Marketing Research Methods: Assignment

The restaurant chain Chili's is aiming to improve its business by learning more about its customers. It has collected primary data by randomly interviewing restaurant customers using a 35 item questionnaire. The questionnaire includes sections on life style, perceptions of Chili's, patronage, restaurant selection factors, and demographic (classification) questions. The questions are mostly scale or categorical questions. The questionnaire is appended to this document.

The collected data are contained in the SPSS file 'Chili's.sav'. The variables X1 to X35 correspond to questions 1 to 35 in the questionnaire.

Now Chili's has employed you to conduct analysis on this data with the following objectives:

1)   Reduce the information contained in section 2 on 'perceptions' of Chili's to a small number of key dimensions that Chili's can focus on. Use principal components on variables X12 to X21 to do this.

2)   Chili's is interested in grouping its customers on the basis of their commitment to Chili's. To accomplish this, you are asked to use cluster analysis on variables X22, X23 and X24.

3)   Chili's is also very interested in knowing the determinants of overall customer satisfaction. You are asked to first create a new variable out of variable X22, 'How satisfied are you with Chili's'. The new variable would group lower satisfaction levels (scale ratings 1, 2, 3, 4) into one value (you can code this as 0, representing lower satisfaction), and higher satisfaction levels (scale ratings 5, 6, 7) into another value (you can code this as 1, representing higher satisfaction). Now you are asked to use discriminant analysis with the newly created satisfaction variable as the dependent variable, and a selection of variables from the lifestyle section (variables X1 to X11) and the demographic (Section 5: classification) section. The choice of specific independent variables is up to you, but you should justify your choice.

Your final output should consist of a concise research report (maximum 1200 words) covering the following sections:

- Methodology (about 200 words)
- Results (about 400 words)
- Marketing discussion (about 400 words)
- Executive summary (max 200 words – structured into bullet points)

- Appendix – including a small selection of key tables/graphs and statistical output

The purpose of the assignment is not only to test your ability to apply the methods, but also to gauge your decision-making ability (*eg.* in choosing independent variables in the discriminant analysis) and ability to pull together a concise, coherent, well-structured report.
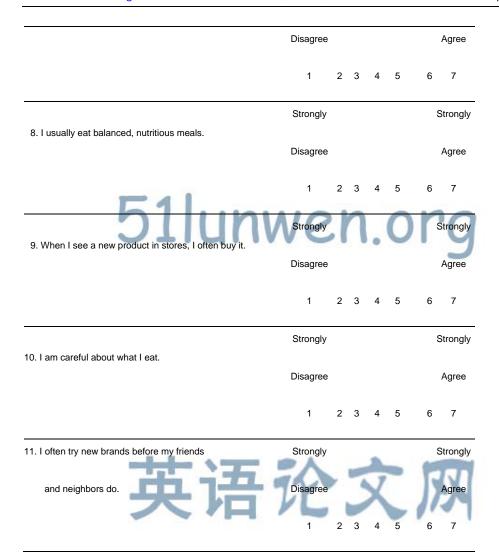
General instructions:

- This assignment is worth 70% of your mark
- It must be done individually.
- The overall text must not exceed **1200** words (excluding tables and appendices)
- This coursework must be submitted to the **student office by 3:00 pm on the   March 18**. Since more than a month is available for completing this, no excuses will be entertained for late submission. For late submission, standard University rules apply: for work upto 1 week late, a deduction of 10% of marks will be made. Work more than 1 week late will be awarded a zero mark.

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Section 1: Life Style Questions: Using a scale from 1 to 7, with 7 being "Strongly Agree" and 1 being "Strongly Disagree," please indicate the extent to which you agree or disagree that a particular statement describes you. Circle only one number for each statement.

1. I often try new and different things.	Strongly Disagree	Strongly Agree
	1 2 3 4 5 6 7	
2. I like parties with music and lots of talk.	Strongly Disagree	Strongly Agree
	1 2 3 4 5 6 7	
3. People come to me more often than I go to them for information about products.	Strongly Disagree	Strongly Agree
	1 2 3 4 5 6 7	
4. I try to avoid fried foods.	Strongly Disagree	Strongly Agree
	1 2 3 4 5 6 7	
5. I like to go out and socialize with people.	Strongly Disagree	Strongly Agree
	1 2 3 4 5 6 7	
6. Friends and neighbors often come to me for advice about products and brands.	Strongly Disagree	Strongly Agree
	1 2 3 4 5 6 7	
7. I am self-confident about myself and my future.	Strongly	Strongly

	Disagree					Agree	
	1	2	3	4	5	6	7

8. I usually eat balanced, nutritious meals.

	Strongly					Strongly	
	Disagree					Agree	
	1	2	3	4	5	6	7

9. When I see a new product in stores, I often buy it.

	Strongly					Strongly	
	Disagree					Agree	
	1	2	3	4	5	6	7

10. I am careful about what I eat.

	Strongly					Strongly	
	Disagree					Agree	
	1	2	3	4	5	6	7

11. I often try new brands before my friends

and neighbors do.

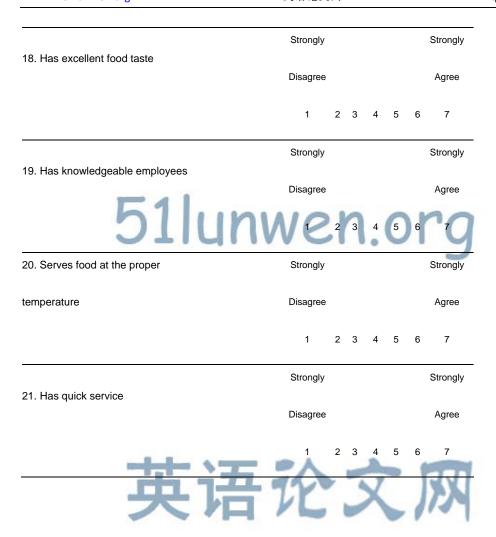|	Strongly					Strongly	
	Disagree					Agree	
	1	2	3	4	5	6	7

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Section 2: Perception Measures

Listed below is a set of characteristics that could be used to describe Chili's Restaurant.

Using a scale from 1 to 7, with 7 being "Strongly Agree" and 1 being "Strongly Disagree," to what extent do you agree or disagree that Chili's:

	Strongly Disagree						Strongly Agree
12. Has friendly employees	1	2	3	4	5	6	7
13. Is a fun place to eat	1	2	3	4	5	6	7
14. Has large size portions	1	2	3	4	5	6	7
15. Has fresh food	1	2	3	4	5	6	7
16. Has reasonable prices	1	2	3	4	5	6	7
17. Has an attractive interior	1	2	3	4	5	6	7

18. Has excellent food taste	Strongly Disagree						Strongly Agree
	1	2	3	4	5	6	7

19. Has knowledgeable employees	Strongly Disagree						Strongly Agree
	1	2	3	4	5	6	7

20. Serves food at the proper temperature	Strongly Disagree						Strongly Agree
	1	2	3	4	5	6	7

21. Has quick service	Strongly Disagree						Strongly Agree
	1	2	3	4	5	6	7

Section 3: Satisfaction and Patronage

22. How satisfied are you with Chili's?	Not satisfied at all						Very satisfied
	1	2	3	4	5	6	7

23. How likely are you to return to Chili's in the future?	Definitely will not return						Definitely will return
	1	2	3	4	5	6	7

24. How likely are you to recommend Chili's to a friend?	Definitely will not recommend						Definitely will recommend
	1	2	3	4	5	6	7

25. How often do you patronize Chili's?

1 = Occasionally (Less than once a month)

2 = Frequently (1-3 times a month)

3 = Very Frequently (4 or more times a

Section 4: Selection Factors

Listed below are some reasons many people use in selecting a restaurant where they want to dine. Think about your visits to casual dining restaurants in the last three months and please rank each attribute from 1 to 4, with 1 being the most important reason for selecting the restaurant and 4 being the least important reason. There can be no ties so make sure you rank each attribute with a different number.

Attributes	Ranking
26. Prices	
27. Food Quality	
28. Atmosphere	
29. Service	

Section 5:   Classification variables

Please circle the number that classifies you best.

30. Distance driven   1. Less than 1 mile.   2. 1-3 miles   3. More than 3 miles

31. Do you recall seeing any advertisements in the last 60 days for Chili's?

            0=No, 1=Yes

32. Your gender   0=Male, 1=Female

33. Number of children at home   1. None 2. 1-2   3. More than 2

34. Your age in years   1. 18-25   2. 26-34   3. 35-49   4. 50-59

5. More than 60

35. Your annual gross household income

1. £10,000-20,000   2. £20,000-30,000   3. £30,000-50,000   4. £50,000-£75,000

5. More than £75,000