

A professional marketing research report has four objectives:

- (1) To effectively communicate the findings of the marketing research project
- (2) To provide interpretations of those findings in the form of sound and logical recommendations,
- (3) To establish the credibility of the research project, and
- (4) To serve as a future reference document for strategic or tactical decisions.



You have been asked to prepare a marketing research report for the Marketing Manager of Rule 1.

Rule 1 describe themselves as being “Athletes, Bodybuilders, Crossfitters & Powerlifters. Guys who've lifted a few million lbs & downed a few thousand scoops of protein. We're also supplement pros who've done this before. Guys who know the difference between the good stuff & the over-hyped wannabes. Creating and delivering the best protein powders and nutritional supplements in the world; that's our mission. It's an ongoing quest. Being good is never good enough. We wake up every morning thinking about ways to improve our products and processes. To be the best, you never stop striving”.

Rule 1 is looking to adopt a celebrity to endorse Rule 1 proteins and are in discussions with **Chris Hemsworth** and **Channing Tatum**. Before making their decision, Rule 1's in house marketing research team conducted a mixed method study utilising projective techniques and a quantitative survey to investigate consumer associations with the two celebrities, and other consumer judgements such as familiarity and attitudes towards the celebrities.

You will need to analyse both sources of data to test the research objectives below. You will then be required to effectively communicate the findings to Rule 1 management, interpret the findings and make sound and logical recommendations to inform Rule 1's decision to adopt either Chris Hemsworth or Channing Tatum as their celebrity endorser.

Initial Research Question - Decision Maker's Purpose

Should Rule 1 sign Chris Hemsworth or Channing Tatum to endorse Rule 1 proteins?

Redefined Research Questions

1. What associations do consumers hold with Chris Hemsworth and Channing Tatum?
2. What are consumer attitudes towards Rule 1 Proteins?
3. Which celebrity is more familiar?
4. Does consumer purchase intention differ depending if Chris Hemsworth or Channing Tatum is endorsing the brand?
5. Which celebrity do consumers perceive to be a better fit with Rule 1 products?
6. How does perceptions of 'celebrity to product fit' influence consumer intention to purchase Rule 1 proteins?
7. How do consumer attitudes and behaviours differ depending on a consumer's demographic and psychographic profile?

Research Objectives

1. To identify the associations that consumers have with Chris Hemsworth.
2. To identify the associations that consumers have with Channing Tatum.
3. To compare and contrast consumer associations between Chris Hemsworth and Channing Tatum.
4. To determine if consumers overall attitude toward Rule 1 Proteins is negative or positive (significantly different to a mean rating of 3 on a seven point scale).
5. To compare consumer familiarity of Chris Hemsworth against familiarity of Channing Tatum.
6. To determine if consumer purchase intention differs depending if Chris Hemsworth or Channing Tatum was featured in the advertisement.
7. To compare consumer perceptions of celebrity to product fit between Chris Hemsworth and Channing Tatum.
8. To determine the relationship between consumers perceptions of 'celebrity to product fit' and purchase intention.
9. To determine the relationship between age (age groups 18-35 and 36+ years) and Protein use (light, medium, heavy).
10. To compare attitudes towards Rule 1 Proteins between light, medium, and heavy protein users.

Rule 1 have provided you with the data from a word association task and an online questionnaire.

Word Association Task

A total of 100 Australian consumers were recruited through a professional online panel company, *QuestionPro*. Participants were shown both an image of Chris Hemsworth and Channing Tatum and were asked to type in the first word that came to their mind when viewing the picture of each celebrity.

Online Questionnaire

A total of 200 Australian consumers were recruited through a professional online panel company, *QuestionPro* to participate in an online questionnaire. A between-subjects experimental design was adopted with participants allocated to one of two experimental conditions: Chris Hemsworth (n=100) or Channing Tatum (n=100). Participants were shown an advertisement of either Chris Hemsworth endorsing Rule 1 Proteins, or Channing Tatum endorsing Rule 1 Proteins. Both advertisements were identical, only the image of the celebrity was changed. After viewing the advertisement, participants were asked to rate their attitude towards the celebrity "Please indicate how you feel about the celebrity Chris Hemsworth/Channing Tatum: dislike/like, unfavourable/favourable, negative/positive" (Nan and Heo, 2007), their attitude towards the brand "Do you think the brand is: bad/good, unpleasant/pleasant, worthless/valuable" (Low and Lamb, 2000), and their intention to purchase the product; "How likely is it that you would purchase a product from Rule 1 Proteins either for yourself, or for someone else: unlikely/likely (Till and Busler, 2000). Familiarity with the celebrity was also determined, including the perceived fit of the celebrity to Rule 1 proteins using three items drawn from Till and Busler (2000) including: do not belong together/ do belong together, do not go together/ do go together and do not fit /do fit. Finally, participants were asked to indicate their level of protein use and their age.

Experimental Stimuli



Copy of the Online Questionnaire

Please indicate how you feel about the celebrity Chris Hemsworth/Channing Tatum:

Dislike	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Like
Unfavourable	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Favourable
Negative	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Positive

Do you think the brand is:

Bad	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Good
Unpleasant	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Pleasant
Worthless	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Valuable

How likely is it that you would purchase a product from Rule 1 Proteins either for yourself, or for someone else:

Extremely unlikely	Moderately unlikely	Slightly unlikely	Neither likely nor unlikely	Slightly likely	Moderately likely	Extremely likely
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Please indicate your familiarity with the endorser by selecting the number that best reflects your assessment of the celebrity.

Extremely unfamiliar	Moderately unfamiliar	Slightly unfamiliar	Neither familiar nor unfamiliar	Slightly familiar	Moderately familiar	Extremely familiar
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The celebrity and Rule 1 proteins:

Do not belong together	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Do Belong together
Do not go together	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Do go together
Do not fit	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	Do fit

Please indicate what type of protein user you are:

Light (Less than once a week)
Medium (At least once a week before or after workouts)
Heavy (Everyday)

How old are you?

What should the report include?

Purpose of the Proposed Research Project

- ▶ Provide a brief overview of the purpose of the research project, how the information was obtained and what relevance it has to the research questions.

Word Association Data

- ▶ Addresses Objectives 1-3.
- ▶ Perform a content analysis of the word association data for Chris Hemsworth and Channing Tatum, consistent with the Week 7 Workshop Activity.
- ▶ You will need to first code and categorise themes relevant to both celebrities.
- ▶ You will then need to compare and contrast the coding and themes to identify similarities and differences between the two celebrities.
- ▶ Summarise your results, integrating quotes to emphasise your findings.
- ▶ Provide a graphical display (data display) to summarise your findings on the primary perceived similarities and differences between the two celebrities. Ensure you use quotes to support.
- ▶ Verify your findings by using two secondary sources to support the interpretations that you have made. Link the secondary sources with your interpretations.

Online Questionnaire Data (SPSS File)

- ▶ Addresses Objectives 4-10.
- ▶ Perform statistical analysis of the quantitative questionnaire data, consistent with the Week 8 to Week 12 Workshop Activities.
- ▶ You will first need to open the SPSS spreadsheet and use it to code a blank copy of the questionnaire (provided above).
- ▶ Ensure you use codes consistent with the data provided in Data View in SPSS.
- ▶ Perform Data Preparation:
 - ▶ Recode 'Age' into the two age categories required to test Objective 9.
 - ▶ Create the constructs for Attitude toward the Celebrity, Attitude toward the Brand and Perceived fit of the celebrity to Rule 1 Proteins, by using summation.
 - ▶ Write a brief paragraph summarising how you performed the above data preparation procedures.
- ▶ Test Objectives 4-10 using the appropriate statistical test:
 - ▶ Write the null and alternative hypothesis
 - ▶ If your test involves scale variables, determine normality.
 - ▶ Select and justify the appropriate test.
 - ▶ Perform the test in SPSS.
 - ▶ Provide graphical output if appropriate.
 - ▶ Write a statistical conclusion.
 - ▶ Write a managerial conclusion.
- ▶ Interpret the findings and make sound and logical recommendations to Rule 1 management regarding the research questions, and provide recommendations in reference to the initial research question (Decision Maker's Purpose).
- ▶ You should ensure that your report is professionally written, presented, and ready for presentation to Rule 1.