

## **ASB-2109 Marketing Research**

**Deadline for submission: 18<sup>th</sup> May 2023 before 11.59 pm (GMT)**

**This coursework is worth 60% of the total module mark. For this coursework, you will complete and report on a *quantitative* marketing research project (details given below).**

### **Task**

This marketing research project is intended to extract customer insights regarding consumers' motivation to eat high calorie snacks. A representative sample of American consumers was obtained via the crowdsourcing platform Amazon Mechanical Turk (MTurk). The research used the Theory of Planned Behaviour (TPB; Ajzen, 1991) as a base theoretical model. The objectives of the research are as follows:

1. Assess the relevancy, adequacy, and predictive power of the TPB in understanding consumer's intention to eat high calorie snacks.
2. Assess the role of other influencing factors (desire, anticipated regret) that might provide additional explanatory power beyond the TPB predictors (attitude, SN and PBC).
3. Determine if the TPB model operates equivalently across (a) gender, (b) weight aim (losing/maintaining/gaining weight), and (c) BMI category ('underweight'/'normal weight'/'overweight'/'obese')

Your report should be written in a style and format suitable for a reader who is an advisor on healthy eating for either the food industry or policy makers. The report should be a stand-alone document containing all necessary information regarding the whole marketing research project (excluding details on the research methodology).

In order to achieve the above aim and objectives your report should encompass the following:

1. an executive summary (of no more than 100 words **5%**)
2. an introduction to the obesity and (high calorie) snacking problem in the USA, with a brief outline of the TPB (around 500 words **20%**)
3. report of the analysis and discussion of the resultant findings (around 800 words) on
  - a. **(5%)** the sample profile.
  - b. **(10%)** a descriptive analysis of the mean values of the TPB model and other influencing factors (desire, anticipated regret) (use averages).
  - b. **(10%)** two chi-square analyses that would provide useful insight to the reader.
  - c. **(30%)** multiple regression analyses that would fully address objectives 1 to 3.
4. **(20%)** a discussion, limitations, and recommendations section (around 400 words).

*Note that the above percentages are indications of the weighting of the sections. The report will be marked as a single coherent piece of work and therefore it is important that you consider issues of structure, layout, flow, and presentation. All tables presented in the main body of the report should be discussed. The emphasis of the report is on interpreting the statistics to yield meaningful findings that would make good sense to the intended reader (the advisor).*

*You are reminded not to copy material from any sources without properly referencing it, as this constitutes plagiarism: cases of plagiarism will be referred to the Business School Academic Integrity Officer and will be subject to a deduction of marks, which can result in an overall mark of 0%.*

### **Data and associated survey questionnaire**

A unique data set will be available on Blackboard for each member of the class. Please download and work on only the data assigned to you, your dataset is named using your Banner ID. Details of the questions and scale endpoints can be found by looking at the variable view in SPSS.

### **Important style issues, submission requirements, and word count**

- Include only relevant SPSS output in the main body of the report or you can create your own tables for the main body of your report using only the pertinent information from the SPSS output. You are allowed an appendix with maximum of 4 pages.
- The maximum total word count for the individual report is 1800 words. The word count excludes the table of contents, tables, charts, figures, appendix, and references. However, tables, charts, figures, and appendix must NOT be used to circumvent the word count.
- Use Times Roman font size 12 with 1.5 spacing in the main body of your report.
- You must submit an electronic copy to Turnitin.
- References should be in the Harvard format and a referencing guide is provided in the coursework folder for ALL students to pay attention to.

### **References and coursework support**

- TPB: <http://www.people.umass.edu/aizen/index.html>
- Writing an Executive summary: <https://unilearning.uow.edu.au/report/4bi1.html>
- Chapter 28 of the core text (Malhotra et al. 2017) covers guidance on report writing in a marketing research context
- Ajzen, I. (1991), "The theory of planned behaviour," *Organisational Behaviour and Human Decision Processes*, 50, 179-211.
- Hassan, L.M. and Shiu, E. (2007), "Gender differences in low risk single-occasion drinking: An application of the theory of planned behaviour," *International Journal of Consumer Studies*, 31 (4), 317-325.