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**UNIVERSITI TUN HUSSEIN ONN MALAYSIA**

**FINAL EXAMINATION  
SEMESTER I  
SESSION 2017/2018**

COURSE NAME : RESEARCH METHODOLOGY  
COURSE CODE : BPB 32403  
PROGRAMME CODE : BPA / BPB / BPP  
EXAMINATION DATE : DECEMBER 2017/JANUARY 2018  
DURATION : 3 HOURS  
INSTRUCTION : ANSWER ALL QUESTION

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THIS QUESTION PAPER CONSISTS OF **FIVE (5)** PAGES

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- Q1** In recent decades, the market of consumer products has changed from the production-oriented point of view to a more market-focused, i.e. aiming to attend consumers' expectations. Today, consumers turn their attention not only to the logical and rational aspects of the product, but increasingly symbolic and emotional factors have gained an important role in buying decision. Some methods have already been used to design emotional meaning in the products, such as the Kansei Engineering with reported results in literature. KE was defined as an efficient method for rendering the customer feelings into the product design elements (Matsubara & Nagamachi, 1997). Kansei Engineering, is a Japanese design method used to translate feelings into product parameters, was used to look at the mobile phone design features of the Motorola Charm, Samsung t249, and HTC HD7 in the United States.

This study had as a goal to investigate affective aspects of mobile phone design perceived by the users and how they relate to product features using Kansei Engineering. Besides, this study explored the role that cultural differences play in the perception of the relationship between mobile phone design mobile phone design features and the desired kansei. Preferences of four design features (shape, material, LCD screen size, and navigation tools) were explored in a sample population of twenty five university students in a private Northeastern university. Six kanseis/feelings elicited by phones were determined to be important to this group: (1) Attractive, (2) Cool, (3) Durable, (4) Ergonomic, (5) Modern, and (6) User-friendly. A (generic) phone with a rectangular shape comprised mostly of metal-like and glass material, with a large LCD screen and navigation via a touchpad was determined to be the most ideal and strongly perceived to elicit many of these kanseis. After exploring the cultural sub-groups of this sample, it was determined that there are significant cultural group differences between Chinese participants and both American and Indian participants, mainly when considering the durability ( $p=.008$ ) and coolness ( $p=.034$ ) of the phone feature set.

- (a) Determine **TWO (2)** main objectives based on the above study. (4 marks)
- (b) Construct **TWO (2)** research questions that can be derived from the objectives of the study as outlined in **Q1(a)**. (4 marks)
- (c) List **TWO (2)** variables measured in the study. (2 marks)
- (d) Construct operational definition of "Ergonomic". (4 marks)

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- (e) Justify the appropriate research approach used to achieve the stated objectives of the study. (8 marks)
- (f) Elaborate in detail steps involve in designing the survey that is appropriate for the approach mentioned in **Q1(e)**. (10 marks)
- (g) Discuss suitable sampling technique appropriate for the study with justification. (6 marks)
- (h) While the total sample size was 25, sub-cultural groups consisted of seven Americans, six Chinese, ten Indians, and two Koreans. With the sub-group sizes being so small, one must offer a caveat concerned with the threat to external validity when using such a small sample size. Future studies should use larger samples when testing the difference between multiple groups to minimize this threat.  
  
Discuss **TWO (2)** reasons of having good external validity (the validity of generalized inferences in scientific research) to the study based from the above limitation stated by the researcher. (6 marks)
- (i) **Table Q1(i)** summarizes the comparison results of desired design features from selected mobile phone sample set used in the study.

**Table Q1(i) Desired Design Features of Mobile Phone**

Design Feature Category	Kansei Word	Most Desired Phone Feature	Avg. Score	Least Desired Phone Feature	Avg. Score
Shape	Durable	Squared	4.72	Oval/Egg	3.48
	Attractive	Rectangular	4.52	Squared	2.88
	Modern	Rectangular	5.00	Squared	3.24
	Cool	Rectangular	4.44	Squared	3.36
	User Friendly	Oval/Egg	4.28	Rectangular	3.88
	Ergonomic	Oval/Egg	5.08	Squared	2.84

- Suggest **TWO (2)** improvements that can be made by mobile phone product engineers based on the above analysis with justification. (8 marks)



**Q2** Christou and Saveriades (2009) aimed to explore the antecedents of tourist satisfaction, in terms of their needs and expectations which precede tourist satisfaction in Mediterranean Island of Cyprus. In their study, they use not only observation but also includes informal plain chats, conversations and/or even conducting in-depth interviews with individuals. All these took place in the Island's countryside, in randomly selected hosting venues and keys points of interest where it lasted for more than one year. The fieldwork findings acknowledge the existence of several sub-groups of rural tourists based on their main reason for countryside visitation. In this direction, and unlike previous studies, the ethnographic findings support the fact that there are specific tourists who are driven to the Island's countryside due to (e.g.) their desire to engage in certain and differing activities offered in the rural setting (e.g. cycling or rock climbing).

Others pay a visit to the rural areas mainly because they want to experience the authentic side of the destination (e.g., staying in traditional houses and picturesque villages, experience the village lifestyle, come in contact with locals, experience tradition and consume traditional delicacies). Others visit the countryside in order to study the endemic flora and fauna, and others in search for spirituality fulfilment. (e.g. national parks and monasteries) and during special events (e.g. festivals). The study also reveals the importance of those unexpected pleasing events/occurrences (e.g. hospitableness portrayed by hosts) in the process of fostering tourist satisfaction and positive future behavioural intentions. On the other hand, any uncontrollable external factors (e.g. climatic conditions) may interfere in the process of satisfying the guest. For this reason, the destination is advised to proactively inform (if possible) the guests on such occurrences. Such information will help adjust the guest's expectations before he/she engages in a countryside experience.

Source: Christou, Prokopis and Saveriades, Alexis (2009): The use of Ethnography to explore Tourist Satisfaction Antecedents. Published in: TOURISMOS: An International Multidisciplinary Journal of Tourism , Vol. 5, No. 1 (15. April 2010): pp. 89-100.

- (a) Discuss **THREE (3)** strengths of field research mentioned above. (6 marks)
- (b) Apply **EIGHT (8)** stages of field research study that you have learnt to the above mentioned study. (16 marks)
- (c) Differentiate between jotted notes, direct observation notes and analytic notes. (12 marks)
- (d) Field research sampling differs from survey research by taking selective observations from all possible times, locations people, situations, types of events or context of interest.

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Discuss **THREE (3)** types of field site events that might occur in Christou and Saveriades (2009) study.

(6 marks)

- (e) Christou and Saveriades (2009) used interviews in their study.

Differentiate the field research interview they used and a survey research interview.

(8 marks)

- (f) Determine the best way to report a field research.

(2 marks)

**- END OF QUESTIONS -**

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