

Below is an outline of what you are expected to cover in your term paper.

Problem Definition

Each of you has selected a customer satisfaction topic to investigate. You should begin your paper with a brief discussion about the marketer's information needs. Include relevant background information about your product and competition.

Exploratory Research

a. Secondary Data

Some exploratory research will be needed at this juncture. First you should conduct a review of all the relevant secondary data available. Search the library and the electronic databases you can access through the library online. Your paper should report the findings of pertinent studies, and should also point out their relevance to the problem you plan to investigate. (When you cite any publications, you must indicate the source in the text in abbreviated form. At the end of your paper, the full reference must be presented in a formal Reference List using APA – American Psychological Association style. Consult the library website for more information about APA style.)

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b. Primary Data

It will be necessary to design instruments that could be used to collect some primary data, using the techniques of exploratory research. First, design an experience survey (questions for an interview with someone experienced from the business side). Second, design an instrument for one qualitative pilot study.

10 Qs.

Generating Hypotheses

Generate one or more hypotheses and explain how your exploratory research (secondary data only) led you to these hypotheses. Indicate the logical argument, which led you to your "educated guess(es)" about consumers' satisfactions and dissatisfactions with the product.

Research Design for the Conclusive Study

Design a formal survey you would use for data collection for the final study (even though you will not actually use it). Be prepared to spend a great deal of time and effort in developing the questionnaire. Incorporate the material you will have learned about questionnaire construction.

Outline for paper follows:

- I. Problem definition
- II. Exploratory Research – Secondary data
- III. Exploratory Research - Experience survey
- IV. Exploratory Research – Qualitative pilot study
- ~~V. Exploratory Research – Informal survey~~
- VI. Hypotheses
- VII. Formal Survey to test hypotheses