



FACULTY OF MANAGEMENT

July Supplementary Exam 2017

DEPARTMENT Marketing Management

MODULE SPECIALISED MARKETING RESEARCH

CODE MAR 8x12

DATE TBC

DURATION 180 minutes

TIME TBC

TOTAL MARKS 100

LECTURER Prof C De Meyer-Heydenrych

INTERNAL MODERATOR Dr SW Kühn (NWU)

NUMBER OF PAGES 3 (Including cover page)

INSTRUCTIONS TO CANDIDATES:

- This is an open book test.
- Read the Pick n Pay case study and answer all the questions that follow.
- Number questions clearly.
- Structure answers by using numbered headings and sub-headings.
- No marks will be allocated for naming.
- Marks will be allocated on a 20% theory and 80% application principle.
- Ensure that all your personal particulars appear on all answer books.
- Question papers must be handed in at the end of the assessment.
- The general University of Johannesburg policies, procedures and rules pertaining to written assessments apply to this assessment.

CASE STUDY: PICK N PAY

The management of Pick n Pay have noticed an increase in customers requesting a faster and more secure online shopping website and the linking of their Pick n Pay Smart Shopper Card points to the website. In order to make their online purchasing website more secure, Pick n Pay wants to link up with PayU. The PayU payment option is available for shoppers all over South Africa, and is a fast and safe way to make online purchases. Customers will need to register a credit or debit card on the PayU website. Once consumers have registered their details, they can then log onto the Pick n Pay online purchasing website and click on the PayU logo when purchasing. Pick n Pay wants to determine the perceptions of consumers towards this PayU option and also wants to determine whether customers would want to link their Pick n Pay Smart Shopper Card points to the online system. The objectives of the research include:

- Determine the demographic profile of consumers that purchase from the Pick n Pay online store.
- Determine the overall shopping habits of Pick n Pay online customers.
- Determine the general attitudes of consumers towards the Pick n Pay online shopping website.
- Measure the general attitudes of consumers towards the PayU payment system.
- Identify whether consumers want to link their Pick n Pay Smart Shopper Card points to the online payment system.

Adapted from: PayU. (2013). PayU offers Pick n Pay online shoppers a faster way to pay. <https://www.payu.co.za/company/press-releases/payu-offers-pick-n-pay-online-shoppers-a-faster-way-to-pay/> [Date of access: 19 February 2013].

BASED ON THE CASE STUDY ABOVE, ANSWER ALL THE FOLLOWING QUESTIONS**QUESTION 1****(70 marks)**

Before the research can be conducted, it is necessary to develop a research proposal that can be approved by the management of Pick n Pay. The management of Pick n Pay want you to focus on the research design part of the proposal and require you to:

- 1.1 Determine the research design and the primary and secondary data sources to be used. *(As part of your answer discuss the design and sources selected in detail. Clearly motivate your choice).* (15)

1.2 Develop the sampling design and sample size. *(As part of your answer discuss the sampling design including the sample plan in detail. Clearly motivate your choice).*

(25)

1.3 Design a complete questionnaire or interview guide (depending on your answers in questions 1.1 and 1.2) that you can use to collect the data and answer the research objectives. *(Ensure you use all the different types of scales in your answer).* (30)

QUESTION 2

(15 marks)

For every study a number of hypotheses should be formulated. Certain statistical techniques need to be performed to test these hypotheses. For each of the following hypotheses formulated for this study, suggest a **suitable statistical technique** that can be used to test the hypothesis. Motivate the choice of technique clearly.

2.1 There is a statistical significant difference between the attitudes of consumers who purchase from the Pick n Pay online store and those that do not purchase online.

(3)

2.2 Groups of consumers speaking different languages (English, isiZulu and isiXhosa) have different overall attitudes towards the online Pick n Pay shopping website.

(3)

2.3 There is a correlation between the attitudes of consumers toward the Pick n Pay online shopping website and the PayU payment system.

(3)

2.4 There is an association between gender and whether consumers want to link their Pick n Pay Smart Shopper Card points to the online payment system.

(3)

2.5 The measurement set measuring attitudes towards the PayU payment system is reliable.

(3)

QUESTION 3

(15 marks)

Discuss the different types of errors can occur in survey research. As part of your answer discuss how each of these errors can be reduced by giving specific examples related to the case study.

TOTAL: 100