

mrkt 345 002

Class assignment#2

This is to certify that GROUP# ____6____ turned in this work. The names of our members present in-class, and who contributed toward the assignment are listed below. Also, below are the percentage contributions toward this assignment.

Names of Group Members	Absent/Present in-class during the assignment	Signature of the colleagues	Percentage contribution. Specify who contributed toward which part.
Ian Gordon	Present	JM,TT,SJ, MA,SF	1/6 c,d
Jaxon Morrow	Present	TT , SJ,IG, MA,SF	1/6 c,d
Taegen Tobin	Present	JM, SJ, MA, IG,SF	1/6 a,b
Sreenikitha Jorrigala	Present	TT, JM,IG, MA,SF	1/6 a,b
Moises Acevedo	Present	TT, JM, SJ,IG,SF	1/6 e,f

Seth Forsberg	Present	IG, JM , TT,SF	1/6 e,f

Assignment #2 (Developing RQs, Primary vs. Secondary data, Qual Research Method Use)

Problem: Determining whether there is sufficient customer interest to warrant adding a food truck service on specialty “Indian” cuisine to complement the options like Chinese, Italian etc. that are currently offered at the Nebraska Union in the City campus, UNL.

- a. Based on the above problem develop 2 Research Questions. (2 points)
 1. How much of the campus population are interested in Indian cuisine?
 2. How popular are the Indian cuisine restaurants in the surrounding area?
- b. Design one qualitative research study (select method that is covered in class – Focus group or interview) to address the RQs /Hypothesis. [a. identify the specific method you will use, how many participants will be potentially recruited in your study, b. duration of the study, c. incentives (if any) will be provided, d. where will the interviews/focus groups be conducted, also include, e. 5 most relevant questions you would ask [questions on the topic. No demographic questions] (1.5+ 1.5+ 1.5+ 2 + 2.5=9points)
 - A. Focus Group Method, Participants: 15
 - B. Duration: 30 minutes
 - C. Incentives: \$15 Chick-fil-A Gift Card
 - D. Location: Union conference room
 - E. Most relevant questions we ask: Have you tried Indian cuisine before? Would you be interested in trying Indian cuisine from a food truck? Do you think that it would be beneficial to add an Indian cuisine food truck to campus? How often do you

eat Indian cuisine? Do you think that other people would be interested in having this option?

c. What would be any 3 limitations of the qualitative research method pertaining to this study. (3 points)

1. Focus group lacking fair chances to speak and convey opinions
2. Poor understanding of cultural sensitivity and authentic Indian cuisine
3. Difficult to gather sufficient responses from on campus students due to stress and other time management conflicts

d. Provide 6 (different) sources from where you would gather primary data. Discuss *why those sources are relevant for this study*. (3+ 3=6 points)

1. Blogs - contact local blog writers to gain qualitative feedback about indian cuisine
2. Haymarket interviews with restaurant goers comparing competition with hidden questions to compare to other options close to campus
3. Campus survey to survey interest relative to on campus students and staff
4. Poll - students to gain insight on current satisfaction/ preferences of on campus food options
5. Campus Email to MGC - gauge interest of underrepresented students on campus
6. Focus group - get firsthand thoughts on Indian cuisine from UNL students

e. Discuss 3 (different) sources from where secondary data will be gathered for this study. Discuss *why those sources are relevant for this study*. (1.5+ 1.5 =3 points)

- 1) Investigate other university's dining menus and read on different cuisine options they have and whether students like it or not, or if they wish there were more options available.
- 2) Research and ask Indian cuisine businesses on their sales in certain locations and if there are any certain demographics that they sell to most. Look at sales reports from them
- 3) Research on the internet popular food trends here at UNL and other trends at similar schools.

f. For collecting any primary data you would need to turn in an IRB proposal. Here is the link to UNL's IRB [UNL | IRB/Human Subjects Research | Research Compliance Services](#)

Go to advertisements/ Flyers [UNL Ad Template.docx \(sharepoint.com\)](#)

Visit “**UNL advertisement template**” and use this template to create an advertisement for recruiting your research participants. You will include this with your assignment. You do not need to include phone numbers. (2 points)



Volunteers Needed For Research Study
Indian Cuisine Survey Focus Group!

Marketing Department is conducting research to find out whether having an Indian Cuisine food truck service option at the Union would be worth it.

Must be UNL student/faculty

You will be asked to answer a few short response questions and involves no more than 30 minutes of your time. Participation will take place at the Union. There are zero risks.

Chick-Fil-A \$15 Gift Card!

Please call 402-347-2999



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