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Graduate School of Management
Claremont Graduate University

MGT 324 Marketing Research
Fall Semester (Module II), 2009

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Course Description: The aim of this course is to introduce students to the design and implementation of marketing research. This class will focus on both theoretical understanding and practical skills. Emphasis is placed on the appropriate choice and design of marketing research methodologies and interpretation. Both qualitative and quantitative approaches are addressed. Class discussion and student presentations will be incorporated to encourage active participation.

The course will center on conducting an active research investigation for a product, service, or facility of your choosing. Throughout the course we will examine different research designs and methodologies. Each week you will be asked to design a research plan utilizing the techniques or analytical methods discussed in class. You will have to make decisions such as 1) whether to use of focus groups or one-on-one face-to-face interviews, 2) whether to use mail surveys or Internet surveys, and 3) whether to use an experimental design or longitudinal panel, based on the specifics of your product and the empirical data from marketing literature.

Objectives: My goal in this course is to help you develop a good understanding of the factors that must be considered when attempting to implement marketing research. By the end of this course, you will have working, practical knowledge of marketing research including: 1) Understand each stage of the marketing research process; 2) Appreciate different qualitative and quantitative approaches to conducting marketing research; 3) Ascertain the quality of any research proposal or completed study they might be presented with. Emphasis will be placed upon establishing the usefulness of the research to aid managerial decision-making. By the end of the course, you will have obtained research skills that will serve you throughout your career.

Class Attendance: You are expected to attend all class periods. Missing more than one class over the eight-week course will result in a null participation grade unless excused in advance.

Expectations: You are expected to hand in all assignments on time. Late assignments will not be accepted. If you miss a class, your weekly assignment must be e-mailed to me prior to the end of the class period for which the assignment was due.

Required Text:

Aaker, David, Kumar, V., and Day, George. (2007) Marketing Research (9th ed.¹) John Wiley & Sons Inc ISBN (with SPSS): 978-0-470-13073-5; (without SPSS): 978-0-470-05076-7)

Final Presentation:

Final Exam: There will be a final exam. This test will be made up of a combination of problem solving, short-answer, and short essay questions.

Grading:

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|---------------------|-----|
| Presentation: | 20% |
| Final Examination: | 30% |
| Weekly Assignments: | 30% |
| Participation: | 20% |

The following reflects the grading system used to mark your work.

- A+ Truly exceptional performance, rarely given.
 - A Performance significantly above expected levels.
 - A- Performance moderately above expected levels.
 - B+ Expected level of performance.
 - B Performance moderately below the expected level.
 - B- Performance significantly below the expected level.
 - C+ Passing but marginally acceptable performance.
 - C Unacceptably poor performance.
 - C- Very poor performance.
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U Unsatisfactory work. No credit given.

Course Schedule:

Week 1: Qualitative Research Methods 4 - 7

- Course Design
- Introduction to Qualitative Research

Due next week:

Select a product, service, or facility. This will be the focus of your marketing efforts for the semester. The next class will begin with reporting of individual selections.

Assigned readings for next week: Chapter 1, 2, 8

Optional readings for next week:

Banister, E.N., Booth, G.J. (2005). Exploring innovative methodologies for child-centric consumer research. *Qualitative Market Research: An International Journal*, 8, 157-175

Belk, R.W. & Kozinets, R.V. (2005). Videography in marketing consumer research. *Qualitative Market Research: An International Journal*, 8, 128-141

Calder, B.J. (1977). Focus groups and the nature of qualitative marketing research. *Journal of Marketing Research*, 353-364.

Fern, E.F. (1982). The use of focus groups for idea generation: The effects of group size, acquaintanceship, and moderator on response quantity and quality. *Journal of Marketing Research*, 19, 1-13.

Haire, M., (1950). Projective Techniques in Marketing Research, *Journal of Marketing*, 16, 649-56.

Sinkovics, R.R., Penz, E., Ghauri, P.N. (2005). Analyzing textual data in international marketing research. *Qualitative Market Research: An International Journal*, 8, 157-175

Trim, P.R.J., & Lee, Y. (2006). An internationally focused synthesized marketing strategy underpinned by qualitative research. *Qualitative Market Research: An International Journal*, 9, 203-224.

Wellner, A.S. (2003). The new science of focus groups. *American Demographics*, March, 29-33.

Week 2: Analyzing Qualitative Data 4 – 7

- Product Selection
- Analyzing focus group data:
 - Actual focus group transcripts will be handed out to the class. Working in groups, transcripts will be coded and summaries presented.
- Analyzing interview data:
 - Actual one-on-one interview transcripts will be handed out to the class. Working in groups, transcripts will be coded and summaries presented.

Due next week:

To assist in product development you have been given the budget for one qualitative assessment. You can choose from focus groups, face-to-face interviews, or any other qualitative technique. Your selection should be based on the specifics of your product and empirical data from marketing literature. Please inform me of your selection and justify your choice by discussing the benefits of your approach in relation to the drawbacks of others.

Assigned reading for next week: 4, 8, 13.

Optional readings for next week:

Adiguzel, F. & Wedel, M. (2008). Split questionnaire design for massive surveys. *Journal of Marketing Research*, XLV, 608-617

Banks, S. (1964). Designing marketing research to increase validity. *Journal of Marketing*, 28, 32-40.

Cowles, M. & Caroline D., (1982). On the Origins of the .05 Level of Statistical Significance," *American Psychologist*, May, 553-538.

Vriens, M. (2003) Strategic research design. *Marketing Research*, Winter, 21-25.

Week 3: Quantitative Research Methods 4 – 7

- Research Design
 - Experimental
 - Quasi-Experimental
- Threat to Validity
- Measurement Error

Due next week:

To assist in product testing you have been given the budget for one quantitative study. First, will you conduct a quasi-experimental or experimental design? Why? Second, which design will you use? What are the strengths and weaknesses of your design? Your decision should be justified via reference to published scholarship.

Assigned readings for next week: Chapter 11

Optional readings for next week:

Crano, W. D., & Prislin, R. (2006). Attitudes and persuasion. *Annual Review of Psychology*, 57, 345-374.

Krosnick, J. (1991). Response Strategies for Coping With Cognitive Demands of Attitude Measures. *Applied Cognitive Psychology*, 5, 213-236.

Schroder, K.E.E., Cary, M.P., Vanable, P.A. (2003). Methodological challenges in research on sexual risk behavior: II. Accuracy of self-reports. *Annals of Behavioral Medicine*, 26, 104-123.

Schwarz, N. Oyerman, D. (2001). Asking question about behavior: Cognition, communication, and Questionnaire Construction. *American Journal of Evaluation*, 22, 127-160.

Sniderman, P.M. & Grob, D.B. (1996). Innovation in Experimental Design in Attitude Surveys. *Annual Review of Sociology*, 22, 377-399

Week 4 Measuring Attitudes/Measuring Behavior 4 - 7

Due next week:

You have been given a budget to measure attitudes toward your product. What approach will you use? What type of attitude measure will you use? In addition, please bring in five sample attitude measurement items for your product.

Assigned reading for next week:

Dillman, D. A. (2007). *Mail and internet surveys: The tailored design method* (2nd Ed.). New York: Wiley. CHAPTER 2.

Optional readings for next week:

Presser, S., Couper, M. P., Lessler, J. T., Martin, E., Rothgeb, J M., & Singer, E. (2004). Methods for testing and evaluating survey questions. *Public Opinion Quarterly*, 68, 109-130.

Week 5 Survey Research Methods 4 - 7

-Writing Survey Items

Due next week:

- 1) Please revisit the five items you created for last week's assignment. Which of Dillman's principles did you violate?
- 2) Create five new items that avoid violating any of Dillman's principles.

Assigned reading for next week: Chapter 12

Optional readings for next week:

Borgers, N., Hox, J., & Sikkels, D. (2004). Response effects in surveys on children and adolescents: The effect of number of response options, negative wording, and neutral mid-point. *Quality & Quantity*, 38, 17-33.

Dillman, D.A., Sinclair, M.D., & Clark, J.R. (1993). Effect of questionnaire length, respondent-friendly design, and a difficult question on response rates for occupant-addressed census mail surveys. *Public Opinion Quarterly*, 57, 289-304.

Drennan, J. (2003). Cognitive interviewing: verbal data in the design and pretesting of questionnaires. *Journal of Advanced Nursing*, 42, 57-63.

Hess, J., Moore, J., Pascale, J., Rothgeb, J., Keeley, C. (2001). The effect of person-level versus household-level questionnaire design on survey estimates and data quality. *Public Opinion Quarterly*, 65, 574-584.

Israel, G.D., & Taylor, C.L. (1990). Can response order bias evaluations? *Evaluation and Program Planning*, 13, 365-371.

Krosnick, J.A. & Alwin, D.F. (1987). An evaluation of a cognitive theory of response order effects in survey measurement. *Public Opinion Quarterly*, 51, 201-219.

Rattray, J. & Jones, M.C. (2007). Essential elements of questionnaire design and development. *Journal of Clinical Nursing*, 16, 234-243.

Sanchez, M.E. (1992) Effects of questionnaire design on the quality of survey data. *Public Opinion Quarterly*, 56, 206-217.

Week 6 **Survey Research Methods** **4 - 7**

-Designing Questionnaires

Due next week:

Write a cover letter for a survey (you do not have to write the survey) that will accompany a questionnaire being given out to a sample of your choosing. Please identify to content of the survey and your target population.

Assigned reading for next week: Chapter 10

Optional readings for next week:

Assael, Henry, and John Keon (1982), Non-Sampling vs. Sampling Errors in Survey Research", *Journal of Marketing*, 46, 114-123.

Bech, M., & Kristense, M.B. (2009). Differential response rates in Web-based surveys among older respondents. *Survey Research Methods*, 3, 1-6.

Braunsberger, K., Wybenga, H., Gates, R. (2007). A comparison of reliability between telephone and web-base surveys. *Journal of Business Research*, 60, 758-764.

Christian, L.M., Parsons, N.L., & Dillman, D.A. (2009). Designing scalar questions for web surveys. *Sociological Methods & Research*, 37, 393-425.

Church, A. (1993). Estimating the effect of incentives on mail survey response rates: A meta-analysis. *The Public Opinion Quarterly*, 57, 62-79

Cook, Colleen, Heath, F., & Thompson, R.L. (2000). A meta-analysis of response rates in web- or internet-based surveys. *Educational and Psychological Measurement*, 60, 821- 836.

Hubbard, R. & Little, E.L. (1988). Cash prizes and mail survey response rates: A threshold analysis. *Journal of the Academy of Marketing Science*, 16, 42-44.

James, J. & Bolstein, R. (1992). Large monetary incentives and their effect on mail survey response rates. *Public Opinion Quarterly*, 56, 442-453.

Jobber, D. & O'Reilly, D. (1996). Industrial mail surveys: techniques for inducing response. *Marketing & Intelligence Planning*, 14, 29-34.

Kaplowitz, M.D., Hadlock, T.D., Levine, R. (2004). A comparison of web and mail survey response rates. *Public Opinion Quarterly*, 68, 94-101.

Ganassali, S. (2008). The influence of the design of web survey questionnaires on the quality of responses. *Survey Research Methods*, 2, 21-32.

Gesell, S.B., Drain, M., Sullivan, M.P. (2007). Test of a web and paper employee satisfaction survey: Comparison of respondents and non-respondents. *International Journal of Internet Science*, 2, 45-58.

Goritz, A.S. (2008). The long-term effect of material incentives on participation in on-line panels. *Field Methods*, 20, 211-225.

Rizzo, L., Brick, J.M., & Park, I. (2004). A minimally intrusive method for sampling persons in random digit dial surveys. *Public Opinion Quarterly*, 68, 267-274.

Schaefer, D.R. & Dillman, D.A. (1998). Development of a standard e-mail methodology: Results of an experiment. *Public Opinion Quarterly*, 62, 378-397.

Thorndike, F.P., Carlbring, P., Smyth, F.L., Magee, J.C., Gonder-Frederick, L., Ost, L., & Ritterband L.M. (2009). Web-based measurement: Effect of

completing single or multiple items per webpage. *Computers In Human Behavior*, 25, 393-401.

Toutangeau, R., Steiger, D.M., Wilson, D. (2002). Self-administered questions by telephone. Evaluating interactive voice response. *Public Opinion Quarterly*, 66, 265-278.

Week 7 Data Collection Methods and Sampling 4 – 7

Due next week:

Imagine your product made it to the marketplace. What method would you use to conduct a survey on your product? Why? What sampling method would you use? Why?

Week 8 Presentations

The objective of the presentation is for you to bring together your module's worth of work on your product. You should imagine that you are competing against several other marketing research firms. All of the firms have put together a marketing research plan for the product that you selected at the start of the semester. Your job is to convince the potential clients that your selection of qualitative and quantitative research methods is superior to any other possible suggestions. As part of your presentation you will hand out a short sample survey with the goal of showing off your survey writing and design skills.

Additional Recommended Readings:

Agrawal, A., Basak, J., Jain, V., Kothari, R., Mittal, P.A., Modani, N. et al. (2004). Online marketing research. *IBM Journal of Research & Development*, 48, 671-676.

Churchill, G.A. & Peter, J.P. (1984). Research design effects on the reliability of rating scales: A meta-analysis. *Journal of Marketing Research*, 11, 360-375.

Malhotra, N.K. Peterson, M. (2001). Marketing research in the new millennium: emerging issues and trends. *Marketing Intelligence and Planning*, 19, 216-235.

Schibrowsky, J.A., Pertier, J.W., Nill, A. (2007). The state of internet marketing research. A review of the literature and future research directions. *European Journal of Marketing*, 41, 722-733.

Singer, E. (1978). Informed consent: Consequences for response rate and response quality in social surveys. *American Sociological Review*, 43, 144-162.