

A professional marketing research report has four objectives:

- (1) To effectively communicate the findings of the marketing research project
- (2) To provide interpretations of those findings in the form of sound and logical recommendations,
- (3) To establish the credibility of the research project, and
- (4) To serve as a future reference document for strategic or tactical decisions.



You have been asked to prepare a marketing research report for EcoNetwork Port Stephens.

EcoNetwork Port Stephens is a conservation, sustainability, and natural heritage network comprising individual members and 26 community and environment groups, and eco-businesses.

EcoNetwork hosted the inaugural Sustainable Futures Festival which showcased environmental innovation, sustainable living and the different ways in which nature enriches our lives. The aim of the festival was to create positive change and showcase innovative and practical solutions for a sustainable and regenerative world in partnership with local communities, business, and government. EcoNetwork Port Stephens is proud to have had the opportunity to host a special event for everyone to come along and experience, enjoy, learn, and socialise.

According to EcoNetwork, the purpose of the Sustainable Futures Festival was to 1) showcase innovative practical technology, 2) promote networking, 3) engage the community in learning about sustainability, 4) raise the profile of EcoNetwork Port Stephens, and 5) demonstrate the level of public interest in sustainability.

EcoNetwork envisioned the festival to increase knowledge, raise awareness, and provide tools for change through showcasing leading solutions to the ecological and social changes we face as a society.

At the Sustainable Future Festivals attendees could enjoy:

- A marketplace including local native plant giveaways, arts and crafts stalls, kids activities, environmental displays, local eco-businesses, and special festival offers.
- Live entertainment, local community groups, competitions to win prizes.
- A program of talks including topics such as eco-friendly lifestyles, challenging the climate crisis, wildlife, and 5-star sustainability ideas featuring guest speakers.

- Exhibitors of innovative products and technologies such as solar ovens and electric bicycles.
- Practical workshops and demonstrations for all ages and skills such as up-styling second-hand items, building a worm farm, wildlife habitat, or insect hotel, or constructing a portable solar panel.
- Entertaining and educational activities for children like an environmental scavenger hunt, a mystery treasure chest, and fun competitions.

To ensure that the event is a success for years to come, as part of an evaluation plan EcoNetwork in conjunction with the University of Newcastle (MKTG2010 Course Coordinator and selected students), conducted marketing research to understand the extent to which the festival achieved EcoNetwork's desired purpose, by surveying festival attendees, businesses, and affiliates about the benefits of the festival and areas for improvement. EcoNetwork plans to use the findings from this research to make decisions regarding elements of the festival to be improved for next year.

Further to their quantitative survey, EcoNetwork have also conducted a word association projective technique to determine younger consumer awareness of EcoNetwork and the Sustainable Futures Festival.

You will need to analyse all sources of data to test the research objectives below. You will then be required to interpret the findings, make sound and logical recommendations, and effectively communicate the findings to inform EcoNetwork of things to be considered for the next Sustainable Futures Festival.

Initial Research Question - Decision Maker's Purpose

What should EcoNetwork continue to do and what should EcoNetwork change for the next Sustainable Futures Festival?

Redefined Research Questions

1. What associations do younger consumers hold with EcoNetwork?
2. What associations do younger consumers hold with the Sustainable Futures Festival?
3. How do attendees rate their overall experience at the Sustainable Futures Festival?
4. What are attendee attitudes towards the Sustainable Futures Festival?
5. How likely are attendees to attend the next Sustainable Futures Festival?
6. How aware are attendees of EcoNetwork after attending the Sustainable Futures Festival?
7. How much did attendees learn from the Sustainable Futures Festival about new sustainable technologies and practices?
8. How likely are attendees to adopt a new sustainable technology or practice after attending the Sustainable Futures Festival?
9. How useful was the Sustainable Futures Festival for increasing networks and connecting attendees with community groups and businesses?
10. How do attendees evaluate the activities and facilities at the Sustainable Futures Festival?
11. How did attendees hear about the Sustainable Futures Festival?
12. How do attendee attitudes and behaviours differ depending on demographic characteristics and category of attendee?

Research Objectives

1. To identify the associations that consumers have with EcoNetwork.
2. To identify the associations that consumers have with the Sustainable Futures Festival.
3. To compare consumer associations between EcoNetwork and the Sustainable Futures Festival.
4. To rank attendee evaluation of the activities and facilities at the Sustainable Futures Festival (live entertainment, talks, exhibits, workshops and practical demonstrations, guest speaker, food, amenities, parking).
5. To determine if attitudes towards the Sustainable Futures Festival is negative or positive (significantly different to a mean rating of 4 on a seven-point scale).
6. To compare attendees' learning about new sustainable technologies or practices to intention to adopt at least one of the new sustainable technologies or practices.
7. To determine if attendee overall evaluations of the festival activities differ depending on attendee gender.
8. To compare familiarity with the EcoNetwork brand between age groups (18-34 and 35+ years).
9. To determine the relationship between attendee rating of overall experience at the Sustainable Futures Festival and familiarity with the EcoNetwork brand.
10. To determine the relationship between attendee age (age groups 18-34 and 35+ years) and number of groups or businesses connected with at the Sustainable Futures Festival (0, 1-3, 4-6, 7+).
11. To compare likelihood to attend the next Sustainable Futures Festival between category of attendee (stall holder, public, funder/sponsor, other).

EcoNetwork have provided you with the data from the word association task and an online questionnaire.

Word Association Task

A total of 92 Australian young consumers (MKTG2010) students completed a word association task using the online survey tool, *QuestionPro*. Participants were shown both a logo for the *EcoNetwork* brand and a logo for the Sustainable Futures Festival and were asked to type in the first word that came to their mind when viewing each logo.

econetwork
port stephens



Questionnaire

Sustainable Futures Festival attendees were recruited by University of Newcastle student volunteers to participate in either a person-administered questionnaire at the festival, or to complete an online survey in their own time via a QR code handout, or a link sent to a provided email address. Once recruited, participants were asked:

1. Rating of Overall Experience
2. Attitudes towards the Sustainable Futures Festival
3. Likelihood to attend the next Sustainable Futures Festival
4. Evaluation of learning about new sustainable technologies and practices at the Sustainable Futures Festival
5. Intention to adopt new sustainable technologies and practices at the Sustainable Futures Festival
6. An open-ended question regarding new sustainable technologies and practices
7. An open-ended question regarding intention to adopt new sustainable technologies and practices
8. Evaluation of Sustainable Futures Festival activities and facilities (live entertainment, talks, exhibits, workshops and practical demonstrations, guest speaker, food, amenities, parking)
9. The number of groups or businesses connected with at the Sustainable Future Festival
10. Evaluation of the volunteers at the Sustainable Futures Festival on a scale of 0-10
11. Familiarity with EcoNetwork brand
12. An open-ended question regarding improvements for the next Sustainable Futures Festival
13. How attendees heard about the Sustainable Futures Festival with opportunity to identify publication, radio station, social media site, or other if selected.
14. Attendee Age (measured in categories)
15. Gender
16. Aboriginal or Torres Strait Islander origin
17. Postcode
18. Attendee Category (public, stall holder, funder/sponsor, business or industry representative with an interest in sustainability, other)

Copy of the Questionnaire



<p>Q1</p>	<p>Overall Experience</p>	<p>On a scale of 0-10, how would you rate your <i>overall experience</i> at the Sustainable Futures Festival?</p> <p> <input type="text" value="0"/> <input type="text" value="1"/> <input type="text" value="2"/> <input type="text" value="3"/> <input type="text" value="4"/> <input type="text" value="5"/> <input type="text" value="6"/> <input type="text" value="7"/> <input type="text" value="8"/> <input type="text" value="9"/> <input type="text" value="10"/> </p> <p>Poor Excellent</p>
<p>Q2(a-c)</p>	<p>Attitude towards Sustainable Futures Festival</p>	<p>Please rate your attitude towards the Sustainable Futures Festival:</p> <p style="text-align: center;">1 2 3 4 5 6 7</p> <p>Bad <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Good</p> <p>Dislike <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Like</p> <p>Uninteresting <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Interesting</p>
<p>Q3</p>	<p>Likelihood to Attend</p>	<p>On a scale of 0-10, how likely are you to attend the next Sustainable Futures Festival?</p> <p> <input type="text" value="0"/> <input type="text" value="1"/> <input type="text" value="2"/> <input type="text" value="3"/> <input type="text" value="4"/> <input type="text" value="5"/> <input type="text" value="6"/> <input type="text" value="7"/> <input type="text" value="8"/> <input type="text" value="9"/> <input type="text" value="10"/> </p> <p>Very Unlikely Very Likely</p>
<p>Q4(a-b)</p>	<p>New Sustainable Technologies and Practices</p>	<p>Please indicate your level of agreement with the following statements concerning sustainable technologies and practices:</p> <p style="text-align: center;">Strongly disagree Disagree Somewhat disagree Neutral Somewhat agree Agree Strongly agree</p> <p>I learned about new sustainable technologies or practices at the Sustainable Futures Festival.</p> <p style="text-align: center;"><input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/></p> <p>I intend to adopt <i>at least one</i> of the new sustainable technologies or practices that I learned about at the Sustainable Futures Festival.</p> <p style="text-align: center;"><input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/></p>
<p>Q5</p>	<p>Learn</p>	<p>What new sustainable technologies or practices did you <i>learn</i> about?</p> <div style="border: 1px solid #ccc; height: 30px; width: 100%;"></div>
<p>Q6</p>	<p>Adopt</p>	<p>What new sustainable technologies or practices do you <i>intend to adopt</i>?</p> <div style="border: 1px solid #ccc; height: 30px; width: 100%;"></div>

<p>Q7(a-h)</p>	<p>Evaluation</p>	<p>Please evaluate your experience with the following Sustainable Futures Festival activities and facilities (please select N/A if you did not experience an activity):</p> <table border="1"> <thead> <tr> <th></th> <th></th> <th>Very Poor</th> <th>Poor</th> <th>Below average</th> <th>Average</th> <th>Good</th> <th>Very Good</th> <th>Excellent</th> <th>N/A</th> </tr> </thead> <tbody> <tr> <td>Live Entertainment</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td>Talks</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td>Exhibits</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td>Workshops and Practical Demonstrations</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td>Guest Speaker</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td>Food</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td>Amenities</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> <tr> <td>Parking</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> </tr> </tbody> </table>			Very Poor	Poor	Below average	Average	Good	Very Good	Excellent	N/A	Live Entertainment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Talks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Exhibits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Workshops and Practical Demonstrations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Guest Speaker	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Amenities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Parking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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<p>Q8</p>	<p>Networking</p>	<p>How many groups or businesses did you connect with at the Sustainable Futures Festival that were previously unknown to you?</p> <p><input type="checkbox"/> None</p> <p><input type="checkbox"/> 1-3</p> <p><input type="checkbox"/> 4-6</p> <p><input type="checkbox"/> 7+</p>																																																																																										
<p>Q9</p>	<p>Volunteers</p>	<p>On a scale of 0-10, how would you rate the <u>volunteers</u> at the Sustainable Futures Festival?</p> <table border="1"> <tr> <td>0</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td> </tr> </table> <p>Poor Excellent</p>	0	1	2	3	4	5	6	7	8	9	10																																																																															
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<p>Q10(a-c)</p>	<p>EcoNetwork Brand Familiarity</p>	<p>Regarding the brand EcoNetwork, are you:</p> <table border="1"> <thead> <tr> <th></th> <th>1</th> <th>2</th> <th>3</th> <th>4</th> <th>5</th> <th>6</th> <th>7</th> <th></th> </tr> </thead> <tbody> <tr> <td>Unfamiliar</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td>Familiar</td> </tr> <tr> <td>Inexperienced</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td>Experienced</td> </tr> <tr> <td>Not Knowledgeable</td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td><input type="radio"/></td> <td>Knowledgeable</td> </tr> </tbody> </table>		1	2	3	4	5	6	7		Unfamiliar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Familiar	Inexperienced	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Experienced	Not Knowledgeable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Knowledgeable																																																						
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<p>Q11</p>	<p>Improvement</p>	<p>How could EcoNetwork improve the next Sustainable Futures Festival?</p> <div style="border: 1px solid #ccc; height: 40px; width: 100%;"></div>																																																																																										

<p>Q12(a-f)</p>	<p>Hear</p>	<p>How did you hear about the Sustainable Futures Festival? (tick all that apply)</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Newspaper <input checked="" type="checkbox"/> Radio <input checked="" type="checkbox"/> Social Media <input type="checkbox"/> Website <input type="checkbox"/> Friend/Colleague <input checked="" type="checkbox"/> Other <p>Publication</p> <input type="text"/> <p>Radio Station</p> <input type="text"/> <p>Platform</p> <input type="text"/> <p>Enter Response</p> <input type="text"/>
<p>Q13</p>	<p>Age</p>	<p>How old are you?</p> <ul style="list-style-type: none"> <input type="radio"/> Under 18 <input type="radio"/> 18-24 <input type="radio"/> 25-34 <input type="radio"/> 35-44 <input type="radio"/> 45-54 <input type="radio"/> 55-64 <input type="radio"/> Above 64
<p>Q14</p>	<p>Gender</p>	<p>How do you identify?</p> <ul style="list-style-type: none"> <input type="radio"/> Female <input type="radio"/> Male <input type="radio"/> Non-Binary <input type="radio"/> Prefer not to say <input type="radio"/> Prefer to self describe <p>Enter your response here</p> <input type="text"/>

Q15	Aboriginal and Torres Strait Islander Origin	<p>Are you of Aboriginal or Torres Strait Islander origin (select all that apply)?</p> <p><input type="checkbox"/> No</p> <p><input type="checkbox"/> Yes, Aboriginal</p> <p><input type="checkbox"/> Yes, Torres Strait Islander</p> <p><input type="checkbox"/> Prefer not to say</p>
Q16	Postcode	<p>What is your post code?</p> <input type="text"/>
Q17	Attendee Type	<p>How would you categorise your attendance today?</p> <p><input type="checkbox"/> General Public</p> <p><input type="checkbox"/> Stallholder</p> <p><input type="checkbox"/> Funder/Sponsor</p> <p><input type="checkbox"/> Business or Industry representative with an interest in sustainability</p> <p><input checked="" type="checkbox"/> Other</p> <p>Response</p> <input type="text"/>

What should the report include?

Purpose of the Proposed Research Project

- ▶ Provide a brief overview of the purpose of the research project, how the information was obtained and what relevance it has to the research questions.

Word Association Data

- ▶ Addresses Objectives 1-3.
- ▶ Perform a content analysis of the word association data for *EcoNetwork* and *Sustainable Futures Festival*, consistent with the Week 7 Workshop Activity.
- ▶ You will need to first code and categorise themes relevant to both brands.
- ▶ You will then need to compare and contrast the coding and themes to identify similarities and differences between the two brands.
- ▶ Summarise your results, integrating quotes to emphasise your findings.
- ▶ Provide a graphical display (data display) to summarise your findings on the primary perceived similarities and differences between the two brands. Ensure you use quotes to support.
- ▶ Verify your findings by using two secondary sources to support the interpretations that you have made. Link the secondary sources with your interpretations.

Questionnaire Data (SPSS File)

- ▶ Addresses Objectives 4-11.
- ▶ Perform statistical analysis of the quantitative questionnaire data, consistent with the Week 8 to Week 12 Workshop Activities.
- ▶ Ensure you understand your dataset:
 - Take a moment to understand how the data obtained through the questionnaire relates to the data presented in SPSS.
 - ▶ Which variables in SPSS relate to the questions in the survey?
 - ▶ What type of variables (scale, nominal, ordinal) are they?
 - ▶ Are your scale variables normally distributed?
 - ▶ What codes have been used to represent each of the response options to the questions?
 - ▶ You do not need to record this information in your report, but you should know these things before beginning your analysis.
- ▶ Perform Data Preparation:
 - ▶ Recode 'Age' into the two age categories required to test Objective 8 and 10.
 - ▶ Create the constructs for Attitude toward the Sustainable Futures Festival and Familiarity with the EcoNetwork brand
 - ▶ Write a brief paragraph summarising how you performed the above data preparation procedures.
- ▶ Perform Descriptive Statistics
 - ▶ Test Objective 4
 - ▶ Perform Descriptive Statistics to calculate the mean for each response
 - ▶ Order the means
 - ▶ Write a conclusion and graphically display the results
- ▶ Test Objectives 5-11 using the appropriate statistical test:
 - ▶ Write the null and alternative hypothesis
 - ▶ If your test involves scale variables, determine normality.

- ▶ Select and justify the appropriate test.
- ▶ Perform the test in SPSS.
- ▶ Write a statistical conclusion.
- ▶ Write a managerial conclusion.
- ▶ Provide graphical output – graph, table, infographic (if appropriate) to communicate the results in a visually appealing way.
- ▶ Discussion and Conclusion
 - ▶ Interpret the findings and make sound and logical recommendations to EcoNetwork regarding the research objectives and provide recommendations in reference to the initial research question (Decision Maker’s Purpose).
- ▶ You should ensure that your report is professionally written, presented, and ready for presentation to EcoNetwork.

Note: This assessment uses real data collected by students of MKTG2010 Marketing Research, for *EcoNetwork*, from attendees of the inaugural Sustainable Futures Festival. High achieving assessments will be provided to EcoNetwork, with permission of students, for inclusion in their event report.