

Research Proposal



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31 October 2019

Problem Definition

The purpose of this study is to increase awareness of Eskimo Joe's Promotional Products Group and the business it entails. This increased awareness is desired among the population of Stillwater, including local businesses, students, and Oklahoma State University. The focus of this problem is on the overall awareness of the company, but also on the differentiation of EJPPG and Eskimo Joe's, as well as what a promotional products company does. This strategy-oriented decision problem is an unplanned change that stems from the popularity of EJPPG's sister company, Eskimo Joe's. As the awareness of EJPPG brand increases, the opportunity for the company to reach new customers expands.

The manager defined the decision problem as "How to increase awareness of EJPPG and differentiate the company from Eskimo Joe's among Stillwater businesses and OSU Faculty and students?" Research problems we have created to address the manager's decision problem are the following:

- Raising awareness of what a promotional products company does among the Stillwater Community.
- Differentiating Eskimo Joe's vs. Eskimo Joe's Promotional Projects Group.
- Current awareness of EJPPG in Stillwater businesses and to OSU (Students and Organizations).
- Determine the best ways to reach people needing "promotional products".

We have chosen these research problems because of their ability to best articulate the trouble areas for the company of bringing more brand awareness.

Since some of the problems deal with the populous of Stillwater (locals and Oklahoma State University students), we will have to utilize various forms of research to best optimize our results.

Collecting Primary Data

- Method Justification

We have decided to utilize primary, descriptive research. We will conduct our research through online surveys and depth interview. We chose these methods because of their convenience, and the ability to quickly analyze the data we gather from these methods. We will collect information directly from potential customers, and we will utilize research that seeks to describe the characteristics of the average individual in Stillwater.

- Source of Data

The sources of data will come from the company's previous marketing research, interviews, and surveys with students and residents over the age of 18.

- Data Collection

Data will be collected from the Internet in the form of digital surveys and in person in the form of interviews. We can conduct the interviews online via Skype or Zoom if necessary.

- Sampling Plan

We will be studying students and residents of Stillwater over the age of 18. We chose this group because these fall in the category of potential customers for EJPPG, and they will answer the main question that we seek to answer: "can the average person

differentiate between EJPPG and the restaurant?”. We will study both groups together and in isolation to generate helpful insights into the current understanding of EJPPG. We aim to survey around 150-200 individuals.

- **Sampling Frame**

Our population sample will be drawn from the geographical area of Stillwater, Oklahoma. They must reside here, even if not permanently. We will reach out to students specifically, who are enrolled in Oklahoma State University.

- **Method for Selecting Sample**

Our method for selecting the sample will be non-probability. To keep things as fluid and simple as possible, we will be using a convenience sample. We will send the survey link out to students via GroupMe messaging. The reason we are choosing GroupMe over traditional email is that we have an extensive network of people within a combined pool of groups from each of us. While the link may go out to a group of 100 people, we will not be able to figure out if every person in the group takes it. We will be unable to select who chooses to take the survey.

- **Total Sampling Elements (TSE) Calculations**

In order to reach our desired outcome of survey completes, usually you would calculate how many surveys to send out. In this particular case, we are sending the survey link to a group, not individually emailing it. Therefore, we need to calculate the amount of people that need to see the link. To do this, we can still use the total sampling elements calculation (TSE for short). The TSE formula is the following:

$$\text{Total Sampling Elements} = \text{Desired Sample Size} / (1 - \text{BCI})(1 - \text{I})(1 - \text{R})(1 - \text{NC})$$

Where...

BCI = Percentage of incorrect or bad contact information

I = Average of people ineligible to take survey

R = Percentage of people who refuse to take the survey

NC = Percentage of people who cannot be reached after multiple attempts

$$\text{Total Sampling Elements} = 100/(1-0)(1-.02)(1-.20)(1-.30)$$

$$\text{Total Sampling Elements} = \sim 182$$

The percentage of incorrect or bad contact information for this case will be 0% since everyone is in the group messages containing varying amount of people. The average of people ineligible to take survey was estimated to be 2% since most of everyone in the GroupMe is people attending Oklahoma State University or locals to the Stillwater area. We selected 20%, as the amounts that may refuse to take the survey/may not see it. Lastly, we decided that 30% of people would not take it after multiple attempts to reach out to them. After inputting these amounts in the TSE formula, we have calculated that we send the survey in GroupMe group's grand totaling at least 182 people.

○ **Survey Introduction**

“The purpose of this research project is to gain insight about Eskimo Joe's Promotional Products Group's awareness in the Stillwater area.

This is a research project being conducted by a student led group at Oklahoma State University. You are invited to participate in this research project because you are currently in Stillwater. Your participation in this research study is voluntary. You may choose not to participate. If you decide to participate in this research survey, you may withdraw at any time. If you decide not to participate in this study or if you withdrawal from participating at any time, you will not be penalized. The procedure involves filling an online survey that will take approximately 10 minutes or less. Your responses will be confidential and we do not collect identifying information such as your name, email address or IP address. The survey questions will be about your general awareness and understanding of the company within the local area. We will do our best to keep your information confidential. All data is stored in a password protected electronic format. To help protect your confidentiality, the surveys will not contain information that will personally identify you. The results of this study will be used for scholarly purposes only

and may be shared with Eskimo Joe's Promotional Products Group representatives to better understand their local market. If you have any questions about the research study, please contact us."

○ **Survey Questions**

Team 1 EJPPG Survey

Start of Block: Intro Questions - Consent and Demographics

The purpose of this research project is gain insight about Eskimo Joes Promotional Products Group's (EJPPG) awareness in the Stillwater area.

This is a research project being conducted by a student led group at Oklahoma State University. You are invited to participate in this research project because you are a currently in Stillwater. Your participation in this research study is voluntary. You may choose not to participate. If you decide to participate in this research survey, you may withdraw at any time. If you decide not to participate in this study or if you withdrawal from participating at any time, you will not be penalized. The procedure involves filling an online survey that will take approximately 10 minutes or less. Your responses will be confidential and we do not collect identifying information such as your name, email address or IP address. The survey questions will be about your general awareness and understanding of the company within the local area. We will do our best to keep your information confidential. All data is stored in a password protected electronic format. To help protect your confidentiality, the surveys will not contain information that will personally identify you. The results of this study will be used for scholarly purposes only and may be shared with Eskimo Joes representatives to better understand their local market. If you have any questions about the research study, please contact us.

CONSENT: Please select your choice below.

Clicking on the "agree" button below indicates that:

- you have read the above information
- you voluntarily agree to participate
- you are at least 18 years of age

If you do not wish to participate in the research study, please decline participation by clicking on the "disagree" button.

Agree

Disagree

Q1 Are you a:

- Male
 - Female
-

Q2 Age:

- 18
 - 19
 - 20
 - 21
 - 22
 - 23+
-

Q3 Which Stillwater segment do you identify with? (select all that apply)

- Student
- Greek Life
- Organizational Leader
- Business Owner
- Other _____

End of Block: Intro Questions - Consent and Demographics

Start of Block: Broad Scope Questions

Q4 To your knowledge, what does a promotional products group offer? (Select one)

- Publishing
 - Apparel, Screen Printing, Branded Merchandise, Marketing
 - Product Sales
 - Job Recruiting
-

Q5 What is your awareness of promotional products groups within the Stillwater area?

- Very Aware
 - Somewhat Aware
 - Somewhat Unaware
 - Very Unaware
-

Q6 Please select all promotional groups within Stillwater that you are familiar with.

- Eskimo Joe's Promotional Products Group (EJPPG)
- Dupres
- University Spirit
- TGI Greek
- 405 Threads
- ID Solutions
- DEARINGERS
- Stillwater Screenprinting

Q7 How many **people**, including yourself, do you know who currently uses a promotional product group for some type of apparel, screen printing, branded merchandise, or marketing.

- 0
- 1-3
- 3-5
- 5+
-

Q49 How many **organizations**, including one's you are in, do you know who currently uses a promotional product group for some type of apparel, screen printing, branded merchandise, or marketing.

- 0
- 1-3
- 3-5
- 5+
-

Q8 Rank the following in order of importance when picking a company to meet your promotional needs.

- _____ Price
- _____ Proximity
- _____ Convenience
- _____ Quality
- _____ Customer Service
- _____ Services Offered
-

Q9 What would you consider to be the best way to reach people or organizations needing "promotional products"? (Please select two)

- Social Media Outreach
- E-mail
- Flyers
- Presentations (at organizations)
- Phone Calls
- Promotions / Discounts

End of Block: Broad Scope Questions

Start of Block: Narrow Scope EJPPG Questions

Q10 On a scale from 1-5, with 1 being low and 5 being high, how would you rank your awareness of Eskimo Joe's enterprises within Stillwater?

- 5
 - 4
 - 3
 - 2
 - 1
-

Q11 When you hear "Eskimo Joe's", what is this first thing that comes to your mind?

- Promotional Products Group
 - Cheese-Fries, Food, Bar
 - Accounting Services
 - Real Estate
 - Joe and Buffy
 - Mexico Joe's
 - T-Shirts / Apparel
-

Q12 Are you aware of Eskimo Joes Promotional Products Group (or EJPPG for short) on any platform?
Select all that apply.

- Facebook
 - Twitter
 - Instagram
 - Website
 - I am unaware of EJPPG on all platforms
-

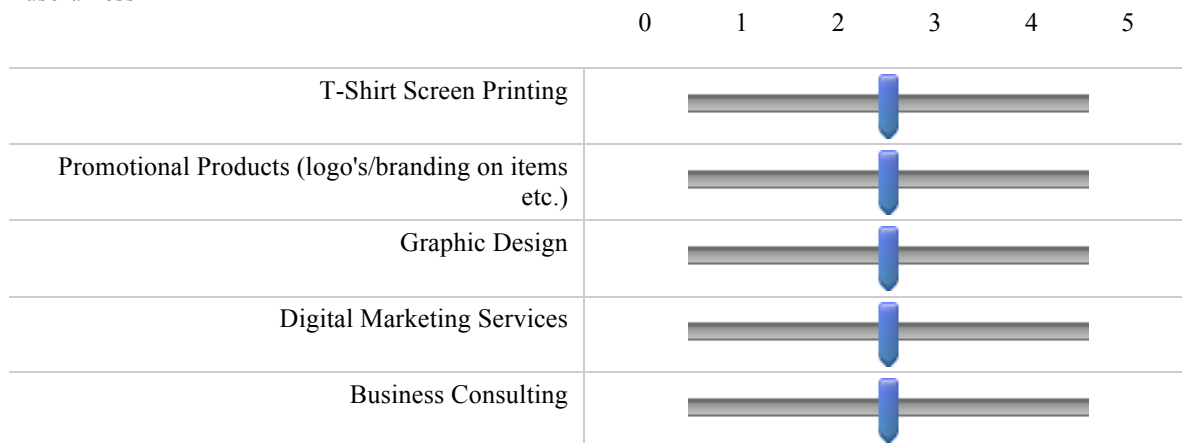
Q13 If you have not been a customer at EJPPG, what is your reasoning?

- I didn't know about the company
 - I have a company I already use for my promotional products
 - I have heard about EJPPG, and I do not need their services
-

Q14 EJPPG offers unique, quality promotional products, excellent service and customer-focused marketing for most businesses. How likely would you be to use a service like this in the future?

- Highly Unlikely
- Unlikely
- Likely
- Highly Likely
- I currently use or have used EJPPG's services

Q12 Please rate the usefulness of the following EJPPG services in your opinion. 0 = no usefulness, 5 = high usefulness



Q16 Please rank which EJPPG service you would use in order of relevance. (1 being the most, 4 being the least).

- _____ Promotional Products
- _____ Customer-Focused Marketing
- _____ Graphic Design
- _____ T-Shirt Screen Printing

Q17 How likely would you be to recommend EJPPG to someone you know?

- Highly Unlikely
- Unlikely
- Likely
- Highly Likely
-

Q18 In your opinion, what ways could EJPPG gain more awareness the Stillwater community? (Select all that apply)

- More interaction on campus with students (advertising tents, flyers, etc.)
- Social media campaigns w/ student organizations
- Local trade shows
- Outreach campaign to Greek Life organizations
- Discounts for on campus organizations

End of Block: Narrow Scope EJPPG Questions

○ **Sequencing and Appearance**

When we set out to create our survey, our main objectives were simplicity, appearance, and coherent sequencing. Qualtrics was the platform we used to create and administer the survey due to its extensive question options. Question wording was designed to be easy to understand. Ordering of questions was based on going from broad to narrow in scope. Any questions that were similar were consolidated or dropped. Finally, keeping all this in mind, we tried different orders until we were satisfied with

how the survey flowed. The information we hope to gather from these surveys will help EJPPG understand the awareness of the company among people in the Stillwater area.

○ **Dummy Tables**

Awareness of Promotional Products by Stillwater Segments

Stillwater Segment	Very Aware	Somewhat Aware	Somewhat Unaware	Very Unaware
Student	.xx			
Greek Life	.xx			
Organizational Leader				
Business Owner				
Other				

Awareness of Eskimo Joe’s Promotional Product Group by Stillwater Segments

Stillwater Segment	1	2	3	4	5
Student	.xx				
Greek Life	.xx				
Organizational Leader					
Business Owner					
Other					

Awareness of EJPPG’s Social Media Presence

Stillwater Segment	Facebook	Twitter	Instagram	Website	Unaware
Student	.xx				
Greek Life	.xx				
Organizational Leader					
Business Owner					
Other					

Best Ways to Reach Students and Organizations

Stillwater Segment	Social Media	E-mail	Flyers	Presentations	Phone Calls	Promotion/Discounts
Student	.xx					
Greek Life	.xx					
Organizational Leader						
Business Owner						
Other						

Will results address stated research problem(s)?

The results from our created survey will address the research problems stated earlier in the process of our proposal. Our core problem is the overall awareness of EJPPG, as well as other promotional product companies, and what they can provide to organizations and businesses throughout Stillwater. Not only are we looking into the overall awareness of EJPPG, but also its distinction from Eskimo Joe's itself. Our questions focus on awareness among student organizations, business owners, and organizational leaders, which will provide answers to the matter at hand. As we created our survey, we considered each research problem, to ensure answers that would provide beneficial information for each issue, resulting in a solution. As shown in our dummy tables, the results, which will be taken directly from our survey, address our stated research problems.