**5.02: International Marketing Research**

**Key Concepts**

* Companies can pursue four basic strategies relating to international market opportunities. Be able to list all four possible strategies used in the screening process.
* Define the term Marketing Research
* What is an Environmental Scan & why do researchers conduct them?
* Be able to list & define the four steps of the Market Research Process.
  + Important to note that each step builds upon the previous
* What is primary data & secondary data? List one advantage & disadvantage of each.
* What are the two types of data collection that occurs in research?
  + Qualitative: Surveys (Numeric)
  + Quantitative: Focus Groups & Interviews (Non-Numeric)
* What does sample in Market research mean?
* **Equivalence Terms**
  + Cross-Cultural Equivalence Subjects involved in the research vary by country.
  + Conceptual Equivalence Different Meanings.
    - A customer says “Yes. I will buy the product” when in reality they will not.
    - Customers puts greater emphasis on being nice than being honest. Skews results.
  + Translation Equivalence: Use back-translation to ensure accuracy
  + Sample Equivalence: Your sample groups in Country A may resemble Country B but

their needs & wants are not the same.

Ex: A white male teen is different in Germany v. Russia

* + Measurement Equivalence: Those being surveyed respond differently to questions simply

because of their culture. Doesn’t measure what it is intended to.

* + Data Collection Equivalence: Researchers cannot collect data across cultures in a similar way.
* What are three other data collection problems a researcher might face when conduct research overseas?
* What is one example of a Global Research Group & how do they help International Marketers?

**Survey Requirements**

***Must include 10 Questions & be completed by 20 respondents.***

**Begin creating a survey for the problem you are addressing. Your survey should contain the following elements & is due by the start of class tomorrow.**

**Survey Title:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Your title must reflect your research problem & give insight into what you are researching. Included in this section should be the purpose of why you are conducting your research and how the respondents answers will be used.

Example: **Should High School Students Have an Attendance Requirement**

As part of my International Marketing course; I have been asked to research a specific problem. The issue I have chosen to research centers on whether or not students should be forced to meet attendance requirements in order to graduate. Please take a few minutes to complete the confidential survey. Your feedback & assistance is greatly appreciated.

**Survey Directions:** The directions for how to complete your survey should be provided. These can be given at the top or restated throughout the survey if you have difficulty explaining certain question types. Included Example:

Example:

Respond to each statement by drawing a circle around the number that indicates the degree to which you agree with that statement. Please be candid in your evaluation and make any additional comments you wish.

Your survey should consist of any demographical information you wish to obtain. All information should be voluntary & anonymous. You need at least two demographical answers but can ask more if needed.

**The first two questions should be demographical & forced choice in nature**

Gender: Male Female

Age: \_\_\_ Under 18 \_\_\_\_\_ 18-24 \_\_\_\_25-32 \_\_\_\_\_33 – 40

Questions 3 – 9 can use the following types of questions

* Rating scale (On a scale of 1-5, 5 being the best)
* Yes / No Questions
* Like / Dislike
* Levels of Agreement (Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree)

Question #10 must be open ended in nature.

For questions 1-5 – Please use the following scale:

**1 2 3 4 5**

**Not At All Somewhat Extremely**

1. How important do you think attendance is in relation to student success? 1 2 3 4 5

**Survey must be typed & points will be given for formatting, ease of reading, spelling, & grammar.**

**Marketing Research Rubric**

Group Member(s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Issue/Group: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Working in groups of 3 or less; you are to conduct primary & secondary research that allows you to identify a problem in society; as well as, recommend solutions to improve it. Based on the recommendations you provide, you are to create a promotional tool that reflects one of your solutions. Grades for this project are based on the criteria below.**

**Step #1: Choose an issue that needs a solution**

* + - **Think Grad Project. Can be an AK problem, can be nationwide.**

**Step #2: Analyze secondary data to develop your solutions**

* + - Must use at least 1 secondary source to support your research efforts
    - List source of information & where it can be accessed
    - Explain its value in presentation.

**Step #3: Develop a plan to collect data to solve the problem & then collect the data.**

* + - Clearly state what your plan for data collection is
      * Survey students at lunch
      * Interview teachers before school
    - **Must use at least one primary source & provide a copy of the tool you used during your research**
      * Copy of survey, interview questions, etc..
      * Surveys should be at *least 10 questions* & contain at least two demographical questions
      * Interviews should be at *least 5 questions* pertaining to your research problem. Additionally, you need to list who you sampled by giving name & two demographical factors
    - Primary Data can be quantitative or qualitative
      * Quantitative must use a sample size that reflects AK as a whole & include *20 responses*
        + Grades, genders, athletes, club members, race, etc..
      * Qualitative must include at *least 5* participants

**Step #4: Analyze the data you collected and recommend 3 solutions to overcome the problem you identified**

* Create a promotional tool that supports one of your solutions.

**Visual Aid: \_\_\_\_ / 10 pts (Informal)**

* Contains all necessary information
  + Title, Topic, Purpose of Research, Types of Research Conducted, Results of Research, Recommended Solutions, & Promotional Tool Provided
* Easy to read, pictures, and font are well placed and contribute to presentation not deter

**Presentation \_\_\_\_\_/10 pts (Informal)**

* All group members participate; as well as, speak confidently, loudly, and slow enough so that information can be facilitated and understood
* Group Knowledge: Able to answer questions regarding topic, group, research, or recommendations given competently

**Promotional Tool \_\_\_\_\_ / 15 pts (Informal)**

* A promotional tool is designed for the group or issue targeted
* Promotional tool reflects one of the three recommended solutions given
* Promotional tool is easy to read & understand
* Promotional tool is positive in nature
* Completed on time and is actually generated
  + Example if you are making a poster is should be designed not simply stated

**Project Information**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Exceeds**  **Expectations**  **9 - 10** | **Meets Expectations**  **6 – 7 - 8** | **Falls Below Expectations**  **0 - 1 - 2 - 3 – 4 - 5** |
| **Topic Being Addressed** | Clearly Stated, Background information on issue or group is given so that audience understands the role it has on campus | Topic chosen is detailed but little to no description regarding their presence on campus is provided | Topic is either not stated or very vague. |
| **Purpose of Research** | Hypothesis of research is given . Problem is defined & rationale as to why you chose it is given | Purpose is stated but no other information is provided | No purpose for research is given |
| **Data Collection:**  **Primary #1** | Primary source of data is used to collect information.  Minimum number of participants is met and proof of data collection is given (collected surveys, observation sheet, transcript of interview, etc…) | Primary source of date is used to collect information but no evidence of its collection exists. | Primary source of data is collected but fails to provide legitimacy or seems unauthentic.  No evidence to support data collection is given |
| **Data Collection:**  **Secondary** | Secondary source of information is used to supplement research. Evidence of secondary research is provided through works cited | A secondary source of information is used to collect data but no evidence is given to support where information came from | No secondary source of information is provided |
| **Data Analysis** | An analysis of the information collected is given so that facts of relevance are highlighted and interpretation of information acquired is expressed and leads to recommendations | Data analysis occurs but is general in nature and does not relate directly to the data collected | No data analysis occurs or is based off of assumptions rather than research. |
| **Recommended Solutions** | Three solutions of value are given. Each solution is based off of research analyzed and conducted by the group. | 2 solutions of value are given & reflect the research efforts of the group | 1 or no solutions of value are given.  OR  Solutions provided are not based off of research and have no evidence to support their findings. |
| **Total Grade:** | | | **\_\_\_\_\_\_\_\_\_ / 50 Pts (Formal)** |