Social Media Marketing Research
社會媒體行銷研究

Communicating the Research Results

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課程大綱 (Syllabus)

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

課程大綱 (Syllabus)

週次　日期　內容（Subject/Topics）

10　101/04/19　Midterm Presentation

11　101/04/26　Exploratory Factor Analysis

12　101/05/03　Paper Reading and Discussion

13　101/05/10　Confirmatory Factor Analysis

14　101/05/17　Paper Reading and Discussion

15　101/05/24　Communicating the Research Results

16　101/05/31　Paper Reading and Discussion

17　101/06/07　Term Project Presentation 1

18　101/06/14　Term Project Presentation 2

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

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.

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.

The Presentation

Sample Title Slide

The Presentation
Sample Table of Contents

The Presentation

Sample Background and Objectives

Keep it concise. Put key objectives in bulleted list.

Background and Objectives

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).

The Presentation
Sample Executive Summary

Focus on key findings, not just reiteration of detailed results.

Executive Summary

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 200x.

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.

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:

	2008			2007			2006		
	Heavy Users	Light Users	Overall	Heavy Users	Light Users	Overall	Heavy Users	Light Users	Overall
Completed surveys	52	60	112	101	71	172	87	71	158
Mailed Surveys	200	200	400	200	200	400	200	200	400
Returned undeliverable surveys	NA	NA	4	NA	NA	8	NA	NA	14
Response rate	26.0%	30.0%	28.0%	50.5%	35.5%	43.0%	43.5%	35.5%	39.5%
Adjusted response rate**	NA	NA	28.2%	NA	NA	43.9%	NA	NA	40.9%
Sample error*	NA	NA	±7.9%	NA	NA	±6.6%	NA	NA	±6.1%
Initial survey mailed	February 26, 2008			March 7, 2007			February 25, 2006		
Second survey mailed	March 21, 2008			March 28, 2007			March 21, 2006		
Last day to accept surveys	April 27, 2008			May 2, 2007			April 25, 2006		

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).
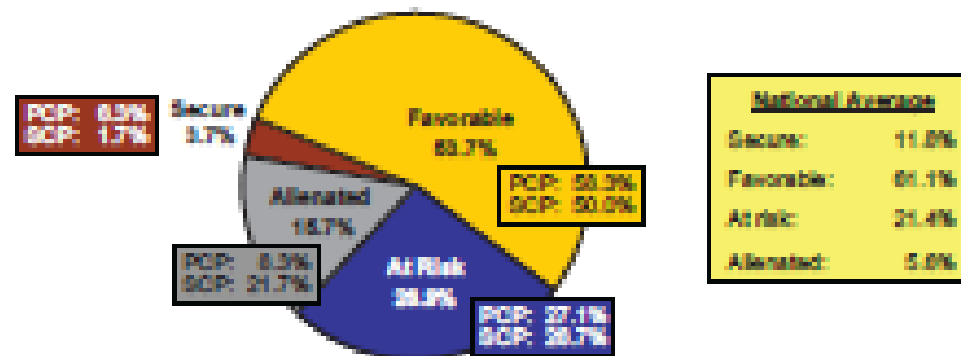** Excludes undeliverables.

The Presentation

Communicate with Graphs/Charts/Pictures

# The Presentation

Communicate with Graphs/Charts/Pictures

The Presentation
Interpreting Statistical Results

Key Driver Statistical Model
POWeR Chart ™

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.
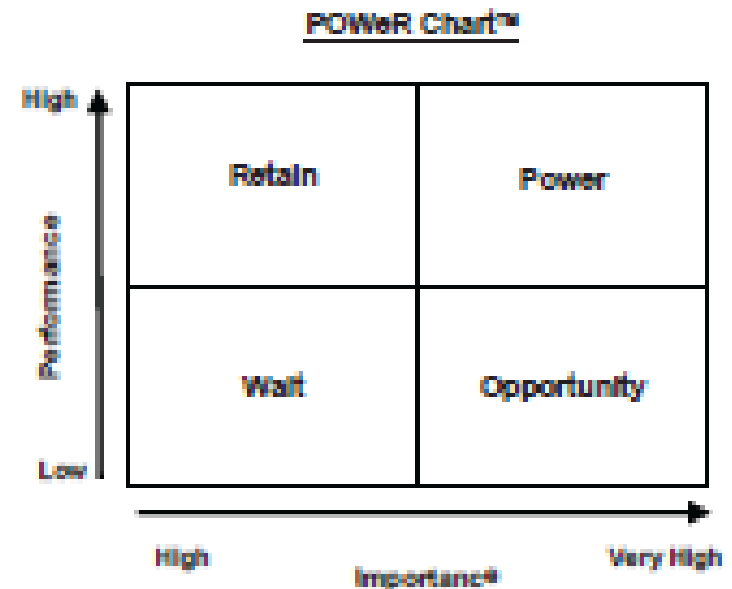
Factor Analysis

- 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.

EXHIBIT 18.7	Importance Ratings of Luxury Automobile Features			
Respondent	**Smooth Ride**	**Quiet Ride**	**Acceleration**	**Handling**
Bob	5	4	2	1
Roy	4	3	2	1
Hank	4	3	3	2
Janet	5	5	2	2
Jane	4	3	2	1
Ann	5	5	3	2
Average	4.50	3.83	2.33	1.50

Factor Scores

EXHIBIT 18.8	Average Ratings of Two Factors	
Respondent	Luxury	Performance
Bob	4.5	1.5
Roy	3.5	1.5
Hank	3.5	2.5
Janet	5.0	2.0
Jane	3.5	1.5
Ann	5.0	2.5
Average	4.25	1.92

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:

$$F_1 = .40A_1 + .30A_2 + .02A_3 + .05A_4$$
$$F_2 = .01A_1 + |.04A_2 + .45A_3 + .37A_4$$

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	
	Correlation with	
Variable	Factor 1	Factor 2
A_1	.85	.10
A_2	.76	.06
A_3	.06	.89
A_4	.04	.79

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.

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?

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

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