


18:30-21:20, 09/12/2018

Marketing Research Seminar



唐璽璋 教授
國立交通大學 管理學院
經營管理研究所(臺北校區)
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Today's Handout

- Course Syllabus & Schedule
- Marketing Research: An Applied Orientation, 6/E 
- SAS Manuals (in disk)
- One page Thesis Proposal
- Malhotra: Chapters 1, 2





National Chiao Tung University

College of Management

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1-3

IBM 6094 (#5541) Marketing Research Seminar

Professor Tang Yingchan

I. COURSE OBJECTIVE

This is a state-of-the-art course on Marketing Research. It attempts to impart a basic understanding of the various marketing research techniques currently employed by some of the major corporations as well as small and medium enterprises. Exposition of these techniques will be offered along two dimensions: theoretical and practical. The course surveys both qualitative (*grounded theory*; *case study*) and quantitative marketing methodology. Emphasis is on the selection and use of frameworks, constructs, or models to support managerial decisions concerning marketing strategy. Topics include: analytics of consumer behavior; potential market profile; segmentation, targeting, positioning, market forecasting methods; innovations and new product design; advertising decision models; database marketing, digital marketing, customer relationship management, and big data analytics. The course is designed to offer students hands-on experience in construction, operationalization, and interpretation of quantitative models for marketing decisions. The focus will be on the use of computer based models to formulate and solve marketing problems. The Interactive Questionnaire Design offers students to collect information online. The CD-ROM included with the textbook provides the software that allows students to apply the tools and models to real world examples. After taking this course, students should be able to: (1) demonstrate a good understanding of the marketing research concepts, and (2) apply them to address real-life marketing situations. This course is particularly valuable to students with primary interest in marketing and consulting, and to graduate thesis writing.

行銷研究專題研討



Dr. Yingchan Edwin Tang
Emeritus Professor, Institute of Business & Management
College of Management, National Chiao Tung University
4F, 118 Chung-Hsiao West Road, Section One
Taipei, Taiwan, Republic of China 100
Telephone (direct line): 886-02-2349935
email: etang@g2.mail.nctu.edu.tw



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Dr. Edwin Tang is the Full Professor with the Taiwan National Chiao Tung University. Before joining NCTU, Dr. Tang has taught at North Carolina State University (1988-1994), the Chinese University of Hong Kong (1994-1999), and National University of Singapore (1999-2002). He received his Bachelor of Science degree in psychology from Taiwan's National Chengchi University (1976), Master of Science in Business Administration from Texas Tech University (1984), and Ph.D. in Marketing Science from the University of Texas at Dallas (1989). Dr. Tang was the Visiting Professor of National Singapore University Business School, Australian National University and PSB International Management Academy.

Dr. Tang started his career in advertising and marketing research in 1978 and worked for Grant Advertising/Starch INRA (1978-80) and International Advertising Agency (1980-81) in Taipei liaison for three years. The clients served include Pepsi, Eastman Kodak, Johnson & Johnson, Ford Motor, IBM, Monsanto, Northwest Airlines, Max Factor Cosmetics (acquired by P & G), Winthrop Drug, Rolex Watch, Scott Paper, Ronson Lighter, and Wrigley's chewing gum. Having been the Director for NUS Executive Development Program (Marketing) and academic advisor for Ph.D., M. Phil., and EMBA students in CUHK, Dr. Tang had consulted closely with various multinational corporations in China (Bank of China, China Aviation Oil, Johnson & Johnson, GD Midea Holding, Kerry Group, and Teda Int'l Hotel and Club), Hong Kong (Apple Daily Newspaper, Cable & Wireless HKT, Giordano, MTB's Airport Express Line, Standard Chartered Bank, Toyota HK, and Watson's Water), Singapore (Motorola, Samsung and Viz Branz), Thailand (National Electronics and Computer Technology Center), and most recently Taiwan (TSMC, Suplus, Macronix, PAIHO, Franz, WPG-AIT, and Edrington Group).

Dr. Tang offers many business case oriented courses including Leadership and Management, Corporate Strategy, Digital Marketing Strategy, Global Technology Management, Integrated Marketing Communication, SOC (System-on-Chip) Marketing Management, Global Business Management, and New Venture Development Management. He also offers regularly on his domain knowledge courses including Marketing Management, Marketing Research Seminar, Marketing Theory, and Marketing Engineering. He has won several teaching awards. These include the Best Professor Award from HKTDC (Hong Kong Trade Development Council) and APBC (Asia Pacific Business Council), BSM (Business Service), and China Marketing Association.

How to create a Masterpiece thesis?

- Best Picture
- Best Director
- Best Original/adapted Screenplay
- Best Actor/Actress/supporting role
- Best Costume Design, Cinematography, Makeup and Hairstyling, Production Design
- Best Sound editing, visual effects,
- Academy Special Achievement Award



Examples for Durable topics

跨越時空的劇本

- 永續經營 vs. 策略選擇
- 持久性的競爭優勢
- 差異化，低成本，品牌優勢
- 市場開發(BD)與行銷投入(BP)
- $MM = 1E + 3C + STP + 4Ps$
- CRM, Marketing Analytics
- Brand Equity, customer loyalty, Luxury branding,...

課程目標

1-7

- Market Survey 市調方法
- Marketing Research 行銷研究
- Research Methodology 研究方法
- Statistics (Linear Models, Multivariate Analysis, Bayesian) 統計方法與資料分析, 多變量分析
- Marketing Models (Marketing Engineering) 行銷工程
- Marketing Theory 行銷理論
- Thesis/Dissertation 博碩士論文研究



Handouts

1-8

DAVID B. MONTGOMERY*

JMR: The Bass Years (1972–1975)

Frank Bass became the third editor of *Journal of Marketing Research (JMR)* in 1972 and was the third well-known Midwestern academic to head up what had already become a prestigious marketing journal known for its rigorous approach to marketing science. Under Bass, the reputation of *JMR* continued to grow and prosper even as other journals appeared, further supporting the development of marketing science. The Bass years as editor at *JMR* began with the last issue (November) in 1972 and concluded with the third issue (August) in 1975. I do not recall why Bass's term was not co-terminus with annual volumes, but the record shows that this was the case. In this brief review and discussion of the Bass years at *JMR*, I attempt, as an eyewitness and participant, to put Professor Bass's term in the context of the evolution of marketing science in the 1960s and 1970s, in addition, of course, to discussing the term itself. For further discussion of the history of marketing science, see Steckel and Brody (2001) and Montgomery (2001).

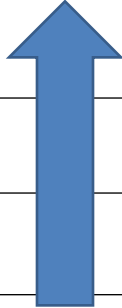
GENESIS AND EVOLUTION OF MARKETING SCIENCE

ing, which was attended by approximately 80 participants and directly led to a research collaboration that resulted in two lead articles in *Management Science*, an early example of the value of academic-industry collaboration.

In 1969, two important events occurred, one more behavioral and one more quantitative: the founding of the Association for Consumer Research and the development of the Marketing Department at *Management Science*, for which I served as the first departmental editor. In 1974, in the middle of Frank Bass's *JMR* term, *Journal of Consumer Research (JCR)*, cosponsored by nearly a dozen organizations, including the AMA, began under the editorship of one of the pioneers, Ron Frank. Also that year, Volume 1 of *Advances in Consumer Research* was published; it has continued for decades. In about 1978, the marketing field was fortunate that simultaneously Frank Bass was president of TIMS and John D.C. Little was president of ORSA (Operations Research Society of America; this was just before the merger). As most everyone acknowledges, Frank and John, along with Paul

課程目標

Thesis as a science process

1: Research Problems & Issues	
2: Literature Review	
3: Research Design, Theoretical Framework, marketing models	
4: Data Collection and Analysis	
5: Report Preparation, Presentation, managerial applications, and future studies	



Handout

What should be included in your one-page thesis proposal?

1. **Title:** a good thesis title should indicate a *causal* relation (I.V. vs. D.V.), a *construct/framework* (e.g., self-gifting, nostalgia, compromise effect, DuPont identity), or a “new” concept or *model* (neuro-marketing, conspicuous consumption, random walk on corporate failure). This immediately tells the readers about the (difficulty) *level* of your thesis.
2. **Management Issue(s):** we generally start with an industry (semiconductor, biomedical, FinTech, m-shopping), a market (iCar, online game, luxury goods), and/or a product (cosmetics, touch panel, machinery, Bike), and discuss the management issues the decision makers face. This not only highlights your understanding and knowledge about the industry (e.g., what is Freemium? Why Wal-Mart closes stores? Why Chinese P2P platform collapses? How serious is the privacy concerns on social media?), but also tell the readers about your *research design* (survey-, database-, or case- oriented) and possible *sampling plan* (i.e., sampling on channels, bloggers, credit card user, managers, or CXOs).


II. TEXTBOOK AND READING MATERIALS

- 1 Malhotra, H.K. (2019) [Marketing Research: An Applied Orientation](#), 7th edi.
- 2 Wedel & Kannan (2016), [Marketing analytics for data-rich environments](#)
- 3 [Aster MapReduce Analytics Foundation User's Guide](#) (2012)
- 4 [Reading List](#) in [Marketing Theory](#), Tang E. Yingchan (2015)

AMA DocSig Suggested Readings

Section	Topic
Section One	Philosophy of Science and Marketing Theory
Section Two	Research Methodology and Structural Equation Modeling
Section Three	Consumer Behavior, memory, and learning
Section Four	Marketing Mix Management and Service Marketing
Section Five	Channel Distribution
Section Six	Marketing Models, Choice Behavior, and Diffusion
Section Seven	Internet Marketing and eCommerce

This page is maintained and updated by Dr. Edwin Tang. Last updated on January 1, 2003.



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- Install Center
- Third-Party Software Reference
- Documentation
 - What's New in SAS
 - Product Index A-Z
 - SAS Analytical Products
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 - SAS Analytical Products 13.1
 - SAS 9.4
 - SAS Analytical Products 12.1
 - SAS 9.3
 - SAS 9.2
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 - Focus Areas

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- SAS/STAT 13.2 User's Guide PDF (6.18MB) | HTML
- SAS/STAT 13.2 User's Guide [SAS/STAT Procedure] PDF (6.18MB) | HTML
- SAS/STAT 13.2 User's Guide [Introductory and Com PDF (4.26MB) | HTML
- SAS/STAT 13.2 User's Guide [Examples] PDF (4.26MB) | HTML
- SAS/STAT 13.2 User's Guide: Power and Sample Si PDF (33.8MB) | HTML
- SAS/STAT 13.2 User's Guide: High-Performance Pr PDF (33.8MB) | HTML
- Documentation for SAS/STAT 13.2 is also available i

Highlights

- Introduction to Statistical Modeling with SAS/STAT S PDF (2.3MB) | HTML
- Shared Concepts and Topics PDF (4.93MB) | HTML
- Statistical Graphics Using ODS PDF (16.8MB) | HTML
- The BCHOICE Procedure PDF (4.79MB) | HTML
- The GEE Procedure PDF (3.61MB) | HTML
- The ICLIFESTEST Procedure PDF (3.09MB) | HTML
- The ICPHREG Procedure PDF (3.82MB) | HTML
- The IRT Procedure PDF (5.61MB) | HTML
- The SPP Procedure PDF (8.03MB) | HTML

- The ANOVA Procedure
Performs analysis of variance for balanced data.
PDF (6.15MB) | HTML
- The BCHOICE Procedure
Performs Bayesian analysis for discrete choice models.
PDF (4.79MB) | HTML
- The BOXPLOT Procedure
Creates side-by-side box-and-whiskers plots of measurements organized in (PDF (2.83MB) | HTML
- The CALIS Procedure
Fits structural equation models.
PDF (33.9MB) | HTML
- The CANCELL Procedure
Performs canonical correlation, partial canonical correlation, and canonical re PDF (3.6MB) | HTML
- The CANDISC Procedure
Performs a canonical discriminant analysis, computes squared Mahalanobis univariate and multivariate one-way analyses of variance.
PDF (3.93MB) | HTML
- The CATMOD Procedure
Performs categorical data modeling of data that can be represented by a con PDF (10.4MB) | HTML
- The CLUSTER Procedure
Hierarchically clusters the observations in a SAS data.
PDF (9.07MB) | HTML
- The CORRESP Procedure
Performs simple correspondence analysis and multiple correspondence anal PDF (6.04MB) | HTML
- The DISCRIM Procedure
Develops a discriminant criterion to classify each observation into groups.
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- The DISTANCE Procedure
Computes various measures of distance, dissimilarity, or similarity between t measures are stored as a lower triangular matrix or a square matrix in an out CLUSTER, MDS, and MODECLUS procedures.
PDF (3.75MB) | HTML
- The FACTOR Procedure
Performs a variety of common factor and component analyses and rotations.
PDF (10.1MB) | HTML
- The FASTCLUS Procedure
Performs a disjoint cluster analysis on the basis of distances computed from PDF (8.37MB) | HTML

1-14

Other Free Download

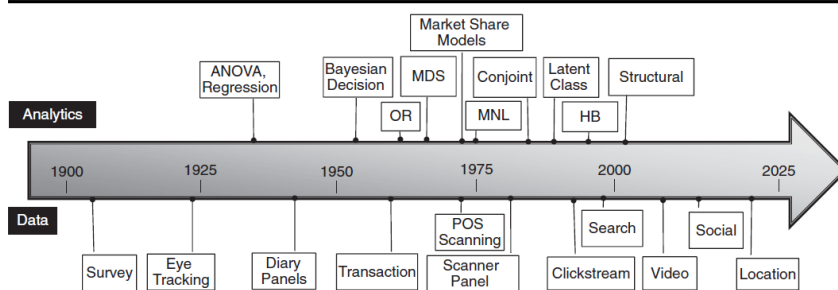
- 1MR_Handbook
- 1MR_Textbook
- 2Design_grounded-theory
- 4Scale-development
- 5SAS Procedure
- 5SAS_HW_Data
- 6SAS_BigData
- ~~13JMR_50th特刊~~
- 13Marketing Engineering
- 13Math-Marketing

- 1Marketing Research – An Applied Orientation_6th
- 1Marketing Research – An Applied Orientation_6th
- 1Marketing_Research_Churchill2010
- 2MarketingModels
- 3Applied_Multivariable_Matlab
- 4Business Research Methods_Cooper-Schindler
- Bayesian Statistics and Marketing
- Business Statistics for Competitive Advantage with Ex
- BusinessResearchMethods
- Discrete Choice Methods
- EBA_Tversky1972
- IntrotoMarketResearch
- Marketing Research with SPSS
- Nonparametric Models
- using R for data analysis
- Wiley - Business Model Generation

Marketing Analytics for Data-Rich Environments

The authors provide a critical examination of marketing analytics methods by tracing their historical development, examining their applications to structured and unstructured data generated within or external to a firm, and reviewing their potential to support marketing decisions. The authors identify directions for new analytical research methods, addressing (1) analytics for optimizing marketing-mix spending in a data-rich environment, (2) analytics for personalization, and (3) analytics in the context of customers' privacy and data security. They review the implications for organizations that intend to implement big data analytics. Finally, turning to the future, the authors identify trends that will shape marketing analytics as a discipline as well as marketing analytics education.

FIGURE 2
An Outline of the Timeline of Marketing Data and Analytics



Student Responsibility

IV. EVALUATION

1	SAS Homework Assignment (individual)	60%
2	Research Topic Presentation (Team)	20%
3	Thesis Proposal (individual)	20%

Team Research Topics

12/19	1. <u>Consumer Behavior Science</u> : Luxury products and branding, conspicuous consumption, Prospect Theory, Social Networks, WOM, e-Community ANOVA, CATMOD,
12/26	2. <u>Marketing Management and Modeling</u> : Bass new product diffusion model, Disruptive Innovation, pricing theory marketing analytics, Bayesian epistemology, social-metrics RHREG, MapReduce, Bayesian
01/02	3. <u>Strategic Marketing</u> : Digital Marketing, platform and two-sided market, ecological niche & habitats; CRM, LTV, FMCG, cross-elastics, FACTOR, FASTCLUS, DID
01/09	4. <u>Finance, Organization, Strategy, and Innovation interfaces</u> : Sustainable Competitive Advantage, Grounded Theory, Business model, Ambidextrous org., DISCRIM, FMM, LGM



MSI 2018-2020 Research Priorities



1-19

V. CLASS SCHEDULE (Fall 2019)

Date	Research Methodology	Thesis
09/12	Course overview (Chap. 1, 2)	Downloads
09/19	Research Design I (3, 4)	Team formation Thesis Topic Overview
09/26	Research Design II (5, 6)	SAS Demo
10/03	Causal Research Design (7)	Basic Statistics
10/10	** National Holiday**	No Class
10/17	Causal Research Design (16)	One Page Thesis Proposal
10/24	Measurement & Scaling (8, 9)	SAS Survey
Data Analytics/Science, Multivariate Statistics		
10/31		Case study, p. 479 (2, 4, 6)
11/07	Sampling design, Fieldwork, Data Preparation, & Hypothesis testing (11, 12, 13, 15)	Multivariate
11/14	ANOVA & Regression (16, 17)	Discriminant
11/21	Discriminant & Logit Analysis (18)	EFA or CFA?
11/28	Factor Analysis, matrix algebra (19)	Intro to SEM
12/05	Cluster Analysis (20) Structural Equation Modeling (22)	SAS 9.2 User's Guide
12/12	MDS and Conjoint Analysis (21)	GLM or CALIS
		Optional: 22(1)


Thesis/Project Research

12/19	branding, conspicuous consumption, Prospect Theory, Social Networks, WOM, e-Community ANOVA, CATMOD,
12/26	2. Marketing Management and Modeling, Bass new product diffusion model, Disruptive Innovation, pricing theory, marketing analytics, Bayesian epistemology, social-metrics RHREG, MapReduce, Bayesian
01/02	3. Strategic Marketing: Digital Marketing, platform and two-sided market, ecological niche & habitats; CRM, LTV, FMCG, cross-elasticities FACTOR, FASTCLUS, DID
01/09	4. Finance, Organization, Strategy, and Innovation interfaces, Sustainable Competitive Advantage, Grounded Theory, Business model, Ambidextrous org., DISCRIM, FMM, LGM
01/12	學期考試 (01/7-01/11 日)

1-20

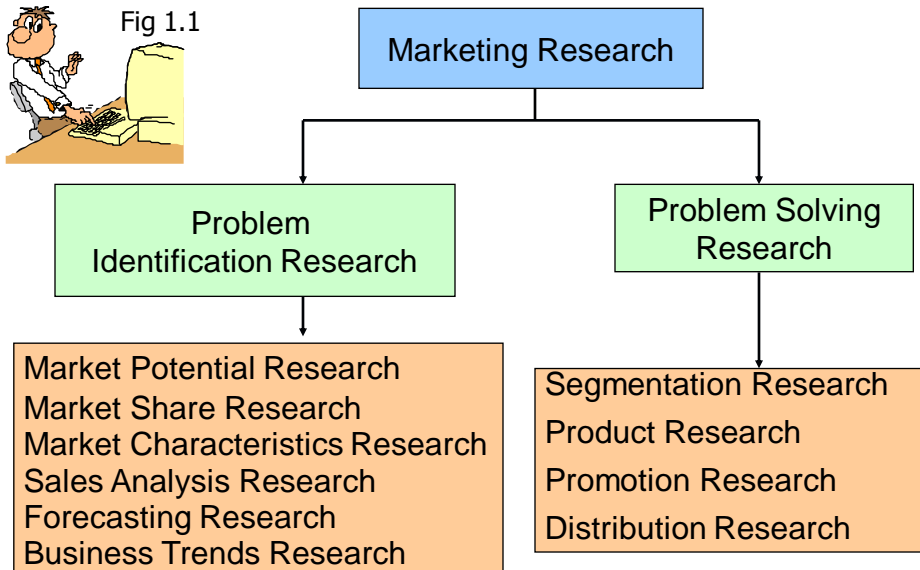
Chapter One

Introduction to Marketing Research



A Classification of Marketing Research

Fig 1.1



Problem Solving Research

Table 1.1

SEGMENTATION RESEARCH

- Determine the basis of segmentation
- Establish market potential and responsiveness for various segments
- Select target markets
- Create lifestyle profiles: demography, media, and product image characteristics



PRODUCT RESEARCH

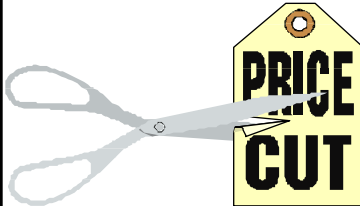
- Test concept
- Determine optimal product design
- Package tests
- Product modification
- Brand positioning and repositioning
- Test marketing
- Control score tests

Problem Solving Research

Table 1.1 cont.

PROMOTIONAL RESEARCH

0.00% APR



- Optimal promotional budget
- Sales promotion relationship
- Optimal promotional mix
- Copy decisions
- Media decisions
- Creative advertising testing
- Evaluation of advertising effectiveness
- Claim substantiation

PRICING RESEARCH

- Pricing policies
- Importance of price in brand selection
- Product line pricing
- Price elasticity of demand
- Initiating and responding to price changes



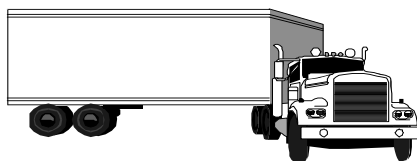
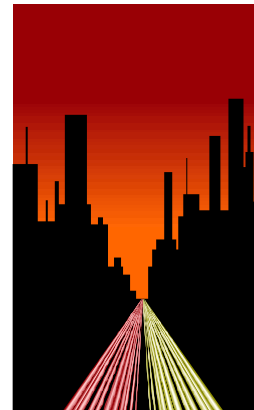
Problem Solving Research

Table 1.1 cont.

DISTRIBUTION RESEARCH

Determine...

- Types of distribution
- Attitudes of channel members
- Intensity of wholesale & resale coverage
- Channel margins
- Location of retail and wholesale outlets



Marketing Research Process (p. 9)

Step 1: Problem Definition

Step 2: Development of an Approach to the Problem

Step 3: Research Design Formulation

Step 4: Fieldwork or Data Collection

Step 5: Data Preparation and Analysis

Step 6: Report Preparation and Presentation

Which step(s) is missing in academic research?

Selected Marketing Research

Fig 1.4

Career Descriptions

Vice-President of Marketing Research: The senior position in marketing research. The vice president (VP) is responsible for the entire marketing research operation of the company and serves on the top management team. This person sets the objectives and goals of the marketing research department.

Research Director: Also a senior position. The research director has the general responsibility for the development and execution of all the marketing research projects.

Assistant Director of Research: Serves as an administrative assistant to the director and supervises some of the other marketing research staff members.

(Senior) Project Manager: Has overall responsibility for design, implementation, and management of research projects.

Statistician/Data Processing Specialist: Serves as an expert on theory and application of statistical techniques. Responsibilities include experimental design, data processing, and analysis.

Selected Marketing Research Career Descriptions

Fig 1.4 cont.

Senior Analyst

- Participates in the development of projects
- Carries out execution of assigned projects
- Coordinates the efforts of analyst, junior analyst, & other personnel in the development of research design and data collection
- Prepares final report

Analyst

- Handles details in execution of project
- Designs & pretests questionnaires
- Conducts preliminary analysis of data

Statistician/Data Processing

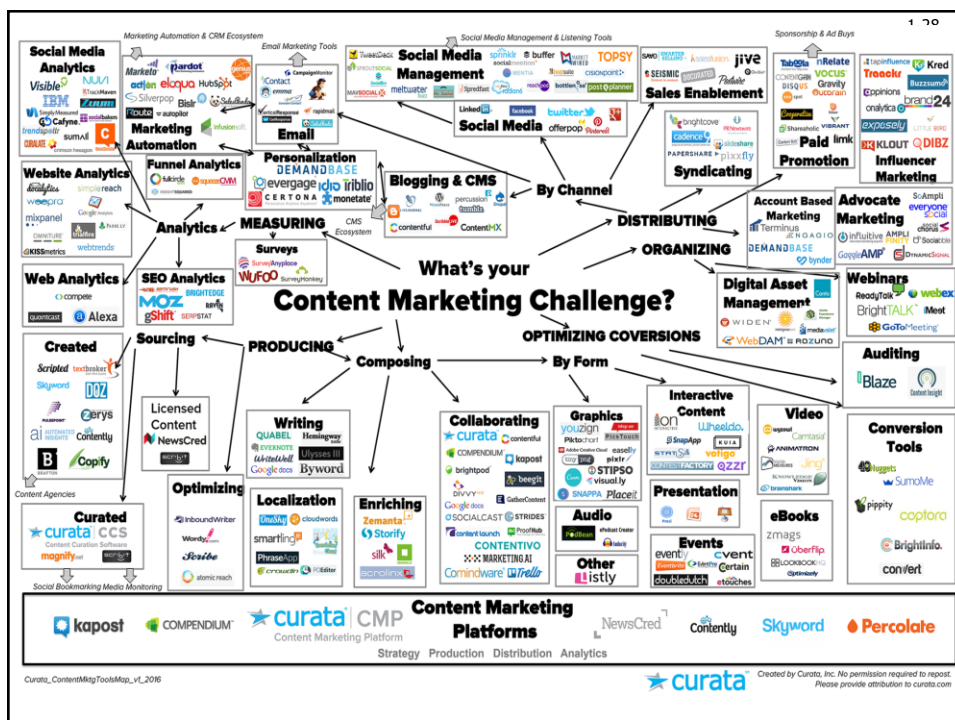
- Serves as expert on theory and application on statistical techniques
- Oversees experimental design, data processing, and analysis

Junior Analyst

- Secondary data analysis
- Edits and codes questionnaires
- Conducts preliminary analysis of data

Fieldwork Director

- Handles selection, training, supervision, and evaluation of interviewers and field workers

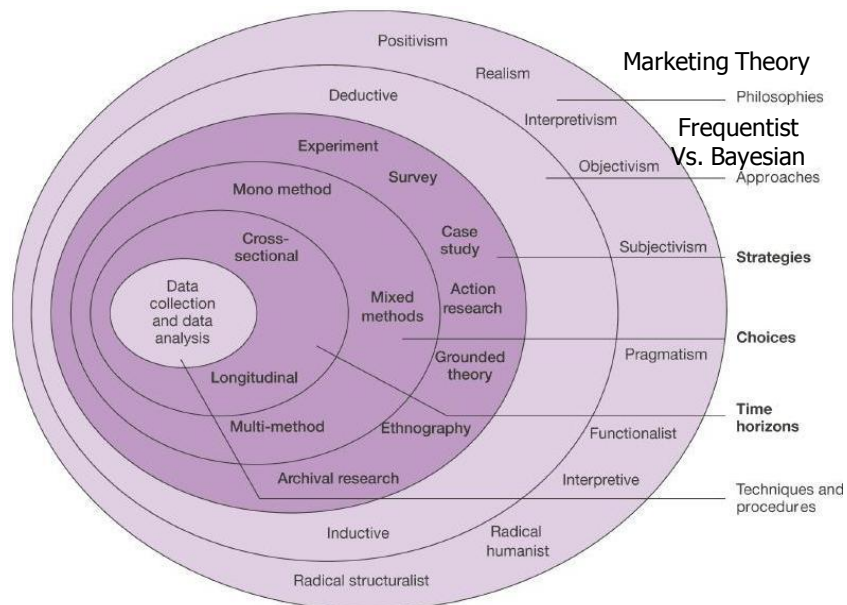


Chapter Two

Defining the Marketing Research Problem and Developing an Approach



The anatomy of your story



Philosophical instances

存在主義

Objectivism

Objectivism makes you aware of a social phenomena. It helps you to learn the different meanings this social phenomena may have on the social actors.

Positivism 實證主義

Positivism comes up with such research questions and hypotheses that you can test. With positivism, you can find the explanations measuring the accepted knowledge of the world.

Ethnography 人誌學

Interpretivism

Interpretivism helps you in interpreting how people participate in the social and cultural life. In other words, you can learn what people understand about their own and others' actions.

建構主義

Constructivism

Constructivism discusses the opposite of what objectivism says. It says that social actors are responsible for creating a social

現實主義

Realism

Realism says that you can revise every theory. It further explains that you cannot find the reality without continuous research. Realism says that you don't need too hesitate in using new

實用主義

Pragmatism

Constructivism and objectivism are the ideal ways to conduct a research in the views of pragmatism. You can also judge a topic from one or both view points about the impact of the social actors.

Components of an Approach (for a thesis topic)

1. Objective/Theoretical Foundations
2. Analytical Model
3. Research Questions
4. Hypotheses
5. Specification of the Information Needed

1. The Role of Theory in Applied Marketing Research

<u>Research Task</u>	<u>Role of Theory</u>
1. Conceptualizing and identifying key variables	1. Provides a conceptual foundation and understanding of the basic processes underlying the problem situation. These processes will suggest key dependent and independent variables.
2. Operationalizing key variables	2. Theoretical constructs (variables) can suggest independent and dependent variables naturally occurring in the real world.
3. Selecting a research design	3. Causal or associative relationships suggested by the theory may indicate whether a causal or descriptive design should be adopted.
4. Selecting a sample	4. The theoretical framework may be useful in defining the population and suggesting variables for qualifying respondents, imposing quotas, or stratifying the population (see Chap. 11).
5. Analyzing and interpreting data	5. The theoretical framework (and the models, research questions and hypotheses based on it) guide the selection of a data analysis strategy and the interpretation of results (see Chap. 14).
6. Integrating findings	6. The findings obtained in the research project can be interpreted in the light of previous research and integrated with the existing body of knowledge.

Academic Terminologies on Theoretical Framework

- Framework
- Construct
- Hypothesis
- Theory
- Theorem, axiom, law
- Rule vs. Rule of thumb
- Idea, insight, thought, concept, algorithm, flows, eureka ...



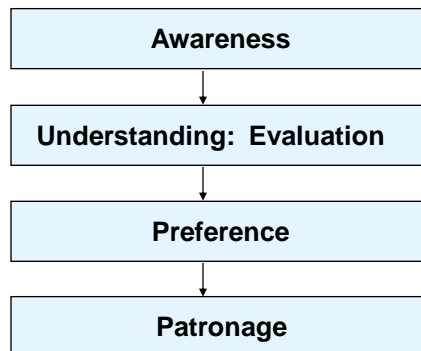
2. Analytic Models (Constructs)

An **analytical model** is a set of variables and their interrelationships designed to represent, in whole or in part, some real system or process.
(e.g., **ambidextrous organization**, “**smiling curve**”)

In **verbal models**, the variables and their relationships are stated in prose form. Such models may be mere restatements of the main tenets of a theory.

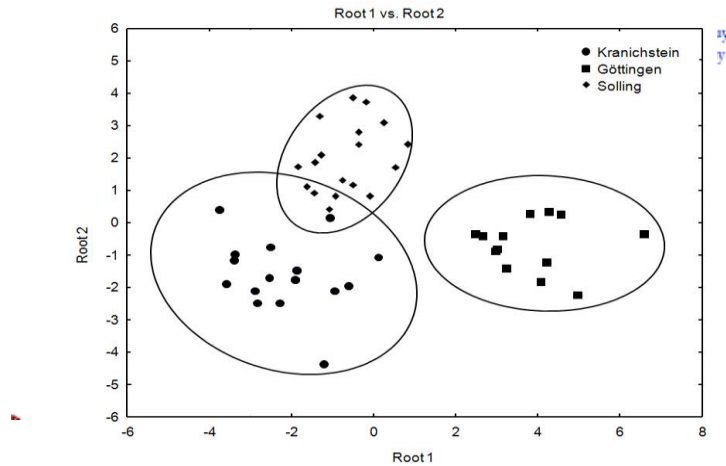
a. Graphical Models

Graphical models are visual. They are used to isolate variables and to suggest directions of relationships but are not designed to provide numerical results.



b. Statistical Model

Two-Group Discriminant Analysis: An Example



37

c. Mathematical Models

Mathematical models explicitly specify the relationships among variables, usually in equation form. (e.g., $E = MC^2$, Bass diffusion, price elasticity)

$$y = a_0 + \sum_{i=1}^n a_i x_i$$

Where

y = degree of preference

a_0, a_i = model parameters to be estimated statistically

d. Qualitative Model & Case writing

哈佛經典個案

Marketing

- ▶ Apple 2012
- ▶ Aqualisa Quartz
- ▶ BMW films
- ▶ Dove Evolution
- ▶ elBulli: taste of innovation
- ▶ Harrah's Entertainment
- ▶ HTC 2012
- ▶ Inside Intel Inside
- ▶ Lady Gaga
- ▶ Samsung Electronics

Operation Management

- ▶ Business Intelligence at SYSCO
- ▶ Flextronics International, Ltd.
- ▶ GE talent machine
- ▶ IDEO Product Development
- ▶ Microsoft AdCenter
- ▶ SK-II Globalization
- ▶ Southwest Airlines
- ▶ Toyota Motor Manufacturing
- ▶ Zara: Fast Fashion
- ▶ Zipcar

3. Research Questions and Hypotheses

- **Research questions** (RQs) are refined statements of the specific components of the problem.
- A **hypothesis** (H) is an unproven statement or proposition about a factor or phenomenon that is of interest to the researcher. Often, a hypothesis is a possible answer to the research question (*conjecture statement of the relation between two or more variables*).

4. Examples of Hypotheses

- Consumer satisfaction contributes to higher brand loyalty (one way)
- Opportunism increases transaction costs
- Culture has no effect on purchase behavior (null)
- Online shoppers are more skillful than non-shopper in marketing information navigation (group difference)
- Consumers are willing to pay higher price in conspicuous consumption
- The “take away” from case analysis

Examples of Thesis Topics

- Asset-light strategy
- Scanner: Package size vs. branding; substitute vs. supplement
- IT product channels in China
- 3C products channel strategy in China
- Product models, pricing, and profit analysis on MP3 player
- Information Overload (Blocking)
- RFM, life-time value, and consumer equity
- Churn rate on Survival Analysis
- Takeoff effect on Multi-generation Product Diffusion
- Procurement and Opportunism in China

Concluding Remarks

- The multivariate nature of marketing research and problems
- Research problems and hypotheses direct investigation
- A problem cannot be scientifically solved unless it reduces to hypothesis form
- If the problem and hypothesis is too general, it is usually too vague and cannot be tested.
- A hypothesis is a prediction