

Market and Consumer Research

Assignment 2 – Market Research Report

Step 1: Select One Scenario

1. Brand Innovativeness
2. Sponsorship
3. Celebrity endorsement
4. Retailer equity
5. Country-Brand Relationships.
6. Brand Identification

Select One Scenario (2)

You should select the scenario based on your assessment and interest.

To optimize your effort, you can choose the same topic for both Assignment 1 and Assignment 2.

Assignment 2

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Step 2: Identify management and research problems, and research objectives

The decision maker described in the scenario is facing a management problem.

- Your task is to identify the management problem and state this in a question form.

Assignment 2

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Step 3: Apply the relevant concepts and principles and provide a research design, collect the data, analyse the data.
Prepare the Report

Assignment 2

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Structure

1. Presentation (10%)

- Table of Contents
- Executive summary (1 page)
- References and Appendix (detailed later)

2. Background and Problem Definition (10%)

- Problem Statement & Research Objectives (What is the management/research problem?)
- Importance and Benefits
- Literature and Hypotheses

Assignment 2

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Structure (2)

3. Research Design (20%) (What did you do)?

- Research method (experiment/survey/observation)
- Sampling design (type, population, sampling frame, sample size)
- Data collection (communication/observation, procedure, errors)
- Measurement (validity, reliability, operationalisation, measures, sources, scales)

Assignment 2

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Structure (3)

4. Data analysis and Results (40%)

- How did you analyse the data? (methods of analysis, correlation or regression analysis, why)
- What did you find? (RQ1, RQ2, RQ3 and so on)

Assignment 2

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Structure (4)

5. Conclusions, Recommendations and Limitations (20%)

- What is the information collected? (RQ1, RQ2, RQ3 and so on)
- What do the results mean?
- What is your recommendation?

Structure (5)

References

(Not included in the word count)

Structure (6)

Appendix 1: (Not included in the word count)

- Table 1: Conceptual definitions
- Table 2: List of measures

Appendix 2: (Not included in the word count)

- Measurement instrument (Questionnaire)

List of Tables (Not included in the word count)

Length, Weight, Due Date and Venue

- Word count: 2500-3500
- Weightage: 30%
- Due: Latest by 2 pm, 5 June 2020
- Submit an electronic copy via the course
- Blackboard. Late submission will incur penalty.

Questions?