

Research Methodology for Marketing

Autumn 2018

(6 CFU)

(subject to changes)

Prof. Feray Adıgüzel (English channel)

LUISS University

Dept. of Business and Management

fadiguzel@luiss.it

Prof. Carmen Donato (Italian channel)

LUISS University

Dept. of Business and Management

donatoc@luiss.it

Research project assistants (TA):

1) *Italian Channel: Antonella Buonomo (abuonomo@luiss.it)*

2) *English Channel: Ada Maria Barone (abarone@luiss.it)*

| Date, location | No | Topic | Readings/Speakers |
|-----------------------|-----------|--|---|
| | | Block 1: Marketing research design process | |
| 12 Sep Week 1 | 0 | Introduction to course (in CB course) | |
| 13 Sep | 1 | Introduction to Marketing Research Research Design | Malhotra, Birks, Wills: Chapters 1-3 |
| 19 Sep. Week 2 | 2 | Descriptive Research design: Quantitative Observation techniques, Survey Causal Research Design: Experimentation | Malhotra, Birks, Wills: Chapter 10 Malhotra, Birks, Wills: Chapters 11 |
| 20 Sep | 3 | Measurement and Scaling Questionnaire Design Qualtrics (experimental survey) | Malhotra, Birks, Wills: Chapters 12-13 |
| 26 Sep. Week 3 | 4 | Measurement and Scaling Questionnaire Design Qualtrics (experimental survey) | Malhotra, Birks, Wills: Chapters 12-13 |
| 27 Sep. | 5 | Computer lab 1: Qualtrics Participating a survey, preparing a survey/experimental survey with manipulations | |
| 3 October Week 4 | 6 | Computer lab 2: SPSS introduction: open and save a file, checking/changing scale type, importing Qualtrics survey data into a SPSS file (recoding), usage syntax | |
| 4 October | 7 | Sampling: Design and Procedures Sampling: Final and Initial Sample Size Determination Basic Statistics | Malhotra, Birks, Wills: Chapters 14-15 |
| | | Block 2: Exploratory data analysis | |
| 10 October Week 5 | 8 | Exploratory data analysis: Data preparation, Frequency Distribution, Cross-tabulation, summary statistics, | Malhotra, Birks, Wills: Chapters 17-18 |
| 11 October | 9 | Computer lab 3: Descriptive statistics | |
| 17 October Week 6 | 10 | Scale validity: factor analyses Scale reliability: reliability analysis | Malhotra, Birks, Wills: Chapter 22, 12 (scale evaluation) |

| | | | |
|--|----|---|--|
| 18 October | 11 | Computer lab 4: Factor analyses Computer lab 5: Reliability analyses, scale mean (compute command) | Malhotra, Birks, Wills: Chapter 22 12 (scale evaluation) |
| 24 October Week 7 | 12 | Hypothesis Testing, Tests for differences between groups and relationship between Variables (t-tests, chi-square) | |
| Block 3: Testing for Marketing managerial problems (Hypothesis testing) | | | |
| 25 October | 13 | Computer lab 6: t-tests, chi-square test | Malhotra, Birks, Wills: Chapters 18 |
| 31 October Week 8 | 14 | Analyzing marketing experiments: Analysis of Variance and Covariance, Moderation/interaction | Malhotra, Birks, Wills: Chapter 19 |
| 5-10 November Week 9 | | Break | |
| 14 November Week 10 | 15 | Computer lab 7: ANOVA, 2-way ANOVA (moderation) | Malhotra, Birks, Wills: Chapter 19 |
| 15 November | 16 | Predictive models: Correlation and Regression, dummy variables | Malhotra, Birks, Wills: Chapter 20 |
| 21 November Week 11 | 17 | Predictive models: Moderating and mediating effect | |
| 22 November Week 11 | 18 | Computer lab 8: Correlation, Regression, dummy variables | Malhotra, Birks, Wills: Chapter 20 |
| 22 or 23 November (will be informed later) Week 11 | 19 | Computer lab 9: Moderating and mediating effect (SPSS PROCESS macro) | |
| 28 November Week 12 | | Extra session: example exam questions/questions | |
| December 1 Semester ends | | | |
| Deadline: Marketing Research report (December 2 nd) | | | |

Text, readings and cases

Malhotra, N.K., David F. Birks, Peter Wills, "Marketing Research, An applied approach", Fourth edition, ISBN-10: 0273725858, ISBN-13: 978-0273725855, Pearson Prentice Hall

(There are a few differences in different editions of the course book. You can also study from other editions)

Yoo, B., Donthu, N., Lee, S., (2000), An Examination of Selected Marketing Mix Elements and Brand Equity“, Journal of the Academy of Marketing Science, 28(2):195-211.

(Please read this article to prepare for the SPSS tutorials).

- Slides delivered session by session after the lecture

Prerequisites

The prerequisites that are necessary for “Research methodology for Marketing” are:

1. Principles of Marketing, Marketing Management, or equivalent;
2. Basic concepts in statistics;

If you do not have these knowledge you are asked to read:

1. Principles of Marketing 15/E , Kotler and Armstrong, Pearson
2. Hand-out: Statistics in nutshell

Course Content

The course will be divided into three main parts.

The first part discusses research process in depth to write a marketing research report. In particular, the main issues associated with quantitative research design, data collection, data collection techniques, questionnaire and experiment design are discussed.

In the second part, an overview of basic statistics and computer skills ‘SPSS’ is provided. Key topics covered in this part include exploratory data analysis, univariate and bivariate hypothesis testing.

In the third part, frequent and relevant marketing research problems, including profiling for predictive modelling, ad-copy testing, customer value analysis, and positioning are examined. For these problems, multivariate statistic techniques (e.g. regression, ANOVA, factor and reliability analyses) will be examined and indicated with SPSS.

Course Learning Objectives

The course will examine the specific issues involved in developing and implementing marketing research to solve a managerial decision problem. Students will obtain computer skills such as SPSS for Statistics. Knowledge from this course can be also used for writing a master thesis. Attention will be focused on such issues as:

- Explain and discuss procedural and methodological factors that play a role when assessing marketing research projects.
- Discuss the various procedures used for data collection
- Explain and be capable in making a questionnaire
- Explain and discuss in detail the use and application of attitude scales in marketing research
- Explain the fundamentals of sampling in marketing research
- Explain techniques to check and describe data (frequency tables, cross tabulations,..)
- Perform and interpret parametric and non-parametric tests
- Explain the right multivariate technique for data analysis given a marketing research problem

- Know the objectives, use and interpretation of multivariate data-analysis techniques (e.g., regression, factor analysis, ANOVA...)
- Understand the report preparation process and practice it

Teaching Methods

1. Conventional lectures and practice in computer lab;
2. Team work;
3. Guest speakers from the business community;

Assessment Method

1. Written Final Exam: 50% (minimum 14 out of 30 is a must to pass) (i.e. 15 points)
2. Written marketing research project (team project): 50% (i.e. 15 points)
3. Bonus for the best research project winner team members: 2 points for the winner, 1.5 points for the second and 1 point for the third place.

REMARK: Cut-off to pass the course:

- 1) Minimum 14 out of 30 from the Final exam
- 2) Attendance to SPSS computer labs: 8 out of 10 computer labs (for attendant students)

Note: Nonattendant students will be graded only with the Final exam

Final Exam Information: 2 open questions with sub questions (You will answer the questions using information from the SPSS output), 1 question (selecting a right statistical test for the marketing research problem), 1 question (selecting a scale type).

Attendant student exam: 1 hour

Nonattendant student exam: 1.5 hours. There will be some extra questions for the Nonattendant students in the final exam.

Attendance to lab sessions are compulsory. You can miss only 2 sessions out of 10 sessions. If you did not attend at least 8 sessions, you must take the nonattendant student exam.

PLEASE KEEP IN MIND THAT STUDIES CLEARLY INDICATE THAT STUDENTS WHO ATTEND CLASS REGULARLY PERFORM SIGNIFICANTLY BETTER THAN STUDENTS WHO MISS MANY CLASSES.

- **You must decide whether to be an attendant or nonattendant student at first week.**
- **You cannot switch between being attendant versus nonattendant student.**
- **You cannot refuse your project grade.**

COMPUTER LAB SESSIONS: SPSS

There will be SPSS computer exercise sessions to solve a marketing problem. The SPSS exercises for the computer sessions will be posted at the course website before the tutorial.

- **Attendance to lab sessions are compulsory for attendant students. You can miss only 2 sessions out of 10 sessions.**

Inspect the questionnaire and read the article below to prepare for the tutorials.

Yoo, B., Donthu, N., Lee, S., (2000), An Examination of Selected Marketing Mix Elements and Brand Equity, Journal of the Academy of Marketing Science, 28(2):195-211.

Computer Sessions and Topics:

- 1) Qualtrics (preparing a survey/experimental survey)
- 2) SPSS introduction: open and save a file, importing Qualtrics survey data into SPSS, recoding Qualtrics experiment manipulations/scenarios before the analysis, syntax
- 3) Descriptive statistics: Frequency table, histogram, pie-charts, mean, variance, mode..
- 4) Reliability analysis for multi-item scales
- 5) Factor analysis for validating multi-item scales and for data reduction
- 6) Chi-square tests and t-tests--one sample t-test, independent t-test, paired t-test
- 7) ANOVA, two-way ANOVA (moderation/interaction)
- 8) Correlation, regression, dummy variables
- 9) Moderating and mediating effect with SPSS PROCESS macro

SPSS Assignments (not graded): We will give you a marketing data and ask 2-3 questions that you can answer after running analyses in SPSS. The SPSS homework will be posted after the relevant lab session.

Qualtrics: Online survey software

Qualtrics is a questionnaire software that you can prepare an online survey or online experimental survey to collect data easily posting the link to your social network. <https://www.qualtrics.com/>

- Group leader should open qualtrics account with his/her LUISS email address instead of personal account. Then group leader should send an email to LUISS qualtrics account representative (supportoit@luiss.it) to approve the registration. After approval, you will have the full access to qualtrics. Then group leader should share the email account login and password information with group members.
- **DONOT OPEN FREE TRIAL ACCOUNT. Free trial account is limited and does not allow downloading the data collected optimally!**

QUESTIONS: DO NOT HESITATE TO ASK QUESTIONS. THERE IS NO BAD QUESTION.

- **Name of the FACEBOOK group for the course is *RESEARCH METHODOLOGY FOR MARKETING (closed group)*. Send your member request to FERAY ADIGUZEL from Facebook for the membership to the course FACEBOOK group: *RESEARCH METHODOLOGY FOR MARKETING*. We will post some polls/quiz (not graded), real life marketing research examples, some links....You can ask your questions related with course content by posting.**
- ***Questions related to your marketing research project: Ask to research project assistants***
- ***If we see there are many similar questions related to a common issue, we will send a public email or use class hours to answer those questions***

Marketing Research of Consumer Behaviour Project

This project is a common project with Consumer Behaviour course, but focusing on the quantitative research part of the research. You will be graded jointly for the project both courses. You will conduct the first part of the project i.e. writing a research proposal (developing a research question, conducting literature review, developing hypotheses, conceptual model) during Simona Romani's course in the first four weeks of the semester. The quantitative part of the project (deciding quantitative research design, collecting data, analyses and conclusions) will be done with knowledge from Research Methodology for Marketing course.

You will be assigned one of ten topics listed below. You will collect your own data i.e. primary data, mostly with experimental surveys.

The report has these steps:

Consumer Behaviour by Simona Romani:

- 1) Develop your own research question (problem statement)
- 2) Literature review and hypotheses argumentation
- 3) Hypothesis formulation and Conceptual model

This course will:

- 4) Develop your own survey or experimental survey using previously developed multi-item scales, data collection (methodology)
- 5) Analysis plan i.e. Write an overview of the analyses you need to do in order to answer your hypotheses (methodology)
- 6) Statistical analyses and results
- 7) Conclusions

Time Schedule for the Marketing Research Project

| Task and deliverables | Deadline |
|---|---|
| Inform whether you want to be an attendant or a nonattendant student to the TA, Antonella Buonomo abuonomo@luiss.it | Date: 14th September |
| | Date: 17th September You will receive an email with group member data and group leader, topic and 10 relevant reference papers |
| Report 1 | Date: 7 October You will receive an email only in case of fail and you will be requested to revise and resubmit with a new deadline |
| Report 2 | Date: 28 October You will receive an email only in case of fail and you will be requested to revise and resubmit with a new deadline |
| Report 3 Peer evaluation: Send an email to the TA your assessment 1(low) to 10 (high) likert scale your group members, with the group name | Date: December 2nd <i>Send your report with the file name: GroupX_RM_report X DONOT FORGET TO WRITE ALL GROUP MEMBERS NAME, STUDENT NO, and COURSE NAME on the title page!</i> Peer Evaluation: December 2nd |

A project will be implemented and a report written by teams of 4-6 people. Each team will be assigned to a topic. The final deliverable is a research report addressing the issues given below in a structured manner. There will be intermediate deliverables (report 1 and 2) due at the dates specified at the end of this document. The final report is due on 2nd December.

The project consists of these steps: (1) development of problem statement, (2) preparing a survey/experiments, (3) analysis plan and analyses and (4) a marketing research report including (a) the developed problem statement and research questions, (b) analyses and results, (c) conclusion and recommendations based on the results.

The first two steps will guide you through the process. Feedback will be given to improve your work through extra sessions (DONOT MISS IT!) and deliverables (report 1 and 2).

Report 1: Problem statement and Qualitative research

Develop the problem statement and research questions are to be developed based on your assigned topic.

- State the PROBLEM/ISSUE investigated;
- Discuss the RELEVANCE of the topic (Who should care and why?)
- Identify a gap in the research available
- Formulate a research question
- Fill-in the excel table (based on ten relevant papers assigned (minimum) and additional papers on the problem/issue)

Guideline: **Minimum 1000 and maximum 2000 words.**

Deadline: **Email to TA, October 7**

Report 2:

- Present the THEORETICAL FRAMEWORK , your HYPOTHESES and Conceptual Model
- Here in details, you discuss the literature as it informs your research questions/Hypotheses (please you don't have to provide a list of vaguely related prior findings, but you need to present convincing arguments for your research questions/hypotheses)
- Introduce your PLANNED METHOD for collecting data
- Introduce your PLANNED PROCEDURE for collecting data

Guideline: **Minimum 1000 and maximum 2500 words.**

Deadline: **Email to TA, October 28**

Report 3:

Submit a final paper (report) of max. 5000 words with the following outline:

Title; abstract; introduction; theoretical framework and research questions/hypotheses section; method; results section; final discussion (theoretical implications, managerial implications, limitations and future research opportunities)
references; appendix (if necessary)

In addition to the final paper you have to submit the original dataset used for the analyses with the related questionnaire

Guideline: **Maximum 5000 words**

The font used should be Times New Roman 12, with a line spacing of 1.5. Use a consistent style in references (APA style)

Deadline: **Email to TA, December 2**

Information on such a report can be found in Malhotra & Birks, Chapter 26. The report should be a report for marketing research managers. This implies that SPSS output is referred to in the text, but not included in the main text of the report. SPSS output is included in an appendix.

Guidelines for the final report (Note: As indicated, the outline is only a guideline. Some of the sections may have redundant information i.e., information that may appear in other sections as well. Also note that one or more of the sections may not be explicitly required in the report). **Please write your report such that a person who has not taken the class can understand your intent.**

Title Page: Title of the report, group name, List of group members, Date of submission, state Italian or English group

Table of Contents (with page numbers)

Management/Executive Summary (maximum 2 pages)

Main Body with the following sections

Chapter 1: Introduction

1. Motivation and Background of Problem/Opportunity

- Brief description of the general problem/opportunity: Problem Definition
- Reason for conducting research (Significance of the study)
- Secondary data on the industry/scenario or data from focus groups/preliminary interviews, which highlights the problem/opportunity and suggests the importance of the problem/opportunity being investigated (some statistics that support why this topic worth to research).
- Write the research question, subquestions.

Chapter 2: Theory

- Literature review
- Specific hypotheses based on the above list and reasoning.
- Conceptual Framework

Chapter 3 Research Design and Data-Collection Methodology

- Choice of Research Design and the rationale
- Types of primary data required to address the list of information.
- Choice of Data-Collection methodology and the rationale.
- Evaluation of the selected approaches (of the research design data collection method) versus alternative approaches (Strengths and Weaknesses)
- Measurement Instrument (Questionnaire) Discussion
- Include results of pretests of the instrument.
- Sampling Strategy
- Describe characteristics of population of interest (and these are automatically the characteristics of the sample) i.e. describe the target population.
- Sampling method and size. Rationale for these.

Chapter 4 Results

- Descriptives (sample characteristics)
- Data Analysis (Hypotheses testing) and Results

Chapter 5 Conclusion

- Discussion of the results in the context of the hypotheses (critical reflections).
- Discuss Managerial Implications
- Discuss theoretical implications
- Potential Limitations of the Study and discussion of future research

References

Appendices (e.g., the questionnaire or an experimental survey; guideline for the qualitative research)

Grading

Evaluations will be based on: a) conceptual rigor (30%); b) methodological rigor (40%); c) general contribution (10%) d) readability (10%) and direction for future research (10%)

The final grade obtained for this full paper will count for 50% of the final grade for both CB & RM.

Grading Scheme for the Marketing Research Report RMM Course

| | 1 to 10 likert scale (1: very bad 10: very good) | Weight (total 100) |
|---|--|--------------------|
| Executive Summary is included and written accordingly | | 5 |
| Problem statement and hypotheses formulated correctly and conceptual model included | | 20 |
| Survey/experiment prepared correctly/thoroughly (i.e. using multi item scales) | | 10 |
| Data collection issues (e.g. definition of target population, selection sampling method and reasoning, how they reach the sample..) discussed | | 10 |
| Analyses selected correctly | | 10 |
| Analyses conducted correctly and reported carefully(scale reliability checked before analyses/descriptives reported) | | 20 |
| Conclusions extracted based on the findings | | 5 |
| Managerial implications discussed based on the findings | | 10 |
| Writing skills and thoroughness | | 5 |
| Creativity/managerial relevance | | 5 |
| Group attitude+ team diligence (BONUS) | | 5 (bonus) |

PEER EVALUTION for GROUP WORK

- Each group member should send an email to group leader privately with his/her assessment of contribution of each group member in a scale from 1 (low) to 10 (high). The group leader take the average and email to the TAs.
- Deadline: 2 December
- If there is consensus in low rating for a student in a group, 1(if the evaluation is between 1-2) or 2 points (if the evaluation is between 3-4) will be extracted from the student's project grade
- Peer evaluations are a must to receive a project grade.