the grade. **Please note that these are all avoidable errors.**

These assignments are due on class period following the discussion.

5. Quiz: There will be one essay quiz (40 points). It is to your advantage to take the quiz at the regularly scheduled class time. However if the inevitable should happen, the following makeup procedure will be used. The makeup quiz will not be the same quiz administered earlier. It will be a customized quiz designed exclusively for the student. As such I strongly recommend that you not miss the quiz date. The make-up quiz will cover chapters 13, 18, 19, 20, 21 and 22.

6. Project: Marketing Research often takes a person to the "frontiers of knowledge." Despite careful planning, the outcome of the process may surprise the researcher as well as management. Things may not always go as planned. There may be problems with the instrument, the response rate, etc. One needs to develop a problem solving approach to the process.

Then there is an advantage in "hands on" learning. With the above spirit in mind, there will be a required empirical research project. The details are described below.

The final course grade will be based on the following:

The total points are 30 points for SPSS OR MYSTAT assignments, 40 points for the quiz, 150 points for the project, 30 points completely subjective (based on professionalism, enthusiasm, contribution to class, tardiness, etc). The cumulative score of all assignments is 250. The following minimum percentages: 71, 81 and 91 % for C, B and A grade respectively.

Class Assignments using SPSS OR MYSTAT

One case has been selected for this class. Note that the case is a means to learning statistics. Thus, the emphasis is on the use and interpretation of statistical procedures and not on the merit or demerit of the case. Several smaller assignments are selected which parallel the chapters in the text. These are described below.

<u>Procedure</u>	<u>Tasks</u>
ANOVA	Do gender (x32) and advertisements (31) influence satisfaction? Test for significance of main effects and interaction.
Cluster Analysis	Cluster respondents into two or three groups based on life style (x1 to x11).
Chi-square	Is eating-out (x25) related to gender (x32) or age (x34)?
Descriptive	Shown in class.
Discriminant	Categorize the variable satisfaction (X22). Can satisfaction category be predicted by Discriminant analysis using perceptual variables (x12 to x21)?
Factor	Factor Analyze perceptual variables (x12 to x21) to determine underlying dimensions/constructs.
Frequencies	Shown in class.
Regression	Use perceptual variables (x12 to x21) to determine their impact on satisfaction (x22).
Reliability	Discussed in class.

Data details for above assignments will be provided in class.

RESEARCH PROJECT

To maximize the learning, and get a first hand exposure to the claims and limitations of research, a class project is included. Students are expected to work in groups of two or three students. The group selection will be discussed in class. Some details and house keeping rules are described below. The topic of the project will be discussed in class.

General plan of the project: There are elements of the project, which are unique to a team, and those that are common to the class. The common aspects are the common database. The unique parts will be the questionnaire design, the background literature search, the data analysis, and the write-up.

The integration of the common part will be as follows. Each team will design one questionnaire. This is part of the learning process. However, for the final data collection, the instructor will give you the final version of the questionnaire. All students for data collection will use this questionnaire. Each team will collect their share of the data, and create a data file that will be aggregated and used as the basis for analysis. It is imperative that the data be accurately entered for analysis. You should run a simple frequency analysis to ascertain the accuracy of data.

In order for the project to be completed in time, it is critical that no team slip the deadlines. There are no exceptions for not following deadlines. Each team slipping will loose 5 points per day from the total project score.

Sample and sample size: The respondents for the study must be representative of those who consume the services. Each student is expected to collect 20 observations.

Project Grade

It is customary to assign the same grade to team members within a team. In case of neglect of professional responsibilities by a team member, the grades for team members may vary. The project grade will take into account the following:

The creativity shown in the questionnaire design and analysis.

The write-up and professional presentation.

Review of prior research stream on the subject.

General understanding of the research process, as evident from the report. The strength of the report is not in supporting or rejecting the hypothesis, rather in the scientific procedure followed in the investigation.

A typical format of the final report is:

Abstract	1/2 Page
Introduction	2 Pages
Problem statement	1/2 Page
Literature Search	2-4 Pages
Method (research design, sample and sampling)	2 Pages
Results	2+ Pages
Discussion of results	2-4 Pages
Limitations and recommendations for future research	1 - 2 Pages
References (at least 10 articles that have been cited in the paper)	
Appendices (if needed)	
Supplementary results (cross tabulations, segmentation, factor analysis, etc., which add to paper, but are not critical)	

Common errors to avoid or check list for the Research Report

1. Headings: Use three levels of headings.
Major Headings should be all capitals, and centered
Secondary Headings should be upper and lower case and flush left
Paragraph Headings should be upper and lower case and underlined.
2. Are sections and pages appropriately labeled, numbered, etc.?
3. Does the problem statement give the reader an understanding of the problem and area(s) investigated? Is the literature review relevant and sufficient?
4. Is the data analyzed using appropriate techniques?
5. Are the results discussed in length with respect to their utility to appropriate readers?
5. Are the limitations/disclaimers appropriately noted?
6. Are the references, tables, and figures in the Journal of Marketing Research style?

GOOD LUCK