

University of Guelph
Department of Marketing and Consumer Studies
Research Methods in Consumer Studies – MCS*6050 (FALL 2008)

Instructor: Vinay Kanetkar
E-mail: vkanetka@uoguelph.ca
Walk: MINS 201B
Office Hours: TBA
Voice: Ext. 52221
Voice Home: (519) 767-6719

Course Description

The University catalogue describes Research in Marketing Consumer studies as

A comprehensive review of measurement theory, including issues such as construct definition, scale development, validity and reliability. Applications of measurement principles will be demonstrated, particularly as they relate to experimental and survey research design.

My interpretation:

With the advent of technological changes in the marketplace, managers face complex decisions. To assist managers with decision making, technology allows us to gather diverse and detailed information about customers, distributors, retailers and about the marketing environment. The challenge facing future researchers and managers is to distill from vast amount of information and convert that into meaningful and action oriented knowledge. Such knowledge development depends upon three critical factors. The first concerns our conceptual and theoretical understanding about the subject. The second concerns our ability to gather data that would create “better” understanding about the subject. The final factor is concerned with the skills needed to apply analytical tools and interpret the results from analysis. This course will focus on the *second and important factor in knowledge development*.

We will focus on three central requirements of any research. First, the research must be **valid**. In addition, the research must be time and cost **effective** and **efficient**. Finally research must be **useful** or goal oriented. It is my expectation that student should be able to develop skills to apply these criteria for their own research proposal as well as to other research that you may read.

To help sort through the maze of literature about consumer and marketing research, we will first focus on current issues as they are raised in the field. We will then address issues surrounding validity, philosophical orientation(s) and nature of scientific inquiry. Then we will focus on issues pertaining to validity assessment, measurement and scaling. Each of these would be addressed through on-going

debates in the literature. The course will conclude with alternative data collection procedures and associated sampling designs.

Prerequisite are (at minimum): A successful completion of one undergraduate introductory statistics and one undergraduate research methods course.

Student Evaluation

A seminar format with student and instructor lead discussion will be used. The course will consist of lectures and discussions based on assigned readings. The weekly lecture meeting will be used to extend the concepts and principles presented in the text and readings. You are expected (a) to become an active and self-reliant learner, (b) prepare all the reading assignments before lecture sessions, and (c) actively participate in class discussion and develop an appreciation for alternative views.

Weekly hand in assignments 60%

Research Methods Literature Review 40%

This course follows the University grading scheme outlined in the University Calendar. Specific numeric or letter grade will be assigned as follows:

A+	90 - 100%	Excellent: An outstanding performance in which the student demonstrates a superior grasp of the subject matter, and an ability to go beyond the given material in a critical and constructive manner. The student demonstrates a high degree of creative and/or logical thinking, a superior ability to organize, to analyze, and to integrate ideas, and a thorough familiarity with the appropriate literature and techniques.
A	85 - 89	
A-	80 - 84	
B+	77 - 79	Good: A more than adequate performance in which the student demonstrates a thorough grasp of the subject matter, and an ability to organize and examine the material in a critical and constructive manner. The student demonstrates a good understanding of the relevant issues and a familiarity with the appropriate literature and techniques.
B	73 - 76	
B-	70 -72	
C+	67 - 69	Acceptable: An adequate performance in which the student demonstrates a generally adequate grasp of the subject matter and a moderate ability to examine the material in a critical and constructive manner. The student displays an adequate understanding of the relevant issues, and a general familiarity with the appropriate literature and techniques.
C	63 - 66	
C-	60 - 62	

Course Objectives

There are three major course objectives.

1. To be able to make **informed choices** about **research design**. Informed choices means **knowing** and **interpreting** literature about research methods and articulating explicitly research methods trade-offs. Furthermore, research design means
 - Selecting research setting(s),
 - Selecting stimuli or products or services,
 - Selecting sampling alternatives,
 - Selecting communication and measurement instrument(s), and
 - Selecting analytical tools.

2. Explore variety of research methods from various disciplines, including Economics, Marketing, Psychology, Sociology and Statistics.
3. To provide links to current marketing issues and opportunities in terms of marketing research topics.

Seminar format and Weekly Assignments

A seminar format with student and instructor lead discussion will be used. Each week there will be several readings assigned. It is your (not your instructor's) responsibility to understand and interpret the assigned material. Here are some suggestions. Think about a minimum of five useful insights that are offered. Think about implications in terms of current marketing and market research practice. You may feel that you need to read other papers, do that. You may know evidence for or against the position taken by author(s). Try and explain to others, especially those who do not know and understand marketing research, about the interpretation of terms and their implications. Draw picture(s) linking ideas that you read. In the end, take a position and prepare a one page memo justifying your perspective. In class present your position using audio and visual material. A schedule of topics is provided in Table 1.

Research Methods Literature Review Paper

Each student, individually, will develop and write a review of literature about one aspect of methodology. For this course, method may mean (a) research settings, (b) products or services or stimuli, (c) sampling and alternative data collection approaches, (d) communication and measurement instrument(s) and (e) alternative analytical tools. You will be asked to select one area and then review 10 or more papers that compare more than one method. Each student will be asked to present to the class in either week 11 or 12, and receive comments, criticisms and suggestions for improvement, prior to submission of the final research paper.

The final paper will have a short summary or a cover letter with a short summary (10 marks). An Introduction to the research topic and a literature review should follow summary. Your review of literature should contain discussion about validity (40 marks) and reliability (20 marks). Your literature review should conclude with critique of methods reviewed (10 marks). In concluding section, you should summarize your observations about the literature and suggest future research direction (20 marks).

To keep you moving and on schedule, in Table 2 (below) I have outlined potential timeline for your paper. Every two weeks, you are asked to submit your progress report. Final paper (no more than 15 pages double-spaced with 11 or 12 point fonts, excluding exhibits) is due on the last day of classes (November 28, 2008 or alternative date that is agreeable to all).

Required Text Material

There are many textbooks on the topic of Business Research or Marketing Research. You may want to have any one of them. In addition, set of readings will be provided in a set pertaining to a topic.

These are included in the course compact disk (CD).

Aaker, Kumar and Day, *Marketing Research*, Toronto: Wiley, 2001.

Burns and Bush, *Marketing Research*, Upper Saddle River, NJ: Prentice Hall, 2000.

Churchill and Iacobucci, *Marketing Research*, Orlando, FL: Harcourt, 2001.

Malhotra, *Marketing Research*, Upper Saddle River, NJ: Prentice Hall, 1999.

Zikmund, *Exploring Marketing Research*, Toronto: Thomson:Southwest, 2002.

Other Suggested Readings

There are number of specialized books that cover specific topic in detail. Following list is included to help expand your understanding about Market Research.

Brunner, Gordon C. II, Karen E. James and Paul J. Hensel (various years) *Marketing Scales Handbook*, Vol. I (1994), Vol. II (1996), Vol. III (2001), and Vol. IV (2005) AMA: Chicago.

Bearden, William O., Richard G. Netemeyer and Mary F Mobley (1993) *Handbook of Marketing Scales*, Sage Publications: Newbury Park, CA.

Chakrapani, Chuck, Editor, (2000) *Marketing Research: State-of-the-Art Perspective*, AMA: Chicago and PMRS Press, Toronto.

Cook, Thomas D. and Donald T. Campbell (1979), *Quasi-Experimentation: Design and Analysis of Issues for Field Settings*, Houghton Mifflin Company: Boston.

Couper, Mick. P., Reginald P. Baker, Jelke Bethlehem, Cynthia Z. F. Clark Jean Martin, William L. Nicholls, II and James M. O'Reilly, eds, (1998) *Computer Assisted Survey Information Collection*, Wiley Series on Survey Methodology.

Dillman Don A. (2000) *Mail and Internet Surveys*, Wiley: Toronto.

Groves, Robert M., Floyd J. Fowler, Jr., Mick P. Couper, James M. Lepkowski, Eleanor Singer, Roger Tourangeau (2004) *Survey Methodology* Wiley Series on Survey Methodology.

Groves, Robert M. and Mick P. Couper (1998), *Nonresponse in Household Surveys*, John Wiley and Sons, New York, NY.

Groves, Robert M., Paul P. Biemer, Lars E. Lyberg, James T Massey, William L. Nicholls II and Joseph Waksberg, eds, (1988) *Telephone Survey Methodology*, John Wiley and Sons, New York, NY.

Presser, Stanley, Jennifer M. Rothgeb, Mick P. Couper, Judith T. Lessler, Elizabeth Martin, Jean Martin, Eleanor Singer (2004) *Methods for Testing and Evaluating Survey Questionnaires*, Wiley Series on Survey Methodology.

Schwarz Norbert and Seymour Sudman, eds. (1996) *Answering Questions*, Jossey-Bass, San Francisco.

Shadish, William R., Thomas D. Cook, and Donald T. Campbell (2002), *Experimental and Quasi-Experimental Designs for Generalized Inference*, Houghton Mifflin Company, New York.

Sirken Monroe G. Douglas J. Herrmann and others, eds. (1999) *Cognition and Survey Research*, Wiley Series on Survey Methodology.

Table 1
Weekly Topics and Key Readings

Week of	Topic	Key Readings
Sept. 8	Research Priorities and topics	<ul style="list-style-type: none"> • SHUGAN, STEVEN M. (2003) Defining Interesting Research Problems, <i>Marketing Science</i>, vol. 22(1), 1-15. • 2008 - 2010: Research Priorities, Guide to MSI Research Programs and Procedures, Marketing Science Institute.
Sept. 15	Brands and branding, advertising, promotion, distribution and pricing	<ul style="list-style-type: none"> • Stephen L. Vargo and Robert F. Lusch (2004), Evolving to a New Dominant Logic for Marketing <i>Journal of Marketing</i>, 68(January), 1-17. There are also series of comments to this article by respected marketing academics. • Best Global Brands, 2007, Interbrand and <i>Business Week</i>. There is similar list for 2006, 2005, 2004, 2003, <i>Business Week</i>, August 4, 2003, 72-78 and 2001 Best Global Brands, <i>Business Week</i>, August 6, 2001, 60-64. • Ranking Methodology used by InterBrand, 2001.
Sept. 22	Validity	<p>Cook, Thomas D. and Donald T. Campbell (1979) Validity, in <i>Quasi-Experimentation: Design and Analysis for Field Settings</i>, Chapter 2, Boston: Houghton Mifflin Company, 37-94.</p> <p>Borsboom Denny, Gideon J. Mellenbergh and Jaap van Heerden (2004) The Concept of Validity, <i>Psychological Review</i>, 11(4), 1061-1071.</p>
Sept. 29	Validity debate	<p>Calder, Bobby J., Lynn W. Phillips and Alice M. Tybout (1981) Designing Research for Application, <i>Journal of Consumer Research</i>, 8 (Sept.), 197-207.</p> <p>Winer, Russell S. (1999) Experimentation in the 21st Century: The Importance of External Validity, <i>Journal of Academy of Marketing Science</i>, 27(3), 349-58.</p>
Oct. 6	Measurement, reliability and multi-item scales	<p>Hand, D. J. (1996) Statistics and Theory of Measurement, <i>Journal of the Royal Statistical Society, Series A</i>, 159(3), 445-495.</p> <p>Bergkvist, Lars and John R. Rossiter (2007) 'The Predictive Validity of Multiple-Item Versus Single-Item Measures of the Same Constructs' <i>Journal of Marketing Research</i>, 44(2) 175-84.</p>
Oct. 13	Experimental research in Marketing, Economics and Psychology	<p>Urban, Glen L. and Gerald M. Katz (1983) Pre-Test-Market Models: Validation and Managerial Implications, <i>Journal of Marketing Research</i>, 20(August), 221-34.</p> <p>Harrison, Glen W. and John A. List (2004) Field Experiments. <i>Journal of Economic Literature</i>, XLII, 1009-1055.</p>

Weekly Topics and Key Readings

Week of	Topic	Key Readings
Oct. 20	Analyzing Experimental Data	
Oct. 27	Discrete choice and conjoint experiments	<p>McCullough, Dick (2002) A User's Guide to Conjoint Analysis, <i>Marketing Research</i>, Summer, 19-23.</p> <p>Kanetkar, Vinay (2000) Conjoint and Discrete Choice Designs for Pricing Research, Unpublished paper presented at the Fourth Annual Forum on Pricing, 1-18. There is also Tutorial that you may use to understand conjoint technique on your own.</p>
Nov. 3	Data collection and Sample design, telephone, mail and in-person techniques	<p>Kanetkar, Vinay (2000) Data Collection Methods and Marketing Research: A Comparison and Review of Alternatives, in Chakrapani, Chuck (Editor) <i>Marketing Research: State-of-the-Art-Perspectives</i>, 106-142.</p>
Nov. 10	Data collection, Mall intercept, internet and multimode surveys	<p>Hewitt, Maria (2003) Attitudes Toward Interview Mode and Comparability of Reporting Sexual Behavior by Personal Interview and Computer-Assisted Self Interviewing, <i>Sociological Methods & Research</i>, 31(1), 3-26.</p> <p>Kaplowitz, Michael D. Timothy D. Hadlock and Ralph Lavine (2004) A Comparison of Web and Mail Survey Response Rates, <i>Political Opinion Quarterly</i>, 68(1), 94-101.</p>
Nov. 17	Qualitative Methods	<p>Gummesson, Evert (2005) Qualitative research in marketing Road-map for a wilderness of complexity and unpredictability, <i>European Journal of Marketing</i>, 39(3/4), 309-327.</p> <p>Hofstede, Anouk, Joris van Hoof, Natascha Walenberg and Menno de Jong (2007) Projective techniques for brand image research: Two personification-based methods explored, <i>Qualitative Market Research</i>, 10(3), 300-309.</p>
Nov. 24	Review and student presentations	

Table 2
Schedule for Paper and Potential Activities

Week of	Decision	Activities
Sept. 8	Broad topic decision	List five broad topics and identify your interests, strengths and challenges.
Sept. 22	Search background on your topic	5 practice oriented references and 10 academic papers.
Oct. 6	Write summary of academic papers	For each academic paper, write two page summary indicating your learning, ideas that can be generalized and ideas that could be improved.
Oct. 20	Write literature review.	Combine pieces of “larger” puzzle together.
Nov. 3	Write concluding comments and future direction.	Do we need new methods? Do current deliver acceptable validity and reliability.
Nov. 17	Research paper draft and submission	Prepare presentation.