

MARK 203 MARKET RESEARCH SURVEY (QUANTITATIVE ANALYSIS) REPORT

Weighting: 50%

Word Limit: 2,500 ± 10% (excluding references, appendices, tables/graphs, and title/content page).

Max. Points: 100

Type: Individual

General Instructions

The format should be **Times New Roman, 1.5 spacing, 2.5cm margins**, and written as a professional business report (not essay style); use headings, tables, bullet points, etc. You should have a cover page with your name, ID, word count and the tutor's name.

The report can be between 2,250-2,750 words. The word count does not include appendices, tables, figures, SPSS output, references, and title/contents pages.

Notes:

- In this assignment, you do not have to design a survey and distribute the questionnaires to the target respondents. Instead, you need to participate in a survey, where the final dataset will be used for analysis and interpretation in this assignment.
- Based on the survey results dataset, **you may choose relevant variables (independent variables, dependent variable(s), and demographic profiles of the respondents) to examine**. You need to check the **scales** and **references** for each variable of interest to develop and justify your research hypotheses. Please note that you need to find some additional literature to support your hypotheses.
- Your statistical analysis must include:
 - ✓ Frequency counts for relevant variables.
 - ✓ Descriptive statistics for relevant variables.
 - ✓ At least one t-test.
 - ✓ At least one ANOVA.
 - ✓ At least one Multiple Regression analysis.
- Follow the American Psychological Association Publication Manual (APA format).
- Be as creative as possible and remember to justify your ideas and choices.
- When marking the report, specific attention will be paid to the appropriateness of the proposed research hypotheses, the justification of ideas, and the appropriateness of the statistical analysis.
- Also, you must ensure coherence and flow in the report (i.e. you should move from one topic or idea to another in a logical order).

Report Structure

Section 1: Introduction

In this section, you need to provide a brief background of the research (the broad topic/issue and the focus of the report) so readers can have a general idea of the research and understand your research scope. In your discussion, you should provide a justification of the selected key variables in your report. Also, you should state your specific research questions and research objectives in this section.

Section 2: Conceptual Framework and Research Hypotheses

Conceptual Framework consists of key hypotheses (especially for your Multiple Regression analysis purposes). To develop a conceptual framework:

- State your research hypotheses (no more than 5-6 main hypotheses).
- Justify your research hypotheses (i.e. provide a brief relevant literature review to support the hypothesized relationships between key variables). A literature review will help you better understand the variables and their definitions, as well as what other researchers have investigated and said.
- Draw causal graph(s) using boxes, arrows, signs, etc. to represent these relevant hypotheses graphically. Please note that not all hypotheses need to be included in the conceptual framework.

Section 3: Research Method(s)

You should discuss the sampling method(s) and the samples of the survey. Also, discuss the scales/measures used in your analysis and the operationalization of the key variables (i.e. the operational definitions). A literature review will be helpful for the discussion of the scales and operational definitions used in the survey.

Section 4: Results and Discussion

In this section, present your quantitative analysis findings in a coherent and logical manner. This section must include the analysis and thorough interpretation of the quantitative test results and statistics you have obtained. Relevant SPSS output should be given in the Appendix. Note that each appropriate figure, statistic, and table must be thoroughly discussed. You should indicate whether your hypotheses are rejected or supported and discuss ‘so what’ as part of your interpretation.

Section 5: Recommendations and Conclusion

Discuss the results with reference to the research questions, research objectives, and research hypotheses. Make some relevant recommendations for relevant stakeholders (e.g., managers, public policy makers) - what do you suggest them do and why? Finish with an overall conclusion - link back to the research topic.

Section 6: Limitations of the Study

Identify and briefly discuss any potential flaws, errors, or imperfection in any steps of the survey process that could be systematically avoided. The limitations must be relevant to research at hand, not a replication of textbook or a journal article. Based on these limitations, provide some insightful suggestions for future research direction (e.g., different independent variables, different sample/sampling/size/measurements?).

Section 7: References

Include your references (APA format). Refer to APA (2010). *Publication Manual of the American Psychological Association* (6th ed.). Washington, DC: American Psychological Association.

Section 8: Appendix

Include relevant SPSS outputs in the appendix.