

ONLINE CASE 2.12 MIDDLE AMERICA RESEARCH
supplemental material to the text of
Modern Marketing Research: Concepts, Methods, and Cases
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Middle America Research (MAR) was awarded a contract to perform marketing research for Fresh Impressions, the largest supermarket chain in the Midwest (see also Case 1.1 in the printed text). Fresh Impressions' market share had been steadily declining for 18 months, and the marketing department was considering a promotional effort in which stores would provide shoppers with nutritional information for most of the packaged foods carried by Fresh Impressions. Company executives hoped that a goodwill measure such as this would stimulate sales, as well as create a loyal customer base. MAR's job was to determine the extent to which nutritional information, if provided, would be used by consumers. Jose Martinez, president of MAR, was meeting with Fresh Impressions executives to outline the specifics of the research project. He opened the meeting as follows.

“Good afternoon, ladies and gentlemen. As you know, MAR will soon be performing a major research project for Fresh Impressions markets. This meeting gives me the chance to clarify exactly what MAR will be doing for Fresh Impressions. In our research proposal, two key considerations were identified:

- (1) consumer attitudes toward nutritional information in general
- (2) which of three presentation formats would be the most useful to shoppers.

“To uncover this information, MAR has developed a list of interview questions that will be administered to shoppers sometime within the next couple of weeks. I have with me several copies of the questionnaire, which I will distribute to you for your approval.”

Case Questions

- 1 Read Case 1.1 (“Fresh Impressions—Nutritional Labeling”) to develop an understanding of the decision situation related to the questionnaire in this case. Read the questionnaire and determine how it should be modified based on the rules of questionnaire construction presented in earlier chapters. Address the following areas:
 - a Propose changes in question format, wording, content, and other such elements that, in your view, could have been stronger.
 - b Propose changes in question sequence and general structure.
 - c Include general comments and concerns regarding the design of the questionnaire.

Questionnaire

Source: MAR utilized formats originally developed at Cornell University, Ithaca, N.Y.

Location: _____

Date: _____

Time: _____

Interviewer: _____

Respondent's name: _____

Address: _____

Phone number: _____

“Hello, I’m [your name] from Middle America Research. We’re doing a survey to find out how shoppers go about getting nutritional information. Would you mind giving us a few minutes of your time to answer some questions? Are you the person who buys most of the groceries for the household?”

If respondent refuses an interview, or doesn’t purchase most of the groceries for the household, thank the person for his or her time, and then call the next potential interviewee.

1 Where do you buy most of the food your family eats?

- 1 () Large supermarket chain
- 2 () Independent grocer
- 3 () Farmer’s market
- 4 () Convenience store, such as 7-11 or Stop-N-Go
- 5 () Other: _____

2 Is this store helpful in providing nutrition information?

- 1 () Yes
- 2 () No

3 Do you read the labels on packaged food?

- 1 () Yes
- 2 () No

4 Are you hesitant or uncertain about buying foods that don’t have nutrition information provided on the label?

- 1 () Yes
- 2 () No

5 We are interested in finding out where you get information regarding nutrition, and what type of information you find. Do you get nutrition information from:

	Yes	No	What kind of information?
Food labels	() 1	() 2	
Friends or relatives	() 1	() 2	
Advertisements	() 1	() 2	
Books	() 1	() 2	
Magazines	() 1	() 2	
Doctor	() 1	() 2	
Store clerks	() 1	() 2	

6 Which of these sources do you use “Most often”? (Read list.) “Second most often”?

	Most often	Second most often
Advertisements	() 1	() 1
Books	() 2	() 2
Doctor	() 3	() 3
Food labels	() 4	() 4
Friends or relatives	() 5	() 5
Magazines	() 6	() 6
Store clerks	() 7	() 7

7 What problems do you have finding information about the nutritional content of your food?

8 In the past, the provision of nutritional information has been primarily for those on special diets. Do you have a special diet that requires you to restrict certain foods?

- 1 () Yes
- 2 () No (Skip to Question 10.)

9 Do you find that there is adequate information to meet your needs?

- 1 () Yes (Skip to Question 11.)
- 2 () No

10 What other types of information would you like to see?

11 Most people feel that, as consumers, we deserve detailed information about the nutritional content of all the foods we eat. Do you agree?

- 1 () Yes
- 2 () No

12 Would you like to have more nutritional information provided to you?

- 1 () Yes
- 2 () No

13 Which of these foods do you regularly purchase?

- 1 () Breakfast cereal
- 2 () Frozen vegetables
- 3 () Canned soup
- 4 () Canned or bottled fruit and vegetable juice
- 5 () Canned or bottled fruit
- 6 () TV (frozen) dinners

14 How often do you purchase _____?

	Don't	Every week	Every 2-3 weeks	Once a month or less
Breakfast cereal	() 1	() 2	() 3	() 4
Frozen Vegetables	() 1	() 2	() 3	() 4
Canned soup	() 1	() 2	() 3	() 4
Canned or bottled fruit and vegetable juice	() 1	() 2	() 3	() 4
Canned or bottled fruit	() 1	() 2	() 3	() 4
TV (frozen) dinners	() 1	() 2	() 3	() 4

15 Do you look for nutritional information about _____? (Read list.)

	Yes	No
Breakfast cereal	() 1	() 2
Frozen Vegetables	() 1	() 2
Canned soup	() 1	() 2
Canned or bottled fruit and vegetable juice	() 1	() 2
Canned or bottled fruit	() 1	() 2
TV (frozen) dinners	() 1	() 2

16 How easy do you find it to obtain nutritional information about _____? (Read name of specific item.) Is it "Very easy," "Somewhat easy," "Neutral," "Somewhat difficult," or "Very difficult"?

	Very easy	Somewhat easy	Neutral	Somewhat difficult	Very difficult
a Breakfast cereal	() 1	() 2	() 3	() 4	() 5
If "Difficult," ask: What makes it (somewhat/very) difficult?					
b Frozen vegetables	() 1	() 2	() 3	() 4	() 5
If "Difficult," ask: What makes it (somewhat/very) difficult?					
c Canned soup	() 1	() 2	() 3	() 4	() 5
If "Difficult," ask: What makes it (somewhat/very) difficult?					
d Canned or bottled fruit and vegetable juice	() 1	() 2	() 3	() 4	() 5
If "Difficult," ask: What makes it (somewhat/very) difficult?					
e Canned or bottled fruit	() 1	() 2	() 3	() 4	() 5
If "Difficult," ask: What makes it (somewhat/very) difficult?					
f TV dinners	() 1	() 2	() 3	() 4	() 5
If "Difficult," ask: What makes it (somewhat/very) difficult?					

17 Would readily available nutrition information influence your decision regarding which brand to buy?

- 1 () Yes
- 2 () No
- 3 () Not sure

18 Would nutrition information influence you to try a new product?

- 1 () Yes
- 2 () No

19 Some people believe that grocery stores could help consumers by presenting nutrition information about the foods they sell in a format that is easy to read and understand. Do you think it would be helpful if, for example, a store posted the nutritional content of its products?

- 1 Yes
- 2 No (Skip to Question 21.)

20 What kinds of information would you like to see?

21 How would your opinion of a store that provided this type of information be affected? Would it be “Much higher,” “Somewhat higher,” “The same,” “Somewhat lower,” or “Much lower”?

- 1 Much higher
- 2 Somewhat higher
- 3 The same
- 4 Somewhat lower
- 5 Much lower

22 If a local grocer were to post these sheets for every type of food, would you be more likely to do your grocery shopping there?

- 1 Yes
- 2 No
- 3 Don't know

23 In general, if more nutrition information were provided, would you use it in making purchase decisions?

- 1 Yes
- 2 No

24 I'm going to hand you three formats that present some nutrition information for TV dinners. Take a few seconds to glance at these. Which do you find “Most helpful”? “Second most helpful”?

	Most helpful	Second most helpful
Matrix (format no. 1)	<input type="checkbox"/> 1	<input type="checkbox"/> 1
Summary (format no. 2)	<input type="checkbox"/> 2	<input type="checkbox"/> 2
Complete (format no. 3)	<input type="checkbox"/> 3	<input type="checkbox"/> 3

25 Why do you find format number _____ “Most helpful”?

26 Why do you find format number _____ “Second most helpful”?

27 Why do you find format number _____ “Least helpful”?

For the next part of the questionnaire, we are trying to find out what shoppers do and don't know about nutrition.

28 Do you think too much of some vitamins can be harmful?

1 Yes

2 No

29 Do you think that eating a variety of foods is ordinarily a sufficient intake of nutrients?

1 Yes

2 No

30 Do you think that fortification with seven vitamins and minerals provides all the essential nutrients?

1 Yes

2 No

31 Which of these foods do you feel is more nutritious:

a. Beef or turkey? 1 2

b. Apple juice or tomato juice? 1 2

Demographic Data

The following questions are for statistical purposes only. They are solely to help us analyze the data from the survey. In no way will you be identified with your answers.

32 What is your marital status?

1 Single

2 Married

3 Widowed

4 Divorced

33 Could you please tell us which age bracket you are in?

18–24 1 45–54 4

25–34 2 55–64 5

35–44 3 65 or older 6

34 What is your occupation? _____

35 What is the highest grade of school or college that you have completed?

1 Grade school

2 Some high school

3 High school (graduate)

4 Some college, trade, or technical school

5 College (graduate)

6 Postgraduate

36 Do you have any children?

1 Yes

2 No (Skip to Question 39.)

37 What ages?

Age range	Number
1–5	_____
6–12	_____
13–19	_____
20 and older	_____

38 How many of the children are at home?

39 Including children and all others (relatives, boarders, etc.), how many persons live in your home? _____

40 Into which income category does your total family income fall?

- Under \$15,000 () 1
- \$15,001–\$25,000 () 2
- \$25,001–\$35,000 () 3
- \$35,001–\$50,000 () 4
- \$50,001–\$75,000 () 5
- \$75,001–\$100,000 () 6
- More than \$100,000 () 7

41 Thank you for your participation in our study. If you would like a copy of the survey results sent to you, please tell us now.

- 1 () Yes
- 2 () No

STOP—the interview has concluded. Please use the coding manual to classify respondents based on their responses to previous questions.

- 1 = Bachelor
- 2 = Newly married
- 3 = Full nest
- 4 = Full nest II
- 5 = Full nest III
- 6 = Empty nest
- 7 = Empty nest II
- 8 = Solitary survivor in labor force
- 9 = Solitary survivor retired

Example of the Matrix Format

TV dinners (serving size: 1 dinner)	Weight in ounces	Calories	Protein	Vitamin A	Vitamin C	Thiamin	Riboflavin	Niacin	Calcium	Iron
Beans and Franks, Banquet	10.75	591	25	40	15	20	10	15	15	20
Beef Chop Suey, Banquet	12.00	282	20	6	8	6	8	15	4	15
Beef Enchilada, Swanson	15.00	570	30	50	0	15	10	20	20	25
Beef Tenderloin, Steak House	9.50	920	70	2	30	20	20	45	4	35
Beef, Banquet	11.00	312	45	4	10	8	15	30	4	30
Beef, Chopped, Banquet	11.00	443	30	90	10	8	15	20	6	20
Beef, Chopped, Hungry-Man, Swanson	18.00	730	30	45	15	20	20	45	6	25
Beef, Hungry-Man, Swanson	17.00	540	60	2	4	20	30	30	4	20
Beef, Swanson	11.50	370	60	6	10	10	20	30	4	20
Chicken, BBQ, Hungry-Man, Swanson	16.50	760	60	110	6	30	35	60	8	30
Chicken, BBQ, Swanson	11.25	530	25	20	4	10	20	40	8	15
Chicken Crispy, Swanson	10.75	650	30	4	2	30	15	50	10	15
Chicken, Fried, Banquet	11.00	530	40	100	35	10	15	35	30	25
Chicken, Fried, Hungry-Man, Swanson	15.75	910	100	2	25	25	25	80	10	30
Chicken, Hungry-Man, Swanson	19.00	730	90	15	30	20	20	70	15	20
Chicken, Man-Pleaser, Banquet	17.00	1016	90	90	10	15	20	60	45	35
Chicken, Swanson	11.50	570	60	40	10	10	15	45	6	15

TV dinners (serving size: 1 dinner)	Weight in ounces	Calories	Protein	Vitamin A	Vitamin C	Thiamin	Riboflavin	Niacin	Calcium	Iron
Chicken, 3- Course, Swanson	15.00	630	50	30	4	20	10	50	8	15
Chicken, Western Style, Hungry-Man, Swanson	17.75	890	70	10	0	25	35	40	10	15
Chicken, Western Style, Swanson	11.75	460	35	10	0	15	20	20	6	15
Chopped Sirloin, Steak House	9.50	760	90	2	35	20	20	50	4	35
Fish Dinner, Banquet	8.75	382	30	50	20	20	8	20	6	10
Fish N Chips, Swanson	10.25	450	50	6	10	15	8	25	4	10
Turkey, Banquet	11.00	293	35	80	35	10	10	35	8	15
Turkey, Hungry-Man, Swanson	19.00	740	100	20	40	20	15	60	10	25
Turkey, Man- Pleaser, Banquet	19.00	620	60	150	25	20	20	45	15	25
Turkey, Swanson	11.50	360	45	60	30	10	10	35	6	10
Turkey, 3- Course, Swanson	16.00	520	60	15	30	20	15	40	10	20
Veal Parmigiana, Banquet	11.00	421	30	140	20	15	15	20	20	15
Veal Parmigiana, Hungry-Man, Swanson	20.50	910	60	10	6	20	30	30	25	30

Example of the Summary Format

Nutrient Quotient	TV dinners (serving size: 1 dinner)	Weight in ounces
2.2	Turkey, Banquet	11.00
1.9	Veal Parmigiana, Banquet	11.00
1.7	Turkey, Swanson	11.50
1.6	Chicken, Fried, Banquet	11.00
1.5	Italian, Banquet	11.00
1.4	Sirloin, Chopped, Swanson	10.00
1.4	Salisbury Steak, Banquet	11.00
1.4	Beef, Banquet	11.00
1.3	Macaroni & Cheese, Swanson	12.50
1.3	Beef, Chopped, Swanson	11.00
1.3	Chicken, BBQ, Hungry-Man, Swanson	16.50
1.2	Beef, Swanson	11.50
1.2	Fish Dinner, Banquet	8.50
1.2	Meat Loaf, Banquet	11.00
1.2	Meat Loaf, Man-Pleaser, Banquet	19.00
1.2	Turkey, 3-Course, Swanson	16.00
0.8	Chicken, BBQ, Swanson	11.25
0.8	Spaghetti, Swanson	12.50
0.8	Chicken, Western Style, Swanson	11.75
0.7	Rib Eye, Steak House	9.00
0.7	Meat Loaf, Swanson	10.75
0.7	Salisbury Steak, Hungry-Man, Swanson	17.00
0.7	Beef Tenderloin, Steak House	9.50
0.7	Sirloin, Steak House	9.50
0.7	Salisbury Steak, Swanson	11.50
0.7	Veal Parmigiana, Hungry-Man, Swanson	20.50
0.7	Chicken, Western Style, Hungry-Man, Swanson	17.75
0.6	Noodles and Chicken, Swanson	10.50

Example of Complete Format

TV dinners (serving size: 1 dinner)	Weight in ounces	Calories	Protein	Vitamin A	Vitamin C	Thiamin	Riboflavin	Niacin	Calcium	Iron	Nutritional quotient
Beef Tenderloin, Steak House	9.50	920	70	2	30	20	20	45	4	35	0.7
Beef, Banquet	11.00	312	45	4	10	8	15	30	4	30	1.4
Beef, Swanson	11.50	370	60	6	10	10	20	30	4	20	1.2
Chicken, BBQ, Hungry- Man, Swanson	16.50	760	60	110	6	30	35	60	8	30	1.3
Chicken, BBQ, Swanson	11.25	530	25	20	4	10	20	40	8	15	0.8
Chicken, Fried, Banquet	11.00	530	40	100	35	10	15	35	30	25	1.6
Chicken, Western, Hungry-Man, Swanson	17.75	890	70	10	0	25	35	40	10	15	0.7
Fish Dinner, Banquet	8.75	382	30	50	20	20	8	20	6	10	1.2
Turkey, Banquet	11.00	293	35	80	35	10	140	35	8	15	2.2
Turkey, Man- Pleaser, Banquet	19.00	620	60	150	25	20	20	45	15	25	1.7
Turkey, Swanson	11.50	360	45	60	30	10	10	35	6	10	1.7
Turkey, 3- Course, Swanson	16.00	520	60	15	30	20	15	40	10	20	1.2
Veal Parmigian, Banquet	11.00	421	30	140	20	15	15	20	20	15	1.9
Veal Parmigian, Hungry-Man, Swanson	20.50	910	60	10	6	20	30	30	25	30	0.7