AMN403 Marketing and Survey Research

**Assessment 3 –** **Mixed Methods Research**

**Semester 1, 2020**

**Due date:** Friday May 29th. Online submission only by uploading to Blackboard by 11.59pm. In accordance with QUT policy, no late submissions will be marked.

**Weighting:** 50%

**Individual or group:** Individual

**Word limit:** 2500 words maximum (Not plus 10%). Not including

references. Not including Part B content.

**Note:**

* Your writing should use, and demonstrate an understanding of, the research terminology used in this unit.
* Your assignment should be well referenced, citing predominantly academic journal articles. There is no suggested number of references. Please do not cite any publications by Pike.
* Please don’t ask your tutor or lecturer to read your draft writing to “see if it is ok”.

**Instructions:**

No executive summary, introduction or summary sections are required.

**PART A**

This assessment requires a mixed methods (qualitative and quantitative) research design to address the **Chumley Warner’s** case, which has been uploaded to Blackboard.

If you decide to visit this business to try out their food, please do not ask the staff anything about this assignment as they are a busy small business. However, feel free to let them know you are doing an assignment about them if you do buy any food or drink there.

Your research design should **not** be written as an academic essay, but in a business style as if you were a marketing research firm pitching for this contract. However, you must still reference the sources used to justify your assertions. Another researcher should be able to follow quite specific steps in your research plan to collect the required data to address the research question. Use 1.5 line spacing, and either ARIAL or TIMES NEW ROMAN 12 point font.

Provide a title page including your name and student number. Your research design should be structured as follows:

1. In your own words, outline the management decision problem (**MDP**) in one sentence, and provide a one paragraph rationale using only the information provided in the case. Outline the market research question (**MRQ**), and provide a brief rationale that references the literature. Reference the definition for any construct included in the MRQ. List **two research objectives** that address the construct of interest in the MRQ.
2. Describe your proposed research methodology, utilising mixed methods (qualitative and quantitative), to address the research objectives. Be clear about how each objective is being addressed by each method. Describe your proposed sampling and data collection procedures. Indicate the data analysis techniques, for both your qualitative and quantitative stages.
3. Provide a one-page sample of a data collection instrument, such as a focus group moderator’s guide or your questionnaire items. You do not need to prepare an entire questionnaire. The questions recommended should clearly address a research objective.
4. Briefly acknowledge any limitations of your research design.

To reiterate, another researcher should be able to easily follow the specific steps in your research design to obtain the necessary information to address the MDP/MRQ.

Located in the suburb of Birkdale in southeast Brisbane, Chumley Warner’s is promoted as the original and best, British fish & chip shop in Australia. What differentiates this business from other fish & chip shops in Brisbane is that all the cooking equipment and most of the products and ingredients have been imported from the UK. Chumley Warner’s is not only popular with expatriate Brits, but also with Australians who have either visited a UK fish & chip shop or are just curious about what makes a British chippy different. One of the characteristics of a service business is the concept of variability, which is where different customers can vary in their satisfaction of the same experience, or where service delivery can vary at different times of the day, week or year. People who are used to the Australian fish & chips style will find many differences at a British chippy; just as Australian beers can be quite different to those in the UK (British beer is on tap at Chumley Warner’s). For example, British hot chips are not crunchy or slim like fries, and vinegar is used as a condiment instead of tomato sauce. With this in mind, do Chumley Warner’s three different customer segments all have the same expectations and same level of satisfaction with the experience? Does satisfaction vary between first time customers and repeat visitors in each segment? Brisbane is a large geographic market for one small specialist business such as this. Word-of-mouth recommendations can be a powerful medium to get noticed in this market, amid the noise and clutter of marketing communications of competing food businesses and precincts. Your role as marketing researcher is to develop a research design that would generate data about the customer experience at Chumley Warner’s; which could be used by the owner to identify the type(s) customers who would be ideal for a customer-relationship management (CRM) programme. To learn more about Chumley Warner’s, start with these links:

http://www.chumleywarners.com.au/

https://www.chumleywarners.com.au/news/

https://www.facebook.com/ChumleyWarners/

**References**

While this assessment is to be written in a business report style rather than a theoretical academic essay, you must acknowledge any sources of information used. For example, references to academic papers should be used to support assertions about the merits of a particular survey method or data analysis procedure.

**Academic Honesty**

QUT expects students to act honestly in assessments. The issue of plagiarism is taken seriously and students are reminded to ensure that assessments submitted represent their own work.

**Late submission policy**

It is QUT policy that assessments submitted after the due date will not be marked, and therefore receive a mark of zero.

**Marking criteria**

The attached marking criteria will be used for this assessment. Each of the eight criteria are weighted equally. The maximum mark for each criteria is 12.5/100.

**AMN403 Marketing and Survey Research Marking Criteria – Assessment 3**

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|  | **7** | **6** | **5** | **4** | **3** | **2-1** |
| **MARK** | **12.5 or 10.6**  **(100% or 85%)** | **10.5 or 9.4**  **(84% or 75%)** | **9.3 or 8.1**  **(74% or 65%)** | **8 or 6.3**  **(64% or 50%)** |  | **5.8 or 3 or 0**  **(46% or 24% or 0%)** |
| **Problem Identification, Research and Decision-Making** | | | | | | |
| Problem statements | You succinctly define the MDP. You succinctly define the MRQ, which is explicitly related to the managerial problem, and clearly indicate in your rationale a relevant construct from the literature. Clear and logical research objectives that address the MRQ. | You define the MDP. You define the MRQ, which is related to the managerial problem statement, and indicates how the research will enable decision making. Your MRQ is either not succinct or it is unclear what the key construct of interest is. Generally clear and logical research objectives that address the MRQ. | You define the MDP. You define the MRQ, which is related to the managerial problem. This section could be written more clearly and succinctly. It is either unclear what the key construct of interest is, or lacks appropriate referencing. Generally clear and logical research objectives that address the MRQ. | You attempt to define the MDP. You discuss an MRQ in a manner that could be more succinct and more explicitly related to the problem statement. It is unclear what the key construct of interest is and is not well referenced. Unclear research objective(s). |  | You fail to capture the management problem clearly. You fail to capture the research question clearly. |
| **Application and Evaluation** | | | | | | |
| Qualitative research design | You describe in detail the recommended research design, with appropriate data analysis. Clear justification provided. Logical approach relative to the problem. Clear understanding of research limitations and how they apply to the strategy. | You describe in detail the recommended research design, most aspects of which feature a logical and justified approach relative to the problem and research objectives. Few errors. Generally good understanding or research limitations and how they apply to the strategy. | You describe the recommended research design, some aspects of which feature a logical and justified approach relative to the problem and research objectives. Some may not be steps not justified. Some limitations may not be adequately acknowledged. | Your attempt to describe the recommended research design lack a depth of discussion to demonstrate a logical and justified approach relative to the problem and research objectives. Confusion about some concepts/limitations. May be difficult to follow at times. |  | You fail to describe a research strategy that addresses the managerial problem. Your report fails to demonstrate an understanding of the market research process. |
| Quantitative research design | You describe in detail the recommended research design, with appropriate data analysis. Clear justification provided. Logical approach relative to the problem. Clear understanding of research limitations and how they apply to the strategy. | You describe in detail the recommended research design, most aspects of which feature a logical and justified approach relative to the problem and research objectives. Few errors. Generally good understanding or research limitations and how they apply to the strategy. | You describe the recommended research design, some aspects of which feature a logical and justified approach relative to the problem and research objectives. Some may not be steps not justified. Some limitations may not be adequately acknowledged. | Your attempt to describe the recommended research design lack a depth of discussion to demonstrate a logical and justified approach relative to the problem and research objectives. Confusion about some concepts/limitations. May be difficult to follow at times. |  | You fail to describe a research strategy that addresses the managerial problem. Your report fails to demonstrate an understanding of the market research process. |
| Sampling | You demonstrate an excellent understanding of sampling plan selection and implementation through a detailed and logical approach relative to the proposed research design. Ethical approach. | You describe in detail a logical sampling approach to address the research problem, with few technical errors. Ethical approach. | You describe a logical sampling plan to address the research problem, with some technical errors. Ethical approach. | You describe a sampling plan to address the research problem, but make a number of technical errors and/or lack a depth of discussion to demonstrate understanding. |  | You fail to describe a sampling plan of relevance to the research problem. |
| Data collection instrument | Sample of primary data collection instrument is well prepared and clearly linked to the research objectives. Logical data analysis recommendations relative to the research design and sampling plan. | Sample of primary data collection instrument is well prepared with few errors and clearly linked to the research objectives. Logical data analysis recommendations relative to the research design and sampling plan. | Sample of primary data collection instrument is well prepared, with some errors, and is generally well linked to the research objectives. Logical data analysis recommendations relative to the research design and sampling plan. | Sample of primary data collection instrument is prepared with a number of errors. Links to the research objectives may not be easy to follow. Some data analysis recommendations relative to the research design and sampling plan. |  | You fail to demonstrate an understanding of the requirements for a data collection instrument, and data analysis techniques, to address the research objectives. |
| Extent to which another researcher could follow your plan | At each stage of the research design there are very specific steps that would enable another research to generate the information required. | At most stages of the research design there are very specific steps that would enable another research to generate the information required. | At some stages of the research design there are very specific steps that would enable another research to generate the information required. | At a few stages of the research design there are very specific steps that would enable another research to generate the information required. |  | You fail to provide much in the way of specific actionable steps that another research could follow. |
| Data analysis application **(Part B)** | You demonstrate an excellent understanding of the data analysis techniques, by providing all the correct outputs with no technical errors. | You provide most of the required outputs and with few technical errors. | You provide some of the required outputs with few technical errors. | You attempt to analyse the data, but either make a number of errors in the outputs, or you do not provide clear explanations. |  | You fail to correctly analyse the data. |
| **Communication and Interpersonal Skills** | | | | | | |
| Presentation | You organise content clearly and make no technical errors. Appropriate referencing. Follows suggested format precisely. Free of grammatical errors. Word limit adhered to. | You organise content clearly and make few technical errors. Generally appropriate referencing. Follows suggested format. Few grammatical errors. Word limit adhered to. | You generally organise content well but make some technical and grammatical errors, such as spelling, referencing and/or layout. Word limit adhered to. | You organise content in a manner that may be difficult for the reader to follow at times. A number of technical and grammatical errors throughout. Word limit not adhered to. |  | You present content in an incoherent way and make frequent technical errors throughout paper. Word limit not adhered to. |