

Course 23222-A: Experiments in Marketing P2

5 ECTS (134 hours of individual work)

Grading Scale: 1-5, where 1= fair, 2=satisfactory, 3=good, 4=very good, 5=excellent.

Time: The course can be taken during Period 2.

If you skip this course half-way through and sign up for the same course in P4-SP1 2022, an accepted home exam can be transferred to the spring course. No other assignments are transferred and must be completely redone.

Examiner: Professor Veronica Liljander, Department of Marketing.

Self-study course: As a self-learning course, it tests your ability to study on your own, to deepen your learning (when puzzled by something) by looking up other Hanken library sources, to think about and reflect on your learning, and to set your own deadlines and goals so that you can juggle all deadlines for all the courses you have chosen in this period. The course requires motivation to learn by self-studying.

You will receive feedback on experimental plan and (short feedback) on the final assignment text. You will not get feedback on the texts before they are submitted. It is your own ability to write academic texts and perform an empirical study that are evaluated.

The course includes no individual tutoring by email, or in class. However, there will be **two open Teams sessions** where you can ask questions that you cannot find the answers to in the literature, information available in Moodle, or by searching library online services. You can ask general advice with regard to the assignments.

Deadlines in the course

<u>Assignment</u>	<u>Handed in by:</u>	<u>Results/feedback by:</u>
Home exam	4.11.2021	8.11.2021
Experiment Plan	21.11.2021	24.11.2021
Final experiment report	15.12.2021	20.12.2021

Teams sessions for questions Monday 15.11, at 2p.m-3p.m.
Monday 29.11, at 2p.m-3p.m.

Learning goals: You are prepared to independently plan, implement, analyse, and present an experiment in marketing in writing.

After the course, you can:

- decide when it is appropriate to perform an experiment,
- plan and analyse an experiment in marketing, and
- report on an experiment in an academically correct manner.

You will learn the basics of experimental research and its use in marketing. The course supports the use of experimental data in your thesis or in empirical course assignments. The learnings can be implemented in your future work also, to support decision making.

Experiments are used in most scientific disciplines and throughout society. They are used to study cause and effects, such as consumers' responses to systematic differences in messages, prices, offerings, colours, and designs. In fact, many of your everyday experiences in life are based on the results of experiments, such as the colour of bicycle routes, the design of food menus, the colour of price tags, and annual gym fees.

The assumptions and application of the experimental method are similar between disciplinary contexts, whereas the underlying theories that are applied and the object of study differ. The context of this course is marketing. However, the learnings can be applied in other contexts also. Hence, all students, regardless of their disciplinary background, are welcome to take this course, as long as you understand that you have to apply the method to marketing problems in this course. You need to have some pre-knowledge of marketing theory to take the course.

Requirements: Basic statistical skills, including *t*-test and Anova, and knowledge of the statistical analytics package SPSS, or some other statistical package. Learning these skills are not included in the course, where you need to be able to apply them. Your statistical skills will not be checked before signing up, but they will be assessed in the exam and the assignments. Necessary skills are obtained by having taken a basic statistical course, a multivariate data analysis course (see WebOodi for options at Hanken), or through self-studies of statistical handbooks that can be found in the library or on the internet, and from videos on SPSS statistical tests that can be found on the internet.

Outline of the course

The course consists of two parts, an introductory literature exam and assignments. The exam needs to be passed and the course grade comes entirely from the individual assignments. The assignments cannot be retaken to raise the grade.

Part 1: Examination of the literature (pass/fail)

- Söderlund, M. (2018). *Experiments in marketing*. Lund: Studentlitteratur AB. ISBN 978-91-44-12385-1 (About 190 pages text.)

A home exam on the literature must be passed before starting on the assignments. The questions to answered are found in Moodle. Prepare for the exam by 1) reading the book thoroughly from the beginning to the end, to get an overall understanding of the method, 2) while reading the book, look up the pre-given exam questions, 3) prepare answers to the questions.

Part 2: Assignment(s) (100% of the grade)

This part can be performed only after having passed the exam.

Aim: To conduct a small experiment on two groups of consumers with 20-30 participants per group (treatment(s)/control group). Data can be collected by using convenience samples, such as students taking part in a lecture, strangers in the street, or social media friends. The assignment is performed individually.

It is possible to replicate an existing experiment that you find interesting given that you add your own thinking to the assignment and discuss why a replication is timely/necessary/valuable. Why might the results differ in your study, what new research has emerged since the original study, and do you intend to add something to the original study?

It is possible to write the assignment also on something that you have planned for your Master's thesis, an idea that you want to try out, perhaps a pilot study. The assignments will be checked for plagiarism but they will not be saved in the plagiarism check repository, which means that you can use the study as partial data for your thesis without the fear of red flags for idioplagerism.

In the **first part of the assignment**, you plan an experimental study, based on the learnings from the book. You write a 4-page plan, which forms 25% of the grade. You will receive feedback (once) on the plan, which has to include the following parts:

- 1) A title page with your name and student number, and a title for your work.
- 2) A 2-page description with references of the theoretical problem that you intend to test in the experiment, and what research question the experiment will answer. Formulate at least one hypothesis to be tested in the study. It is up to you to come up with an idea for the experiment and to position it in marketing theory. Sources of ideas can come from courses that you have taken, articles you have read, or observations that you have made in real life. Wherever the idea comes from, the problem has to be anchored in marketing theory (assumed relationships between variables/concepts in marketing literature/research). A few relevant references are needed.
- 3) A 2-page tightly written description of the experimental design, outlining the treatment, the dependent and independent variables to be tested, a detailed list of measures to be tested (preferably existing measures from articles), including scales, and a data collection plan for collecting a small data set. It needs to fulfil the requirements of an experiment, as outlined in the book (random allocation of participants, manipulation check etc).
- 4) A list of references.

Tip: Plan a small-scale study. Normally, you only need to test the effect of the treatment on one or two dependent variables. Choose a well-known operationalisation of the dependent variables to be tested and try to keep the survey short. Often, dependent variables are measured with 3-5 item scales (Attitude towards the ad and Customer satisfaction, for example). If you have chosen a dependent variable that is measured with a 15-item scale, do not add other concepts. Plan a study that is straightforward and does not take up too much of the participants' time.

Second part of the assignment, final paper

After having received feedback on the plan, including that the plan is acceptable and doable, you revise and expand it to include all the information that a reader needs in order to understand why the experiment is scientifically interesting, how the experiment will be conducted, with what measures (and manipulation check), and on what sample of participants (randomness). In the second part of the assignment, you collect data to answer your research question and test the hypothesis (hypotheses). You should have a minimum of 20 participants per treatment level (or per treatment and control group). You need to report on two groups of participants for the assignment, but you may include more if necessary. Collect the data (remember to describe how you randomized the data collection), insert the data into SPSS and perform the necessary tests and transformations (such as calculating means), before performing the main tests to answer the research questions/test the hypothesis.

Only t-tests or Anova are required on top of descriptive information. Additional tests, such as, effect size, Manova, Ancova, and/or interaction analysis and plots, are a bonus when correctly performed. The results should be presented in an academic table and academically described in the accompanying text. Check articles for correct presentation of results in text and tables. A short concluding chapter discusses the results.

The completed assignment should not exceed 10 pages of text, including title page and references. It is not the length of the whole paper, but the quality of the content that is evaluated. Picture/textual treatments and the survey need to be added in appendices. A copy of the SPSS outputs can be added as appendices (not counted into the 10 pages). Other appendices may be added, as needed. The final paper forms 75% of the final grade of the course.

For writing up the plan and the results, please consult the literature and published articles on experiments, and follow academic writing rules. Example articles and other useful material can be found in Moodle.