TUTORIAL 3

kiriana.welsh-phillips@vuw.ac.nz

marketingatvic.rocketspark.co.nz

TODAYS TUTORIAL

1 Assignment Writing Guide

2 Memos and Coding

3 Final Advice

ASSIGNMENT ONE

- Friday 18th August @ 4pm
- Worth 35%
- Word Limit 2,000 ± 10%
- Times New Roman, 1.5 spacing, 2.5cm margins, need a cover and contents page

ASSIGNMENT WRITING GUIDE

SECTION ONE

Background (GROUP)

Describe the general business and decision context.

Structure

- Explain the Business.
- Explain the product/service they currently offer
- Explain the current situation
- Discuss the potential courses of action + why it is a problem and why it should be researched

SECTION TWO

Decision Problem and Research Problems (GROUP)

Present and discuss your decision and research problems / questions. Include Decision Tree.

Don't just state, explain.

Structure
- MDP + purpose
- MRPs + What you'll find
- SRQs + What MRP it's from
- Completed Decision Tree

SECTION THREE

Interview Guide (GROUP)

Insert a copy of the interview guide

Structure

- Should be in chronological order (not like the tables we did in class)

SECTION FOUR
Beginning of Individual Work

Qualitative Research Objectives (QROs)

State your qualitative research objective(s). Relate them to the decision and research problems

Structure

- QROs + related MRPs

MRP = Consumers' perception of Second Hand Items

QRO = To investigate and understand the consumers' perception of Second Hand Items

SECTION FIVE

Description of the Interviewee - Individual Characteristics

Describe your interviewee in depth

Only the person you interviewed

Structure
- Discuss demographics, psychographics, geographics and behavioural segments
- Why they are an ideal interviewee
- What the interviewee values

SECTION SIX

Description of the Interview Process

Describe the process of interviewing and how it went

Only the person you interviewed

Structure

- Where it took place
- How it was recorded
- How it started
- How you felt conducting it
- How you probed
- What techniques you used

Keywords: remaining neutral, structure, laddering, comfort

SECTION SEVEN

Results of Analysis (Todays Tutorial Focus)

identify the important points raised from 3 interviews

Structure (Per Paragraph)
- Cluster theme
- What it is influenced by
- (Un)Common themes you found across interviews
- Supporting Quotations from Interviews (See Appendix B, Line 29)
- One sentence summary

SECTION EIGHT

Conclusions

In this section you should summarise your findings and link the results back to the MDP

Structure

- Summary of Findings
- How the QROs were answered
- What was similar in all interviews
- Link to MDP, MRPs and SRQs by stating how they were answered
- Make recommendations based on your MDP

SECTION NINE

References

APA 7th

Structure (Per Paragraph)

- Remember alphaebetical order

SECTION TEN

Appendices

Each appendix in the appendices should start on a new page.

Structure

- Decision Tree
- Interview Guide
- Coded Interview Transcript 1
- Coded Interview Transcript 2
- Coded Interview Transcript 3
- Coding Diagram
- Scanned Copy of Consent Form

Q + A'S

MEMOS + CODING

Memos = Refers to a written record of analysis *(Corbin & Strauss, 2008, p.117)*
- In the memo column write your interpretation of what was said by the interviewee (not all memo boxes need to be filled)

Coding = Process of extracting concepts from raw data & developing them in terms of their properties and dimensions" *(Corbin & Strauss, 2008, p.159)*
- Fancy word for label

CODING

You may have heard of the Marketing Mix, the 4 p's!

Has anyone heard of the 8 p's?

CODING

Product

Price

Place

Promotion

CODING

Product

Price

Place

Promotion

People

Positioning

Processes

Physical Evidence (Performance)

POTENTIAL CODING CATEGORIES

Product - associated with use of product/service

Price - how consumers perceive price

Place - observations of the place

Promotion - how they found / share the place

People - consumers feelings, values and emotions

Positioning - competitors

Processes - accessibility and Ease of Use

Physical Evidence - what they have to show for it
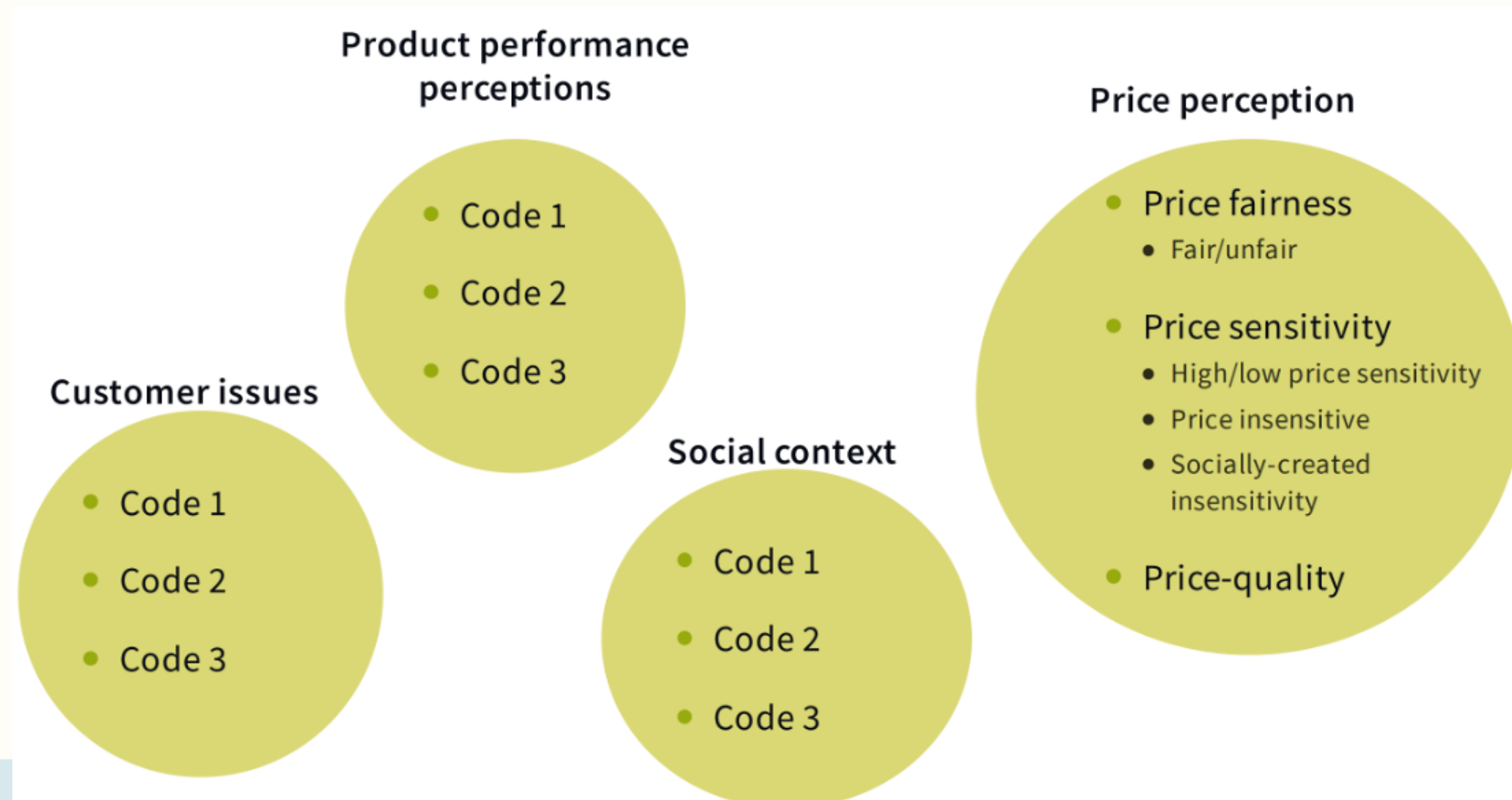
CODING EXAMPLE

Codes here

12	Respondent	(Answered quickly) Very important because I love music and I know that for a lot of people out there that it is very important. I am always using Spotify and I know that Spotify is very popular among students as well, because there is a student discount for the students.	In other words… Provides value for students. Popular among students	Values High Usage
13	Interviewer	For sure, what's your opinion on the brand of Spotify?		
14	Respondent	(No pause) In my opinion, I feel like they're such a well known music provider. I think if you ask anyone what Spotify is, the majority of the time, they would know what it is. I think it's just because it's a well known brand,	In other words… Good reputation and perception	Customer perception Company reputation Usefulness

CLUSTERS (CATEGORIES)
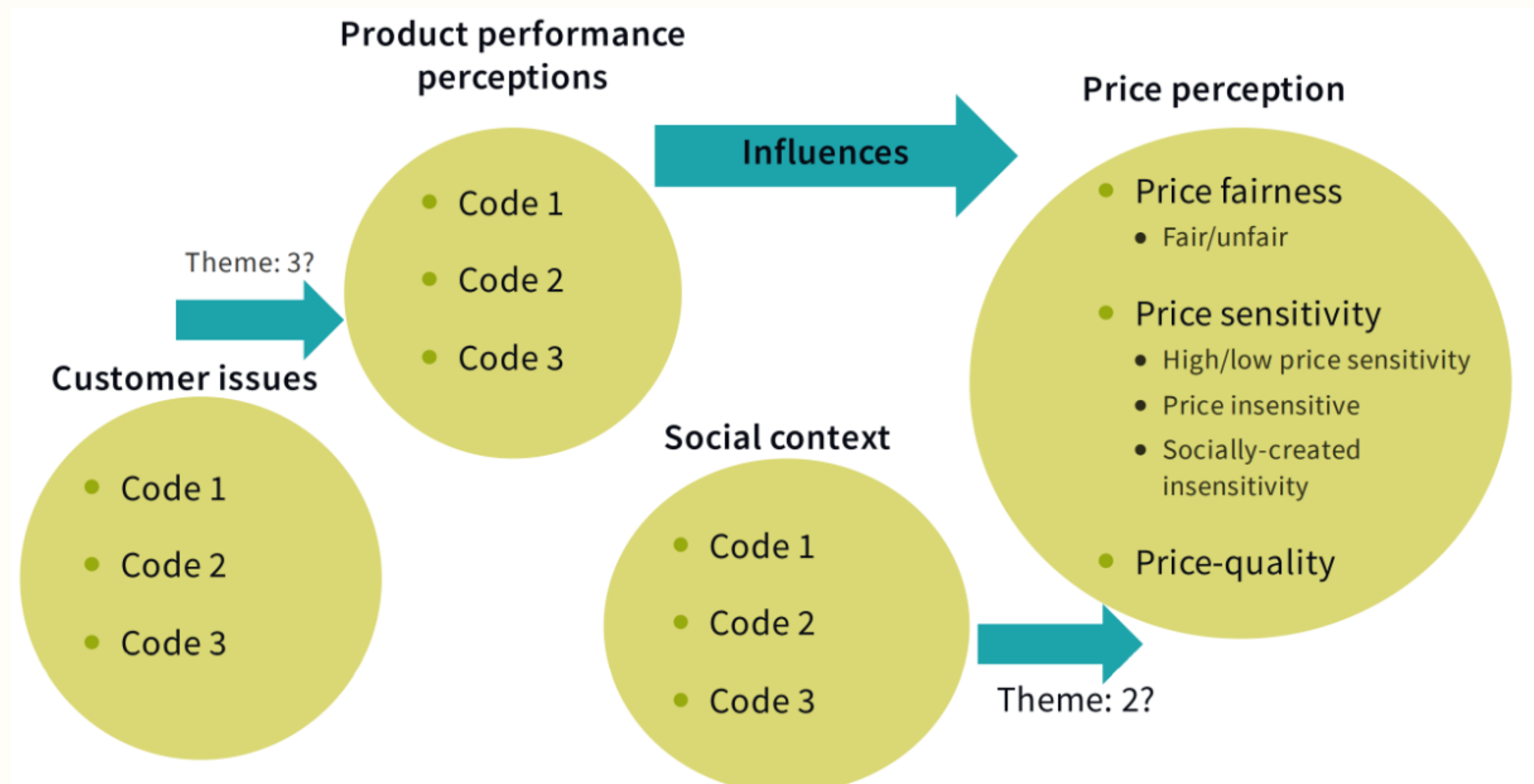
Start by writing your codes in a list.

Do they have anything in common?

Can you create a group (cluster)?

Product performance perceptions
- Code 1
- Code 2
- Code 3

Price perception
- Price fairness
  - Fair/unfair
- Price sensitivity
  - High/low price sensitivity
  - Price insensitive
  - Socially-created insensitivity
- Price-quality

Customer issues
- Code 1
- Code 2
- Code 3

Social context
- Code 1
- Code 2
- Code 3

CLUSTERS (CATEGORIES)

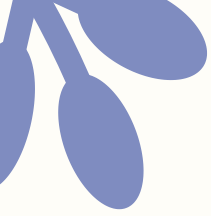## Now link your clusters together

CLUSTERS (CATEGORIES)

Ways to link

- Derives From

- Affects

- Determines

- Influences

- Relates To

Examples on marketingatvic.rocketspark.co.nz

WHAT TO DO NOW

1 Work through your transcripts, help each other, download tutorial slides, add memos + codes

2 Put your codes into clusters/categories

3 Start creating your coding diagram

FINAL ADVICE

- Do **NOT** stop coming to tutorials
- **SPSS** can be difficult to figure out on your own
- You **DO NOT** want to do this paper again

ENJOY YOUR BREAK

see you next trimester

kiriana.welsh-phillips@vuw.ac.nz

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