

**MKC2500 Marketing Research Methods  
Semester 1, 2020**

**Assignment 2: Research report**

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The objective of this assignment is to give students the opportunity to practice solving real marketing research problems with data.

Detailed instruction on how to complete the assignment is available in “Assignment 2 – Guide” section of this document.

Here are some general requirements for the assignment.

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The assignment is **individual work**. **Collaboration or consultation with anyone other than the unit's teaching staff is strictly prohibited**

One copy is to be uploaded at the “Assignment 2” submission tab on the unit's Moodle site. In the rare event that unforeseen technical issues on Moodle prevent you from completing the submission process, you should email the report to your tutor.

You need to first agree to the "plagiarism statement" above before you are allowed to submit this assignment. **Do NOT include cover sheets in your submission.**

Submission format: PDF file. The guidance in terms of word count is 1500 – 2000 words. In absolutely no scenario you should exceed 2500 words (everything included). The word count must be included in the first page of your document. Exceeding the word count could result in a penalty of up to 10% of your mark for the assignment

Please put any references you may have in the Appendix and it doesn't matter which standard reference format you use.

Students are required to keep a soft copy of their report until they get the marked report back. It is also **the student's responsibility to double check that the assignment has been completely uploaded to the correct link on time and that it is the correct version**. To double check, go to the Moodle link where you submitted the assignment, download your submitted file and check: 1) that the file is downloadable and can be opened using Microsoft Word or Adobe Acrobat; and 2) that it is the file you intend to submit for grading

Detailed instructions on how to analyse data and report the research results are available on the unit's Moodle site. Please read them carefully before starting your work.

Please contact your tutor and/or the lecturer if you have any further questions.

## Assignment 2 - Guide

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A research report communicates the result of a study to clients. Suppose that you have been commissioned by San Antone, a casual restaurant in Melbourne's Crown casino complex, to draft a brief research report based on the questionnaire and data of "restaurants at Crown survey" (henceforth, "**the restaurant survey**" and "**the restaurant data**." Both files are available on Moodle under the section for **week 8**). The notes below give you detailed instruction on the assignment.

### 1. Definition of the research problem

#### *(a). Define the market research problem (MRP)*

Based on the questionnaire provided to you, define a marketing research problem (MRP) with components. The overall statement of the MRP should be "**to identify and better understand the key drivers/predictors of \_\_\_\_.**" You need to fill in a blank with **a customer attitude, belief or behavioural variable** that is measured by the **restaurant survey**. In addition to the overall statement, you need to formulate at least two components for your MRP.

The MRP **must be able to be addressed with the attached dataset collected with the restaurant survey**. In approaching this task, I would suggest that you start by carefully reading through the accompanying **questionnaire** and familiarize yourself with the **variables measured**. Ask yourself the following questions: what information has been collected from the target population? What are the variables that are measured? How can San Antone make use of the information to improve their decision-making?

#### *(b). provide a brief justification for your MRP*

Provide a brief explanation on how this research can help your client (i.e., why it is important to understand the particular customer attitude or behaviour in this context). This should be consistent with section 3 below where you discuss the potential managerial implication of your findings.

### 2. Research approach and hypotheses

Come up with **at least 6 comparative or relational** research questions (RQ). Collectively, your RQs should cover ALL the components of your marketing research problem proposed in the previous section. Note that because these RQs need to be "answerable" by **the restaurant dataset**, **they have to involve (and only involve) variables measured in the restaurant survey**. This requires you to be very familiar with each question in the questionnaire.

For each research question,

- Clearly identify which component the RQ corresponds to.

- Clearly state both **the null and alternative hypotheses**, which are to be tested in the data analysis section
- Clearly identify ALL the **variables** that you use to answer the research question and the **question in the questionnaire/dataset** that measures this variable (to illustrate with a hypothetical example, if the variable you use is “age of the respondent”, and it is measured by question 15 in the accompanying questionnaire, you should include the information in your report). If you use a **recoded** variable, describe the recoding (for example., “young customers”: age  $\leq 30$ ; “mature customers”: age  $> 30$ , etc)
- Name an appropriate **statistical test** to test the hypothesis (for example, “an independent-samples t-test of the difference in customer loyalty between male and female customers”). If a multiple regression is used to test several hypotheses simultaneously, name the dependent and independent variables that will be included in the regression. For ANOVA, indicate which variable is the DV, and which is the IV.

For this section, **usage of bullet points and tables is required.**

A list of the main statistical tests discussed in the lecture is provided below. Please note that you are not required to use ALL the techniques (choose only what is appropriate for your hypotheses). That being said, **appropriate use of a variety of techniques or the usage of more advanced techniques such as multiple regressions is a necessity for high marks for this section.**

You need to consider a number of issues in deciding which technique to choose for a particular test. For example, certain techniques are only appropriate for interval-scaled data, while others can be used for both interval- and ordinal-scaled data. Similarly, some techniques only allow for comparison between two groups, while others allow you to compare the differences between multiple groups.

#### List of the main statistical techniques

1. Descriptive statistics (frequencies, descriptive and cross-tabs)
2. T-tests (dependent/independent samples) can be used to test for differences between means of subgroups.
3. Chi-square test can be used to test the association between two categorically scaled variables. It can also be called a test of independence.
4. Analysis of variance (ANOVA) can be used to see whether there are any differences across the categories of the non-metric variables with respect to any of the metric variables.
5. Correlation analysis measures the degree to which there is a linear association between two interval or ratio scaled variables.
6. Multiple regression can be used to explain the variation in dependent variables (outcome or effect variables) using other metric variables as independent variables (predictors).

### 3. A brief discussion of results and implication

Assume that you have tested all your hypotheses in SPSS and p values for all of them are less than 0.05 (i.e., you should reject ALL your null hypotheses). For each RQ, discuss the managerial implication of your findings. For example, if one of your RQs is about whether customer satisfaction varies by income groups, how could your client use this information for its business decision making? This serves as a justification for your proposed research questions. Note that the managerial implication needs to be **broadly consistent with the justification of MRP in section 1.**

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#### Marking criteria

##### 1. Problem definition (20% of assignment overall mark)

- Is the marketing research problem clearly defined and well thought-out?
- Is the justification sensible and appropriate?

##### 2. Research approach and hypotheses (50% of assignment overall mark)

- Do the RQs provide a good coverage of the MRP components? Are they well thought-out?
- Are the constructs, variables and questionnaire questions correctly identified?
- **Most importantly**, are appropriate statistical tests chosen to test the hypotheses?

##### 3. Results and managerial implication (20% of assignment overall mark)

- Is the discussion of findings correct and sensible?
- Is the discussion of managerial implication sensible and broadly consistent with section 1?

##### 4. Quality of writing and communication (10% of assignment overall mark)

- clearly explained; writing is cogent, lucid and flows naturally
- appropriate use of bullet points and tables
- Reads like a report, not a record of a Q&A session