Social Media Marketing Research

Communicating the Research Results

Min-Yuh Day
Assistant Professor
Dept. of Information Management, Tamkang University

http://mail.tku.edu.tw/myday/
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週次  日期   內容（Subject/Topics）
1  101/02/16  Course Orientation of Social Media Marketing Research
2  101/02/23  Social Media: Facebook, Youtube, Blog, Microblog
3  101/03/01  Social Media Marketing
4  101/03/08  Marketing Research
5  101/03/15  Marketing Theories
6  101/03/22  Measuring the Construct
7  101/03/29  Measurement and Scaling
8  101/04/05  教學行政觀摩日 (--No Class--) 
9  101/04/12  Paper Reading and Discussion
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Outline

• Organizing the Research Report
• Interpreting the Findings
• Conclusion and Recommendations
• Presentation
• Managing the Research Process
The Research Report

• Organizing the Report:

1. Title Page
2. Table of Contents
3. Executive Summary
4. Background
5. Methodology
6. Findings (primary and secondary)
7. Appendices

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
Interpreting the Findings

• Executive Summary:
  – Portion of a research report that explains why the research was done, what was found, what those findings mean, and what action, if any, management should undertake.

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
Conclusion and Recommendations

• Conclusions:
  – Generalizations that answer the questions raised by the research objectives or otherwise satisfy the objectives.

• Recommendations:
  – Conclusions applied to marketing strategies or tactics that focus on a client’s achievement of differential advantage.

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
Sample Title Slide

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
# The Presentation

## Sample Table of Contents

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Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
Background. ACME, like other progressive organizations, wants to develop a program to assess customer satisfaction with the services they receive from the organization. This information will be used in ACME's quality improvement efforts. The goal is to provide rational direction for those efforts.

Objectives. This type of research is designed to achieve the following objectives:

- Measure overall satisfaction with ACME compared to the competition.
- Measure customer satisfaction with ACME's new Web site where all transactions with ACME can be handled.
- Measure satisfaction with specific elements of all other programs and services provided to customers by ACME.
- Identify major reasons for satisfaction/dissatisfaction.
- Evaluate and classify program and service elements on the basis of their importance to customers and ACME's perceived performance of ACME (i.e., identify areas of strength and opportunities for improvement).

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
The majority are loyal, but satisfaction declined.

- Four out of five customers see their relationship with ACME continuing on a long-term basis. Over half are categorized as secure or favorable and can be considered loyal to ACME.
- Two-thirds report they are satisfied with ACME in 2008. However, this is a significant decline from 80.1% in 2008.
- ACME overall satisfaction and loyalty measures are significantly lower than the National Average.
- Heavy Users are highly satisfied; Light Users less so.
- Heavy users report significantly higher satisfaction than light users and are more likely to see their relationship with ACME continuing on a long-term basis.
- Although only a small percentage of customers is categorized as alienated, Light Users make up a higher proportion of this group.

ACME processes are primary areas of strength.

- Both the customer service and application processes are identified through key driver analysis as areas of strength for ACME.
- Satisfaction with the billing process continues an upward trend. Ratings are on par with the National Average and significantly higher than 2008.

Staff ratings remain strong, with knowledge a key asset.

- The majority of customers are satisfied with all aspects related to ACME staff. About four out of five are satisfied with staff knowledge, the area of highest satisfaction across all staff levels.
- Although still high, relatively lower staff ratings are associated with accessibility related measures. Key driver analysis identifies ease of reaching staff as an opportunity for improvement.

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
The Presentation

Sample Methodology

Explain what was done in a simple, straightforward manner.

Methodology

Questionnaire. DSS was responsible for developing the survey instrument. ACME approved the final draft of the questionnaire. A copy of the mail survey instrument used is provided in Appendix B.

Methodology employed. Eligible respondents included a list of customers provided by ACME. The sample design is as follows:

<table>
<thead>
<tr>
<th></th>
<th>2006</th>
<th></th>
<th>2007</th>
<th></th>
<th>2008</th>
<th></th>
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<tbody>
<tr>
<td></td>
<td>Heavy Users</td>
<td>Light Users</td>
<td>Overall</td>
<td>Heavy Users</td>
<td>Light Users</td>
<td>Overall</td>
</tr>
<tr>
<td>Complied surveys</td>
<td>52</td>
<td>60</td>
<td>112</td>
<td>101</td>
<td>71</td>
<td>172</td>
</tr>
<tr>
<td>Mailed Surveys</td>
<td>200</td>
<td>200</td>
<td>400</td>
<td>200</td>
<td>200</td>
<td>400</td>
</tr>
<tr>
<td>Returned undeliverable surveys</td>
<td>NA</td>
<td>NA</td>
<td>4</td>
<td>NA</td>
<td>NA</td>
<td>8</td>
</tr>
<tr>
<td>Response rate</td>
<td>26.0%</td>
<td>30.0%</td>
<td>28.0%</td>
<td>50.5%</td>
<td>35.5%</td>
<td>43.0%</td>
</tr>
<tr>
<td>Adjusted response rate</td>
<td>NA</td>
<td>NA</td>
<td>28.3%</td>
<td>NA</td>
<td>NA</td>
<td>43.9%</td>
</tr>
<tr>
<td>Sample error*</td>
<td>NA</td>
<td>NA</td>
<td>-7.9%</td>
<td>NA</td>
<td>NA</td>
<td>4.4%</td>
</tr>
</tbody>
</table>

Data collection. All data were collected by DSS Research.

Data processing and analysis. DSS processed all completed surveys and analyzed the results. A complete set of survey tabulations is provided in Appendix C of this report.

* At 95% confidence, using the most pessimistic assumption regarding variance (p=0.5).
** Excludes undeliverables.

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
The Presentation

Communicate with Graphs/Charts/Pictures

Slide takeaways:
- Summarize key points.
- Plan loyalty.

Over half of customers are categorized as secure or favorable and can be considered loyal to ACME. Another one in four is at risk though not necessarily dissatisfied. Only a small percentage is categorized as alienated; however, specialists make up a greater proportion of this group.

Loyalty Analysis

- Secure: 83.7%
- Favorable: 15.7%
- At Risk: 8.5%
- Alienated: 2.1%

National Average:
- Secure: 11.0%
- Favorable: 81.1%
- At Risk: 21.4%
- Alienated: 5.0%

Questions used to determine "loyalty":
- Q13: Overall, how satisfied are you with ACME? Very satisfied, satisfied, disatisfied, very dissatisfied.
- Q15: Would you recommend ACME to your patients who asked your advice about which managed care plan to join? Definitely yes, probably yes, probably not, definitely not.
- Q16: Would you recommend ACME to a physician who was interested in contracting with a managed care plan? Definitely yes, probably yes, probably not, definitely not.
- Q17: I see my relationship with ACME continuing on a long-term basis. Strongly agree, agree, disagree, strongly disagree.

Definitions of groups:
- Secure: Top box answer on all four questions. Very satisfied and loyal to ACME.
- Favorable: Top-two-box answer on all four questions (but not top box on all four). Satisfied and fairly loyal to ACME.
- At Risk: Bottom-two-box answer on one, two or three (but not all) of the four questions. Not necessarily satisfied and has questionable loyalty to ACME.
- Alienated: Bottom-two-box answer on all four questions. Dissatisfied and likely to leave ACME.

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
The Presentation

Communicate with Graphs/Charts/Pictures

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
The Presentation

Interpreting Statistical Results

Key Driver Statistical Model

Classification Matrix. The importance and performance results for each item in the model are plotted in a matrix like the one shown to the right. This matrix provides a quick summary of what is most important to customers and how ACME is doing on those items. The matrix is divided into four quadrants. The quadrants are defined by the point where the medians of the importance and performance scales intersect. The four quadrants can be interpreted as follows:

- **Power**: These items are very important to customers and ACME’s performance levels on these items are high. Promote and leverage your strengths in this quadrant.
- **Opportunity**: Items in this quadrant are very important to customers, but ACME’s performance is below average. Focus your resources on improving processes that underlie these items and look for significant improvements in your satisfaction scores.
- **Wait**: Though still important to customers, these items are somewhat less important than those that fall on the right hand of the chart. Relatively speaking, ACME’s performance is low on these items. Dealing with these items can wait until more important items have been dealt with.
- **Retain**: Items in this quadrant are also somewhat less important to customers, but ACME’s performance is above average. Simply maintain your performance on these items.

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
Factor Analysis

• Factor: A linear combination of variables that are correlated with each other.

A procedure for simplifying data by reducing a large set of variables to a smaller set of factors of composite variables by identifying dimensions of the data.

<table>
<thead>
<tr>
<th>Respondent</th>
<th>Smooth Ride</th>
<th>Quiet Ride</th>
<th>Acceleration</th>
<th>Handling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bob</td>
<td>5</td>
<td>4</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Roy</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Hank</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Janet</td>
<td>5</td>
<td>5</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Jane</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Ann</td>
<td>5</td>
<td>5</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Average</td>
<td>4.50</td>
<td>3.83</td>
<td>2.33</td>
<td>1.50</td>
</tr>
</tbody>
</table>

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
In factor analysis, a factor score is calculated on each factor for each subject in the data set. For example, in a factor analysis with two factors, the following equations might be used to determine factor scores:

\[
F_1 = 0.40A_1 + 0.30A_2 + 0.02A_3 + 0.05A_4 \\
F_2 = 0.01A_1 + 0.04A_2 + 0.45A_3 + 0.37A_4
\]

where \( F_1 - F_n \) = factor scores
\( A_1 - A_n \) = attribute ratings
Factor Loading

• Factor Loadings: Correlation between factor scores and the original variables.

### Exhibit 18.9: Factor Loadings for Two Factors

<table>
<thead>
<tr>
<th>Variable</th>
<th>Correlation with Factor 1</th>
<th>Correlation with Factor 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>$A_1$</td>
<td>0.85</td>
<td>0.10</td>
</tr>
<tr>
<td>$A_2$</td>
<td>0.76</td>
<td>0.06</td>
</tr>
<tr>
<td>$A_3$</td>
<td>0.06</td>
<td>0.89</td>
</tr>
<tr>
<td>$A_4$</td>
<td>0.04</td>
<td>0.79</td>
</tr>
</tbody>
</table>

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
Proofreading

• Before sending the report off to the client or even on to a senior company executive, proofread it meticulously. Do not depend on computerized Spell Check programs; these are fallible and inherently imprecise and inaccurate.

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
Making a Presentation

• Key Issues to Address
  1. What do the data really mean?
  2. What impact do they have?
  3. What have we learned from the data?
  4. What do we need to do, given the information we now have?
  5. How can future studies of this nature be enhanced?
  6. What could make this information more useful?

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
Presentation on the Internet

• With PowerPoint, publishing presentations to the Web is easier than ever.
• Publication to the Web enables individuals to access the presentation, regardless of where they are or when they need to access it.
• In addition, researchers can present results at multiple locations on the Internet.
Managing the Research Process

• Organizing the Supplier Firm
• Data Quality Management
• Time Management
• Cost Management
• Outsourcing

Source: McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley
Summary

• Organizing the Research Report
• Interpreting the Findings
• Conclusion and Recommendations
• Presentation
• Managing the Research Process
References

• McDaniel & Gates (2009), Marketing Research, 8th Edition, Wiley