MARKETING MANAGEMENT

For this assignment, you will create an **market research survey/ questionnaire.**

The purpose of your survey has to be <u>one</u> of the following choices:
• To measure the consumer preferences of OTT entertainment platforms.
• Survey before designing a next generation electric vehicle.
• Comparison of any two mobile app based delivery services.
• Feedback survey to measure the loyalty towards a consumer brand.

Must-have questions

Your survey must have minimum **20** questions: generally include <u>4</u> distinct multiple-choice responses for each question, with the exception of qualifying question and open-ended question.

Your survey should begin with a qualifying question (e.g., Do you chew gum - yes or no?) which effectively eliminates those respondents who are not users of your product. If your respondent answers "no" to this question, you should politely thank him/her before moving on to another potential respondent. If your respondent answers "yes" to this question, you should proceed with the remainder of the survey.

Your survey should end with an open-ended question (e.g., If you could design the perfect gum, how would it taste and why?) to allow the respondent to provide his/her personal opinions of the product.

Some tips for preparing the questionnaire

Survey questions may attempt to measure <u>past</u> consumer behaviour (e.g., "How much do you normally pay for a…") or inquire about <u>current and/or future</u> consumer preferences (e.g., "How much would you pay for a…" or "What is the most important feature of a…").

Survey questions and multiple-choice responses should be clear, precise, distinct, consistent, comprehensive, realistic, relevant, recognisable and grammatically correct.

Survey questions should be worded so that only <u>one</u> possible response is appropriate, e.g., "What is your <u>favourite</u> brand of cereal?" or "Which brand of cereal do you <u>most</u> prefer?"

Range responses ($1.50 - $2.50, five to ten times per year), spectrum responses (less than $1.00, ten or more times per month), general frequency responses (never, occasionally, often), specific frequency responses (once a day, twice a month) and priority responses (not at all important, somewhat important, extremely important) can be very useful in this type of exercise.

"Product loyalty" refers to common substitutes (or indirect competition) for your chosen product. Your question, therefore, would ask if your product were not available, which popular substitutes for your product would customers/ consumers most prefer. For example, common substitutes for chewing gum would include mints and hard candies.

"Brand loyalty" asks the customer/consumer to choose his/her favourite or most preferred brand of any particular product. Your multiple-choice answers, therefore, would refer to the most popular brands of your product currently available on the market. For example, common brands of chewing gum include Excel and Five.

"Product characteristics" refer to the size, colour, shape, texture, flavour, scent, packaging, price, etc. of a particular good.

The "general product characteristics" question should inquire as to which product characteristic is most important to the consumer/customer, e.g., price, flavour, quality, brand, size, etc. The multiple-choice answers you provide then should be directly related to your product choice, so that for example, if the product were a food item, then flavour and price and nutritional content and brand would be considered suitable responses.

When moving from the general to the "specific product characteristics" question, you should select one of the general product characteristic answers provided in the previous question and then use that characteristic as the basis of your specific product characteristic question. Using the food item example then, you might select flavour and then ask a question like: Which of the following flavours of (food item) do you most prefer? Your multiple-choice answers would then reflect the variety of flavours typically associated with your product.

"Demographics" refer to relevant personal characteristics of potential consumers/customers within the target market, e.g., age, grade, gender, ethnicity, income level, education level, occupation, marital or family status, etc. (Keep in mind that **gatekeepers** [paying customers] may make purchasing decisions for others [non-paying consumers] who do not purchase the goods themselves [e.g., parents for children, wives for husbands] and so producers must often target both parties in their marketing campaigns.) For

the purposes of this assignment, however, I would prefer that your demographic question simply inquire about the current grade of your respondents, i.e., grade 9, grade 10, etc.

"Psychographics" refer to the attitudes, lifestyles, values, beliefs, opinions, habits, preferences, activities, motivations, expectations, personality traits, risk tolerances, etc. of potential consumers/customers within the target market. For the purposes of this assignment, however, I would prefer that you simply inquire as to the importance of health, fashion, appearance, etc... to the respondent (i.e., extremely, very, somewhat, a little, not at all important).

Assignment submission

1. The questionnaire form in a document format (MS Word, Pages, PDF)
2. Commentary on the objectives of the survey and the logic/reasoning for including particular questions.
3. This is an individual assignment carrying 10 marks to the overall weight of the course.