

Assignment #3: 20 Points

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All worked on together

1b. Please calculate the AED from the graph below for an "average" commercial. Please show your work, and state any assumptions.

To find the AED, I basically used the slope of the curves of the lines of the graph. Though, it is assumed that realistically, these lines would not be as straight, they would be scattered more. Presented in this graph is seems to be an advertising push and is a rough smoothed curve of the data.

AED for Average Commercial: $(102-100)/(200-190) = .20$

2. What is meant by a "funnel technique" in survey research?

The funnel technique involves a researcher asking broader, more general questions to a respondent before asking specific questions in order to obtain unbiased responses. The funnel technique avoids answers to specific questions biasing answers to more broad questions.

3. What is meant by "social desirability bias"?

Social desirability bias is the idea that an individual may answer questions inaccurately in order to make themselves look better, or more "desirable" in the eyes of others. This bias can be both conscious and unconscious, but in both cases individuals are hoping to appear prestigious or favorable in an interview.

4. What is meant by "self-selection bias"?

Self selection bias is based on the premise that individuals will be much more likely to respond to surveys regarding subjects they are passionate about. The bias is present because individuals feel more compelled to respond on subjects they care about than people who are disinterested or apathetic about the subject.

5. What is meant by "non-response error"?

Non-response error is the difference between a survey that is perfect (in this case, meaning that it would include both respondents and non-respondents), versus a survey that only includes the answers of those who responded.

6. What is meant by "measurement"? Please answer the question in terms that a non-marketing major can understand.

Measurement, in terms of survey research, entails observing and recording responses from those being surveyed in order to make inferences and decisions.

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7. What is an "attitude"? Please answer the question in terms that a non-marketing major can understand.

In terms of marketing survey research, an attitude is an ongoing, prevailing notion to respond to a survey in a certain way. One's attitude is their opinions, beliefs, and dispositions toward a certain subject. There are three components of attitude: cognitive, affective, and behavioral. The cognitive component of attitude is how much he/she knows about the subject. The affective component expresses how much a person enjoys the subject/matter. Finally, the behavioral component expresses how our attitudes affect how one behaves. Together, these components make up one's prevailing attitudes and dispositions.

8. Compose a **professional looking** recruitment letter that will be sent out with the link to your Powerade survey (the link will take the recipient to Survey Monkey, where the questionnaire will be programmed). This part of the assignment is purposefully vague as preparation for MKT 460.

The Marketing Research course is doing a study sponsored by Powerade to determine the faculty and staff usage and opinions of various organizations on campus.

Attached you will find a link to the research study that will guide campus efforts to satisfy faculty, staff, and students. I urge you to take a few minutes to complete the survey.

This survey will only take 30 minutes to complete and all results will be kept confidential.

This survey is highly important to gauge the overall usage and satisfaction of Powerade throughout campus and will allow us to gain vital research to improve the experience of users like you.

Regards and thank you for participating in this vital survey,

Sam Smith

Marketing Student
College of Business

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Professional.
- Alrod more
- Confidential

don't give away the hypothesis

9. Assume that the market for sports drinks is \$5,069,324,561 per year. If the shares for Powerade and Gatorade are, respectfully, roughly 25% and 74%, what are the sales for these two brands?

Powerade

$$.25 * \$5,069,324,561 = \$1,267,331,140.25$$

Gatorade

$$.74 * \$5,069,324,561 = \$3,751,300,175.14$$

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