

## RA1 102 Research and Insight Exam Answers

### Section 1

#### 1.

Reliability refers to how much of measures being free from random error and hence, ensure consistency (Rogerson, 2020).

Reliability can relate to sampling in the sense that reliability can be tested by split samples (Hyman & Sierra, 2015). For example, 200 people are asked the same question, then randomly spited into two groups of 100 people (Hyman & Sierra, 2015). Split-sample reliability can be determined by checking if the first group provides answers that are consistent with the other group (Hyman & Sierra, 2015).

#### 2.

A focus group refers to the moderator's gathering of individuals, who share similarity in interest or characteristics, interacting with each other (Marczak & Sewell, n.d.).

I would not recommend a client to use this method for sentiments or perceptions research on people often having dinners at cafes and restaurants because focus group cannot provide valid information about the changing over time (Marczak & Sewell, n.d.). The emergence of COVID19 might make people become more negative about dinning outside. This means focus groups cannot give insights about how people's sentiments and perceptions about outside dinning before and after COVID19.

#### 3.

I would look for certain issues associated with surveys distributed on the Internet. One is coverage bias, which is found in most measure types (Keeter & McGeeney 2015). Online surveys might not reach the subpopulations, for example people who are older than 65, who are not comfortable with the internet and have different characteristics and behaviors than those who are (Keeter & McGeeney 2015). Another is response rates, which are overcompensated by researchers offering incentives upon survey completion, which attracted a certain respondent type (LaRose & Tsai, 2014). Hence, this affects the findings LaRose & Tsai, 2014).

#### 4.

Likert scales refers to the way asking respondents to evaluate an attitude statement sets through usual categories like from strongly disagree to strongly agree (ScienceDirect, 2010). This way of measurement is more useful than a yes/no question because people's attitudes

are complex and can be a spectrum. Hence, they cannot be measured in a binary system, especially when people are neutral about a certain topic and thus cannot bring a specific 'yes' or 'no'. Likert Scale gives rooms for attitude complexity to be demonstrated and offers more insights.

## 5.

In order to ensure objectivity of market research, the most important factor is to develop a good research design that have reliability, validity and sensitivity. This means measures of the research design should be free from random error at the minimum, scale is developed to measure the intended subject of measurement and variability can be accurately measure in responses or stimuli (Rogerson, 2020).

## Section 2

### Scenario A.

My recommendation is to conduct focus groups in certain company staff's department current attitudes about the destruction. This would bring insights about how the company staff actually feel and think of the destruction impact. I then conduct interviews with about 50 company employees recruited from cluster sampling. Cluster sampling that refers to the sampling technique categorizing all population elements into exhaustive and mutually exclusive groups or clusters (Frey, 2018). The sample of cluster sampling consists of all or several elements from the clusters of selection (Frey, 2018). Cluster sampling is very suitable for this population since I can imagine company staff are already divided in certain departments (Frey, 2018). The interviews with selected staff aim at seeking bottom-up recommendations about how their relationships with the company can be improved. Insights from the focus groups and interviews will then be compared to check for consistency and reliability. For example, I would want to avoid the case when most employees are extremely angry about certain aspects, as found in the online survey, but then the selected staff focus their recommendations in other certain aspects. Another interview will be conducted with key stakeholder groups to also seek understanding on how their relationships with the company can be improved.

### Scenario B.

A successful reposition as a brand of value-for-money airline would base on a good understanding of the public about what it means to be value-for-money. This is because different market segments would have distinctive opinion about the airline value that is worth paying. An online survey will be distributed to about 1000 people through probability sampling. Probability sampling refers to the technique of seeking respondents of the population that has a non-zero probability of selection (Rogerson, 2020). This quantitative method would have three main features with bring various beneficial insights for the airline management. Firstly, through the online

survey with Likert scale, I would aim to ask people attitudes about their ideal for a value-for-money airline brand. For example, respondents would be asked to rate their attitudes towards the importance of a cost-effective brand airline on their punctuality with a flight schedule on a range from 'Extremely important' to 'Not important at all'. The second aspect, which is very relevant at the current time, is the service that the airline provides in the era of COVID19. For instance, the respondents will be asked to evaluate their attitude about the airline management of COVID19 safety like providing masks, regular clean-up of airplane restrooms, also on a scale of 'Extremely useful' to 'Not useful at all'. Thirdly, respondents are asked about the price that they are willing to pay given certain services are added. For example, how much that the respondents think a value-for-money airline would cost. Different service package are given for the respondents to choose the appropriate price rate. It would be the case that respondents value certain service type like COVID19 safety than punctual arrival. Thus, they are willing to pay a lower price for a flight that follow strict COVID19 safety guidelines, offered at a low cost, but might not very accurate with the planned flying schedule. Information about respondents in terms of their age, genders, income, and travelling behaviors will be also collected in the beginning of the survey. Aggregated data generated from the online survey would help locate the market for Virgin Australia, in terms of who would be their target customers and which demographic and behavior patterns they have. Attitudes and thinking of respondents about a value-for-money airline brand will bring insights and recommendations for the future management and service quality.

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