

Marketing Research I: Quantitative Methods (MKM13)

Level: M

Credit rating: 20

Subject Area: Marketing

Module type: Core

Term: 2

Module tutors:

Dr. Paurav Shukla

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Room: 129

Teaching:

Lecture:

For group 1: On every Thu from 2 – 5pm in M150

For group 2: On every Fri from 1 – 4pm in M153

Aims:

To develop knowledge of the theories and epistemological considerations in research for marketing.
To underpin the term three dissertation workshops which focus on applying the methods to participants specific research needs.

The course is designed to enhance the analytical capability of the student using basic as well as advance techniques and tools of marketing research. The student of a Masters Programme is believed to be a good analyst in the corporate world. To give justice to the same a Masters student must learn the process of marketing research. S/he should also learn how to develop and evaluate marketing information systems using various analytical tools and techniques.

Learning outcomes:

On completion of this module the student shall be able to:

- Utilize alternative research epistemologies
- Critically apply and justify the techniques of advanced exploratory research methods.
- Critically apply and justify the techniques of advanced conclusive research methods.

Cognitive:

- Have developed a sophisticated, rigorous and critical knowledge and understanding of research methods at a Masters Level.

Books

Text Books (Latest edition of):

- Malhotra, Naresh, Marketing Research. Pearson Education

Reference Books:

- Bryman, A., and Bell, E. (2003), Business Research Methods, Oxford University Press
- Kent, Ray (2007), Marketing Research, Thomson
- Saunders, M., Lewis, P., and Thornhill, A., (2003), Research Methods for Business Studies, 3rd Ed. FT Prentice Hall
- Aaker, D., Kumar, V., Day, G., (2004), Marketing Research, 8th Ed., Wiley
- Pallant, Julie (2005), SPSS Survival Guide, 2nd Ed. Open University Press
- Chisnall, P. (2001), Marketing Research, 6th Ed. McGraw Hill
- Churchill, G. (1999), Marketing Research: Methodological Foundations, 7th Ed., Dryden Press

Relevant Journals:

- Journal of marketing research
- International journal of research in marketing
- Journal of Marketing
- Journal of marketing management

- Journal of consumer research
- European Journal of Marketing
- Journal of International marketing
- International marketing review
- Association for consumer research

Class Participation/Attendance

Class sessions will be devoted to probing, extending and applying the material in the readings and the cases. It is the students' responsibility to be prepared for each session as detailed in the course outline. A student will benefit from belonging to a "study group" that meets and prepares for each session before class. At the end of the term students will be asked to evaluate each of their group members' contribution to the group work. Students are expected to contribute to class discussions. To do well, they should actively participate in presentations and class discussions, which means making well supported, cogent comments and criticisms about the concepts and analyses that the group is presenting. Attendance to the computer lab based sessions is mandatory.

Obligations of the participant

Participants are required:

- To read the appropriate reading materials for each session.
- To prepare any exercises given.
- To join a group for the course work.
- To participate in the preparation of the reports.
- To attend the lectures.

Please buy the SPSS CD available from the computer store in the Watts building 1st floor and install it on your laptop or desktop. This will be required for the sessions focusing on SPSS and your final report. The CD costs only £5 which is a great bargain when comparing the original price of the software.

Course Schedule:

Week commencing	Topic	Book chapter & Extra reading
09/01/2012	Introduction to Marketing research: Research Objectives and Research Design <i>Seminar: Research Question, Objectives and Design Exercise</i>	Malhotra Chap 1, 2 & 3
Wilson, Dale (1996), "Research Design: Qualitative and Quantitative Approaches", Journal of Marketing Research, Vol. 33, Issue 2, pp. 252-255.		
Barabba, Vincent (1990), "The Market Research Encyclopaedia", Harvard Business Review, January-February, pp. 7-18.		
Nakata, Cheryl and Huang, Yili (2003), "Progress and promise: the last decade of international marketing research", Journal of Business Research, Vol. 58, No. 5, pp. 611-618.		
16/01/2012	Exploratory Research (<i>This will be a combined class</i>). Movie: 12 angry man	Malhotra Chap 4 & 5
Easton, George, Easton, Annette and Belch, Michael (2003), "An experimental investigation of electronic focus groups", Information & Management, Volume 40, Issue 8, pp. 717-727.		
Malhotra, Naresh and Peterson, Mark (2001), "Marketing Research in the New Millennium: Emerging Issues and Trends", Marketing Intelligence and Planning, Vol. 19, Issue 4, pp. 216-235.		
Laurent, Gilles (2000), "Improving the External Validity of Marketing Models: A Plea for More		

Qualitative Input”, International Journal of Research in Marketing, Vol. 17, Issue 2, 177-182.		
23/01/2012	Conclusive Research <i>Seminar: Experimentation</i>	Malhotra Chap 6 & 7
THE TOPIC OF RESEARCH MUST BE SUBMITTED BY THE END OF THIS WEEK.		
Hulland, John, Chow, Yiu Ho and Lam, Shunyin (1996), “Use of causal models in marketing research: A review”, International Journal of Research in Marketing, Vol. 13, Issue 2, April 1996, pp. 181-197.		
Lee, Eunhyu, Hu, Michael, and Toh, Rex (2000), “Are Consumer Survey Results Distorted? Systemic Impact of Behavioural Frequency and Duration on Survey Response Errors”, Journal of Marketing Research, Vol. 37, Issue 1, 125-133.		
30/01/2012	Measurement, Scaling and Sampling <i>Seminar: Use of measurement and scaling in research</i>	Malhotra Chap 8 – 12
Alford, Bruce L. and Engelland, Brian T. (2004), “Measurement validation in marketing research: A review and commentary”, Journal of Business Research, Vol. 57, Issue 2, pp. 95-97.		
Short, David, Jeremy C. Ketchen, J., Palmer, Timothy B. (2002), “The Role of Sampling in Strategic Management Research on Performance: A Two-Study Analysis”, Journal of Management, Vol. 28, Issue 3, pp. 363-385.		
06/02/2012	Proposal presentations	
Read various books suggested above regarding how to develop a proposal and present the same.		
13/02/2012	Proposal preparation and submission week	
20/02/2012	Questionnaire building	Malhotra Chap 13-15 & 17
Malhotra, N. K., Agarwal, J. and Peterson, M. (1996), "Methodological issues in cross-cultural marketing research", International Marketing Review, Vol. 13, Issue 5, pp. 7-43.		
Read various books suggested above regarding how to develop a questionnaire.		
27/02/2012	Research surgery - questionnaire building	
05/03/2012	Introduction to SPSS* <i>Seminar: Introduction to SPSS</i>	Malhotra Chap 14 & 15
12/03/2012	Correlation & Regression* <i>Seminar: Correlation and Regression exercise</i>	Malhotra Chap 17
19/03/2012	T-test and Factor analysis* <i>Seminar: T-test and Factor Analysis Exercise</i>	Malhotra Chap 15 and 19
21/04/2012	Coursework submission deadline by 4pm	

* Please bring your laptop with SPSS loaded. Read instruction regarding how to get SPSS from University computer store. One laptop per group shall suffice however you are encouraged bring more laptops as it may help you learn the exercises first hand.

Assessment:

Group presentation (40%)

Group research report (60%) (5000 words)

The objective of the group presentation (40% of the total assessment) and the coursework (60% of the total assessment) is to provide each student an opportunity to apply what they have learnt to a real life marketing situation of interest. As a first step, each group would be provided with several research questions of interest to the group. By the end of the third week the group will decide on what will be their research topic and will start working on it. In the week five the group will present their proposal in the class. By the end of week seven each group will have their proposal finalized and approved.

Groups are required to employ one of the advance techniques of marketing research in their coursework. Each group member at the end of the coursework will evaluate other members of the group on specific parameters provided and submit them. The feedback of other members will reflect on the results. In addition to submitting the written work in the administrative office at the required time, each group will provide a CD or USB stick consisting of their dataset (in SPSS), finalized proposal (in Microsoft Word), and the project report (in Microsoft Word).

Group research report hand-in date: 21st April 2012

Some interesting topics for study

1. Source credibility and negative information effects
2. Choice goal mediation in purchase and post purchase
3. Luxury consumption and value perceptions among British consumers
4. Understanding consumer confusion in various markets
5. Impulse buying behaviour among British consumers
6. Impact of store level extrinsic cues on consumption behaviour
7. Herding behaviour on social networking sites
8. Luxury consumption among Ethnic minorities: fitting in and/or standing out
9. Exploring online customer behaviour
10. Effects of word-of-mouth communications in online environment