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SENIOR RESEARCH I

REFRESHMENT

COURSE LECTURE: INTRODUCTION

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RESEARCH PROCESS

Steps in Conducting a Research:

1. Identify Research Problem and Setting Objective
2. Review Necessary and Related Literature
3. Preparing Research Design
4. Prepare Research Plan (Proposal)
5. Develop Data Collection Instrument
6. Conduct Pilot Testing
7. Data Collection
8. Analysis and Interpretation
9. Writing up and reporting the finding
10. Follow-up

General format and Elements of Proposal

1. The title of the Investigation
2. Abstract (optional)
3. Background of the study
4. Statement of the problem/The Rationale
5. Research Questions/Hypothesis
6. Objectives of the Study
7. Review of the Related Literature
8. Significance of the Study
9. Definition of the Terms or Concepts (optional)
10. Delimitation of the Study (Scope of the study)
11. Research Design and Methodology:
 - Research Method
 - Population and Sampling techniques:
 - Data type and source
 - Data Gathering Tools/Instruments
 - Method of Data analysis
12. Limitation of the Study (optional)
13. Organization of the study
14. Work plan (time budget)
15. Cost budget
16. References/Bibliography
17. Appendix

RESEARCH TITLE

- Selecting Research Title or Research Topic
 - Interest
 - Literature
 - Primary Data (from company, customers and so on)
- Writing Research Title or Research Topic
 - It is said that “a Research Title is a get way to your research”
 - It should not be too broad or too narrow. It should be moderate.
 - Avoid acronyms (e.g. UNESCO, SCUBA), abbreviations (e.g. SMU, LMS) and initials (e.g. Dr., Mr.) unless it is known world wide.
 - Avoid redundant and unnecessary words
 - Should indicate variables of the study
 - Use known or familiar words from the field of study
 - It should be timely or current issue.....

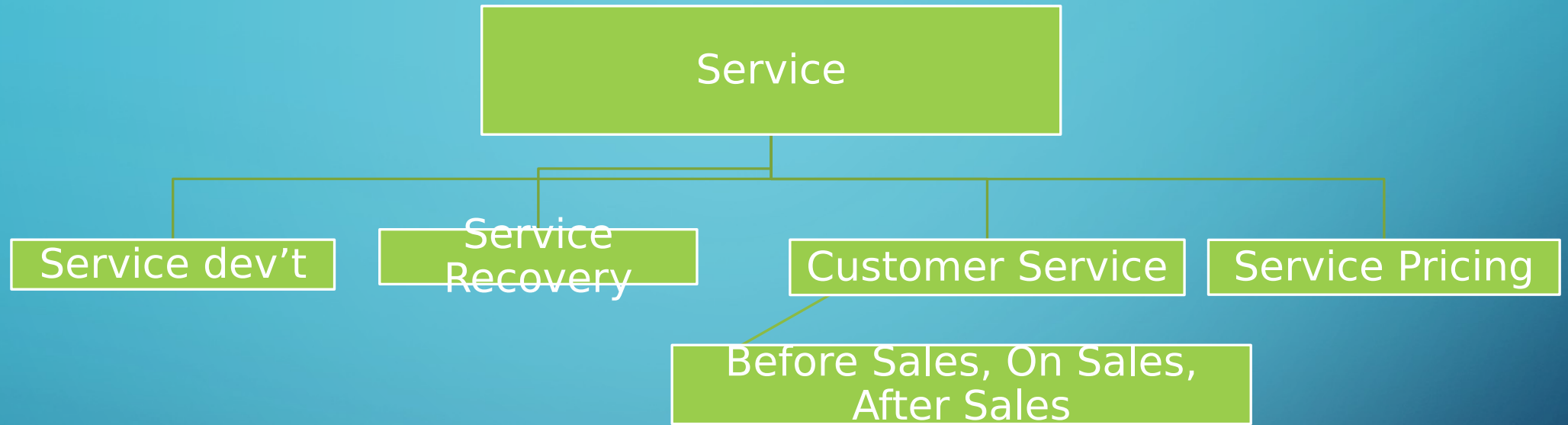
HOW TO COME UP WITH A RESEARCH TITLE CASE 1



CASE 1.....

- A study of an assessment of sales promotion strategy development effectiveness: the case of.....
- Effectiveness of sales promotion strategy development: the case of.....
- An assessment of advertising practice: the case of.....
- An assessment of print media advertising practice: the case of.....
- The impact of promotion on sales volume: the case of....

HOW TO COME UP WITH A RESEARCH TITLE CASE 2



CASE 2.....

- The impact of service development strategy: the case of.....
- Effective service development for customer attraction and retention: the case of.....
- An assessment of service development practice: the case of....
- The effect of service pricing on

FOR YOUR DISCUSSION

A study of an assessment of distribution channel system effectiveness of soap detergent in the case of Repi detergent factory

N.B. evaluate the research topic based on the criteria's discussed and try to write it correctly

IDENTIFYING AND WRITING RESEARCH PROBLEM

If a research problem is identified correctly then 50% of the research is completed.

A research problem is a statement that needs to be addressed and solved at the end of the research. A research problem is anomaly (inconsistency) observed.

Theory, Practice and Gap

PROBLEM STATEMENT.....

- A problem statement should indicate all the possible variables.
- A problem statement should be self explanatory.
- A problem statement should not state the result (the reason behind the problem) it should state the symptoms for that problem and possible causes for the symptoms.
- It should be indicated how the problem is identified and the sources.
- It should be aligned with the research topic.

“NEW COKE” VERSUS ORIGINAL COKE

In the mid-1980s, the Coca Cola Company made a decision to introduce a new beverage product (Hartley, 1995, pp. 129–145). The company had evidence that taste was the single most important cause of Coke’s decline in the market share in the late 1970s and early 1980s. A new product dubbed “New Coke” was developed that was sweeter than the original-formula Coke.

Almost 200,000 blind product taste tests were conducted in the United States, and more than one-half of the participants favored New Coke over both the original formula and Pepsi. The new product was introduced and the original formula was withdrawn from the market. This turned out to be a big mistake! Eventually, the company reintroduced the original formula as Coke Classic and tried to market the two products. Ultimately, New Coke was withdrawn from the market.

What went wrong? Two things stand out. First, there was a flaw in the market research taste tests that were conducted: They assumed that taste was the deciding factor in consumer purchase behavior. Consumers were not told that only one product would be marketed. Thus, they were not asked whether they would give up the original formula for New Coke. Second, no one realized the symbolic value and emotional involvement people had with the original Coke. The bottom line on this is that relevant variables that would affect the problem solution were not included in the research.



CASE 1

1.2. Statement of the Problem

A research problem is definite or clear expression about an area of concern, a condition to be improved upon, a difficult to be eliminated, or a troubling question.

The other gap that identified by student researcher is also lack of brand equity awareness among the company's employees, which the company employees are not more aware of branding rather they focus on their routine work.

A problem statement is a concise description of an issue to be addressed or a condition to be improved upon. It identifies the gap between the current (problem) state and desired (goal) state of a process or product.

Therefore the main purpose of this study was assess the customer based brand equity in the case of xyz company.

CASE 2

1.2. Statement of the Problem

Gefan (2002) defined that service quality as the subjective comparison that customers make between the quality of service they want and what they perceive.

Customer perception are subjective assessment of actual service experiences; customer expectation are the standards or references point for, performance against which service experiences are compared (Zeithmal & Bitner, 2000)

Source of customer expectation consist of marketer controlled factors, such as advertising, as well as factors that the marketer has limited ability to affect, such as innate personal need. Ideally, expectations and perceptions are identical: customer perceive that they think they will and should. In practice, service gap exist (Mudie et al.2006)

The service industry faces too many challenges because of its characteristics such as variability(the quality of service may vary depending on who provides it, as well as when and how it is provided) , perishability(cannot be stored for later sales or use), no-ownership(no transfer of title) and inseparability(first sold, then produced and consumed simultaneously). Due to this reasons what customers expect and perceive differ. This leads to service gap.

The GAP analysis model indicated that customer perception of quality was influenced by a series of five distinct gap.

The reason for Gap 1 is not understanding what consumer expect. This is a gap between managers' perception of expectation and the customers' actual expectations. Managers do not always understand what customers want .Being wrong about this means losing customers to competitors; it also means expending substantial sum of money, time, and effort on things that probably do not make that much impression on customers,. The usual causes of gap 1 are lack of marketing research orientation, a lack of upward communication and too many level of management.

Parasuraman, Zeithmal and Berry (1985) argue that understanding what customers expect from service quality is not enough to ensure it. This intelligence must be converted into meaningful service- quality standards for the organization. This gap is often caused by a lack of commitment by management to service quality. Frequently, service quality is defined from the company's point of view, and not the customers. The company knows the wishes of its customers but cannot satisfy them. If service quality goals are based on company standards rather than on customer standards and expectations then there is a real absence of goal setting. The other Reason for gap 2 is badly designed services and inadequate service ambience and physical elements.

Gap 3 is the service performance gap. It is the gap between service standards and service delivery. It is probably the most serious from the manager's point of view. The cause of this gap are role ambiguity, which exists whenever employees do not possess the information or training necessary to perform their jobs adequately; and role conflict, which occur when employees perceive that they cannot satisfy all the demands of the individual they must serve.

Gap 4 exist when there is a mismatch between service delivery and broken promises. Lots of advertising money is spent on creating expectations, customers are often dissatisfied to an extent that the organization would have been for better off had if said nothing.

If any of the mentioned gaps or the combination of the same occur, then the last Gap 5 or the "gap of customers" will inevitably occur. It appears the difference between the expectations of customers concerning the services and their perception of the service received in the organization.

Based on the preliminary study conducted by the student researcher identifies that there is a variation between perception of the management about expectation of customers.

DESIGNING RESEARCH QUESTION

A Research Question (RQ) is issues to be addressed at the end of the research to solve the problem mentioned.

Criteria's of designing RQ

- A RQ should emanate from the problem statement
- A RQ should avoid dichotomies questions
- A RQ should be broad and specific
- A RQ should avoid double barreled questions
- A RQ should be designed out of curiosity to know the unknown

CASE 1 IN RELATION WITH PROBLEM STATEMENT CASE 1

1.3. Basic Research Question

1. How does the company develop its brand in considering the dimension?
2. What factors affect customer based brand equity of the company?
3. What challenges does the company encounter in divining its brand equity?

CASE 2 IN RELATION WITH PROBLEM STATEMENT CASE 2

1.3. Research Question

This study intended to answer the following question

1. To what extent is the company's service is designed as per customers' expectation
2. How does customers perceive the service quality of the hospital?
3. What are the obstacles the hospital faces in delivering service as per customers' expectation?
4. What difference exists in customer expectation and perception towards the hospital's service quality?

NEXT CLASS LECTURE

- Research Design and Methodology
 - Research Design
 - Sampling

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**THANK YOU & STAY
SAFE**