



FACULTY OF MANAGEMENT

SSA Examination 2016

DEPARTMENT Marketing Management

MODULE MARKETING RESEARCH

CODE MMA8X07

DATE

DURATION 3 hours

TIME 08:30 – 11:30

TOTAL MARKS 100

LECTURER Prof DJ Petzer

EXTERNAL MODERATOR Ms S Kühn-du Plessis (NWU)

NUMBER OF PAGES 4 (Including cover page)

INSTRUCTIONS TO CANDIDATES:

- This is an **OPEN BOOK EXAMINATION** based on the Vigo Malt Soft Drink case study in Klopper en Viljoen (2016) and the scenarios provided in this paper.
- Answers should contain 20% theory and 80% application.
- Answer ALL the questions.
- Number questions clearly.
- Structure answers by using numbered headings and sub-headings.
- Ensure that all your personal particulars appear on all answer books.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

SCENARIO 1

Based on the Vigo Malt Soft Drink case study, the 25 to 35 year old females earning middle to high incomes enjoying alcoholic and non-alcoholic drinks have been targeted by NBL with Vigo in Namibia (Klopper & Viljoen, 2016:44). NBL has decided to conduct marketing research to gain insight into another promising segment, namely 25 to 35 year old female earning middle to high incomes enjoying alcoholic and non-alcoholic drinks in South Africa. NBL knows very little about this market segment and wishes to gain preliminary insights into this market segment to uncover their thoughts, feelings and ideas.

ANSWER THE FOLLOWING QUESTIONS BASED UPON SCENARIO 1**QUESTION 1****(34 marks)**

- 1.1 Indicate whether qualitative or quantitative research methods are most suitable for this particular study. Clearly motivate your choice. (5)
- 1.2 Identify and briefly explain three external secondary data sources that might prove helpful to NBL in its quest to learn more about this market segment. Clearly motivate your choices. (9)
- 1.3 Recommend a suitable data collection method for this study and clearly motivate your choice. (5)
- 1.4 Design a sampling plan to select respondents for this particular study and motivate your choices clearly. (15)

SCENARIO 2

Another market segment that presents attractive opportunities is the 25 to 35 year old females earning middle to high incomes enjoying alcoholic and non-alcoholic drinks market segment in Mauritius (up-and-coming females). NBL has decided to conduct marketing research to gain insight into this market segment. NBL knows quite a bit about this market segment, based upon previous research undertaken and has a comprehensive database with contact details of this segment obtained from a possible research agency partner in Mauritius. NBL has formulated a number of objectives they would like to achieve when engaging with several hundred respondents in the 'up-and-coming female' market segment in Mauritius. The following objectives have been formulated:

- Determine a demographic profile of the 'up-and-coming female' market segment in Mauritius.
- Uncover the soft drink consumption patterns of the 'up-and-coming female' market segment in Mauritius.

- Measure the customer satisfaction levels of the 'up-and-coming female' market segment in Mauritius with soft drinks available in the market as well as how they rate these soft drinks available in the market.
- Measure the willingness of the 'up-and-coming female' market segment in Mauritius to switch between soft drink brands.
- Determine the willingness of the 'up-and-coming female' market segment in Mauritius to recommend soft drinks to others.

ANSWER THE FOLLOWING QUESTIONS BASED UPON SCENARIO 2

QUESTION 2

(10 marks)

- 2.1 Identify and most suitable research design for this particular study and motivate your answer. (5)
- 2.2 Recommend a suitable data collection method and motivate your choice. (5)

QUESTION 3

(30 marks)

Taking the data collection method you have chosen in Question 2.2 into account, design a complete questionnaire or interview guide that is suitable to answer the research objectives as set out in the scenario.

SCENARIO 3

NBL has furthermore proposed the following alternative hypotheses for the study involving the 'up-and-coming female' market segment:

- H¹: The 'up-and-coming female' market segment in Mauritius who have a post-school qualification are significantly more satisfied than those with no post-school qualification with soft drinks available in the market.
- H²: The 'up-and-coming female' market segment from Port Louis, Flic en Flac and Grande Baie differ significantly with respect to their satisfaction levels with soft drinks available in the market.
- H³: There is a significant correlation between the 'up-and-coming female' market segment in Mauritius customer satisfaction levels with soft drinks available in the market and their willingness to switch between soft drink brands.
- H⁴: There is a significant association between the kind of drink the 'up-and-coming female' market segment in Mauritius prefer and their level of education.

ANSWER THE FOLLOWING QUESTIONS BASED UPON SCENARIO 3**QUESTION 4****(16 marks)**

Identify the most suitable parametric and non-parametric tests to test each of the alternative hypotheses formulated in the scenario. Clearly motivate your choices.

SCENARIO 4

Based upon their knowledge gained from different marketing research projects conducted over time, the management of NBL hypothesise that customer satisfaction and country-of origin effects positively and significantly influence soft drink consumers' willingness to purchase a particular soft drink brand. In addition, willingness to purchase significantly and positively influences willingness to spread positive word-of-mouth. Finally customer satisfaction significantly and positively influences willingness to spread positive word-of-mouth.

ANSWER THE FOLLOWING QUESTION BASED UPON SCENARIO 4**QUESTION 5****(10 marks)**

Graphically illustrate the conceptual model for the study based upon the scenario presented above.

TOTAL: 100