

Worksheet 1: Research or not?

On the topic about the importance of marketing research, some people argue that "Common sense of an experienced businessman is as good as, if not better than, findings from marketing research."

Task: Discuss why you 'agree' or 'disagree' with the statement and state your reasons below.

	Agree
	Suggested reasons to support marketing research
1	<ul style="list-style-type: none"> • A wrong decision may be made without statistical support leading to a big loss in business (e.g. launch a product with no market; use an inappropriate spokesman).
2	<ul style="list-style-type: none"> • An opportunity to uncover and utilise the staff talent (who may have the experience or knowledge in doing marketing research).
3	<ul style="list-style-type: none"> • Time and money can be saved if we perform marketing research to help us make better decisions.
4.	<ul style="list-style-type: none"> • Risky to rely too much on experience instead of research data and evidence, especially in an ever-changing working environment. Staff don't have the confidence or competence to make decisions without concrete factual support.
5.	<ul style="list-style-type: none"> • A staff learning opportunity to participate in selecting and monitoring an external marketing research agent in conducting a survey.
6	<ul style="list-style-type: none"> • Gain a better understanding of what target customers' preferences, e.g. their want and need.

	Disagree
1	Suggested reasons to support marketing research
2	<ul style="list-style-type: none"> • Expensive and time consuming (for small companies with low budget) to plan and conduct marketing research.
3	<ul style="list-style-type: none"> • Experienced businessmen can make correct judgments with their common sense, which would be as good as, if not better than, relying on a marketing research analysis.
4	<ul style="list-style-type: none"> • Do not have staff with the experience or knowledge to conduct marketing research.
5	<ul style="list-style-type: none"> • A big task to select and monitor an external marketing research agent in conducting a survey.

Conclusion:

- Marketing Research is **important** for business.
- Although there are good reasons to not conduct a marketing research project, it is more common for businesses to conduct research of some kind **to gain insight, and knowledge to support their decisions.**

Worksheet 2: Marketing Research Process

Task: Arrange the steps of a typical marketing research process below.
Write down the alphabetical letter in the left column.

- | | |
|------|---|
| 1. I | A. Prepare research report |
| 2. G | B. Design research instruments and techniques |
| 3. H | C. Decide the contact methods, places and times |
| 4. B | D. Execute the research programme |
| 5. E | E. Decide on the sample plan |
| 6. C | F. Analyse the data collected |
| 7. D | G. Collect data |
| 8. F | H. Select the research approach |
| 9. A | I. Define the problem |

Worksheet 3: Marketing Research Objectives

Task: From the following list identify the major objectives of marketing research. Put a ✓ in the checkbox to make your choice.

1. to understand why **customers** buy or not buy a product
2. to design the production flow of a factory
3. to see if **customers** will accept a price increase
4. to decide the staff training schedule
5. to recruit customer service people
6. reveal how **competitors** react to our advertising campaigns
7. to evaluate the design of **product** packaging
8. to see if **customers** like the new brand name
9. to determine if a **new store** should be set up in TST or not
10. to study whether the **secondary school students** are interested in buying a new game
11. to see if the cost of production can be reduced or not
12. to monitor the number of visitors going into the museum

Worksheet 4: Case Study: Stressful school life or not?

Read the following case carefully and complete the task on the next page.

New survey findings suggest that when high-school students were asked how they feel during the school day, HK high school students consistently invoke three key feelings: "tired," "stressed" and "bored."

The researcher who led the study warns that such negative feelings can influence young people's attention, memory, decision making, school performance and social lives.

"It's hard to concentrate and it's hard to do well in school if your brain is constantly having to respond to stress," said a researcher in the Yale University Department.

The student sample is huge: 22,000 high school students in HK.

The message is clear: our high schoolers are none too happy, at least when they're in school.

Researchers distributed a brief online questionnaire that featured the question: "How do you currently feel in school?" Three blank spaces followed, with room for any answers they felt were appropriate.

Eight of the top 10 responses were negative.

"Tired" was most often invoked — **39%** of students wrote that.

"Stressed" came in second, at **29%**. **"Bored"** was third, at 26%.

By contrast, the two most frequently invoked positive emotions were **"happy" (22%)** and **"excited (4.7%)**.

Task: As the new Assistant Marketing Manager, you are now asked to suggest 2 marketing research objectives for the "Stressful school life or not?" case.

- **To understand students' view on the kinds of stress they fact everyday, either at school or at home**
- **To help students explore or find ways/solutions to reduce such stress.**
- **To understand if there are any sports/hobbies/ products/services would be effective to make life happier**
- **Or any other suggestions**

Worksheet 5: Select Appropriate Research Approach

Task: Match the **Research approaches (1-6)** with their corresponding **Definitions (A-F)** and select the **Appropriate situations (I-VI)** for using these approaches and then write down your answers on the table below.

Research approaches

- | | | |
|-----------------------|-----------------|-------------------------|
| 1. Observation | 2. Measurement | 3. Focus group |
| 4. Personal interview | 5. Web tracking | 6. Questionnaire survey |

Definitions

- A. Solicit the views of **selective groups** of usually ranged from 3 to 8 representative samples.
- B. **Face-to-face, one-to-one interviews** with individuals or company representatives to obtain in-depth, qualitative information.
- C. Use **computer software or other technology** to record the web behavior, e.g. using cookie to record the IP address.
- D. **Collect data through conducting surveys** with a set of representative samples for statistical, quantitative analysis.
- E. Use **bio-metric device to measure** the actual subject responses.
- F. Researcher **observes behavior** rather than asking questions.

Appropriate situations

- I. Understand the behavioural patterns of what consumers would put into their **electronic shopping cart**.
- II. Measure the **heart beat response** of a consumer by showing an advertisement.
- III. **Know the potential number** of people entering a shop in a particular shopping mall.
- IV. Collect a **descriptive view** of how business buyers consider buying or not buying a product.
- V. **What kind of new features** would consumers add to a sports car? (**more detailed information**)
- VI. **Understand** the proportion of consumers who like or dislike certain features of a product.

Matching Table:

Research approaches	Definitions	Appropriate situations
1. Observation	F	III
2. Measurement	E	II
3. Focus Group	A	V
4. Personal Interview	B	IV
5. Web Tracking	C	I
6. Questionnaire Survey	D	VI

Worksheet 6: Setting Research Questions

It is a follow-up exercise of Activity 4 (Case Study)-Student Worksheet p.4

As the Assistant Marketing Manager of the company, you are asked to draft a research customer questionnaire to obtain responses **to help reduce stress in life/school, or how to make school life a happy one.**

You should construct 6 relevant questions in the formats suggested below. Write your suggestions in the space provided.

Q 1: Yes/No questions

Have you ever felt depressed? Yes / No ?

Q 2: Opinion rating questions

Going to school every day makes me happy, do you agree?

1-Strongly disagree; 2-Disagree; 3-Neutral;

4- Agree; 5-Strongly agree

Q 3: Questions with more than one possible response

Which of the following 3 factors do you consider most important for having a happy life? (select a maximum of 3 choices)

• a) friendship b) good results c) have fun

d) sports e) money f) free time g) play computer game

Q 4: Questions with only one possible response

When did you go watch a movie last time?

- a) within 1 week b) 2 to 4 weeks c) within 3 months
d) over 3 months
-

Q 5: Question for differentiating different market segments

Gender / level in school / life-style /

Q6: Open-ended questions

Suggest a way to feel relax

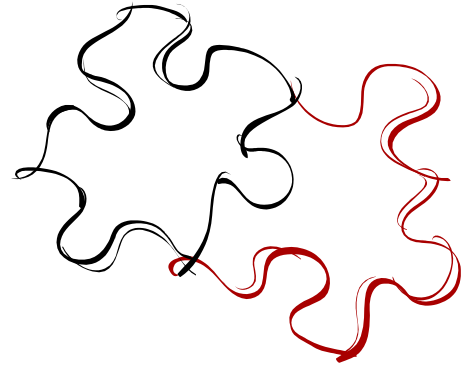
Free answer

Worksheet 7: Sampling Techniques

Task: Match the Sampling techniques with the appropriate description.

1. Simple random sample

Every member of the population has an equal chance of selection.



2. Stratified random sample

The population is segmented into mutually exclusive groups such as age groups, and random samples are drawn from each group.

3. Convenience sample

The researcher selects the easiest population members from which to obtain information.

Worksheet 8: Comparison of Different Survey Contact Methods

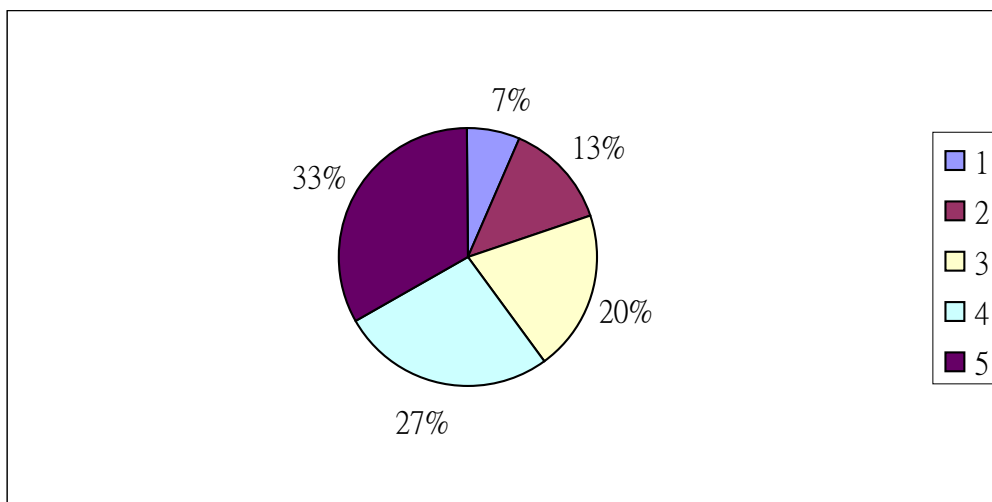
Task: Compare the following three survey contact methods and complete the following table by circling the appropriate answer.

	Telephone survey	Postal survey	Personal Interview
1. Response rate	high / medium / low	high / medium / low	high / medium / low
2. Speed of responses	quick / slow	quick / slow	quick / slow
3. Speed of collecting responses	quick / slow	quick / slow	quick / slow
4. Geographic coverage	wide / narrow	wide / narrow	wide / narrow
5. Complexity of questions	high / low	high / low	high / low
6. Control over respondents	more / little	more / little	more / little
7. Observe respondents' reaction	yes / no	yes / no	yes / no
8. Duration to conduct survey	long / short	long / short	long / short
9. Bias exists	more / less	more / less	more / less
10. Cost of conducting survey	high / low	high / low	high / low

Worksheet 9 (a): Analyse Ratings with Percentage Distribution

Question for analysis: "Too much stress affecting the performance of students at school" is a factor. Do you agree? (1-Strongly disagree; 2-Disagree; 3-Neutral; 4- Agree; 5-Strongly agree)

Task: Use the pie chart provided below showing the **percentage distribution** of the ratings to answer the following two questions.



1. Did the respondents tend to agree or disagree with the statement that **"playing too much computer game"** is a factor affecting your studies?
 - **Hint:** 7% (1-Strongly disagree) + 13% (2-Disagree) = 20%
 - 27% (4- Agree) + 33% (5-Strongly agree) = 60%
2. Do you consider **"not enough sleep"** a factor affecting the students' performance?

Worksheet 9 (b): Analyse Ratings with Averaging

Question for analysis: "Hard to focus on school work" is a factor affecting students' performance.

Do you agree? (1-Strongly disagree; 2-Disagree; 3-Neutral; 4- Agree; 5-Strongly agree)

Task: Use average rating to analyse the data provided below in order to answer the following two questions:

20 responses to the question:

1	3	2	5	5	4	2	2	5	4
4	4	1	5	3	5	2	5	5	4

Average rating = Sum of all responses / # of responses

In this example,

$$\text{Average rating} = (1+3+2+5+5+4+2+2+5+4+4+4+1+5+3+5+2+5+5+4)/20$$

$$=56 / 20 = 2.8$$

1. Did the respondents tend to agree or disagree with the statement "Hard to focus on school work" is a factor affecting students' performance **on average?**

Average rating equals to 2.8.

On average, there is no strong view on whether agree or disagree with the statement.

2. Do you consider "not enough sleep" a factor affecting the students' performance" using **average rating**?

- A high value of Average rating (close to 5) means that it would be a strong factor,

- A low value of Average rating (close to 1) means that it would be a non-factor.

- Assuming that an Average rating over 3 would be a factor, 'hard to focus' could not be considered as a factor of affecting the students' performance' based on the Average rating method alone.

Worksheet 9 (c): Analyse Questions in Crosstab Tables.

Question for analysis:

Q1: Gender: Male / Female

Q2: When did you watch a movie last?

a) within 1 week b) 2 to 4 weeks c) within 3 months d) beyond 3 months

A crosstab table is drawn for Q1 against Q2.

Count	Q 1		
	F	M	Total
Q 2			
a	0	8	8
b	2	0	2
c	0	2	2
d	8	0	8
Total	10	10	20

Task: Analyse data presented in crosstab table and answer the following two questions.

- Did the respondents buy frequently? (assuming that choice **a** & **b** represent **frequent purchase**; choice **c** & **d** represent **infrequent purchase**)

- Did the **Male** or **Female** respondents buy more frequently?

Worksheet 10: Making Recommendation based on Research Results

Task: Assuming you are the Assistant Marketing Manager, make recommendations based on the research results from the previous analyses in worksheet 9.

Research finding (1)

Recommendation:

Research finding (2) - Based on the average rating method alone, there was no strong view on whether _____

_____ on average.

Recommendation:

Research finding (3) - _____

Recommendation:

Suggested Answers to Activity 1 (Worksheet 1):

Suggested reasons for opposing marketing research

- **Expensive** (for small companies with low budget) to plan and conduct marketing research.
- **Time consuming** to plan and conduct marketing research.
- **Experienced businessmen** can make correct judgments with their common sense, which would be as good as, if not better than, relying on a marketing research analysis.
- Do not have **staff** with the experience or knowledge to conduct marketing research.
- **A big task** to select and monitor an external marketing research agent in conducting a survey.

Suggested reasons to support marketing research

- A **wrong decision** may be made without statistical support leading to a big loss in business
(e.g. launch a product with no market; use an inappropriate spokesman).
- An opportunity to **uncover and utilise the staff talent** (who may have the experience or knowledge in doing marketing research).
- Time and money can be saved if we perform marketing research to help us **make better decisions**.
- **Risky** to rely too much on experience instead of research data and evidence, especially in an ever-changing working environment. Staff don't have the confidence or competence to make decisions without concrete factual support.
- A **staff learning opportunity** to participate in selecting and monitoring an external marketing research agent in conducting a survey.

- **Conclusions:** Marketing Research is important for business.
- Although there are good reasons to not conduct a marketing research project, it is more common for businesses to conduct research of some kind to gain insight, and knowledge to support their decisions.