Type your Name Here

American Intercontinental University

Culture & Consumption Motivation

MKT655 – Research Methods in Marketing

**Abstract**

This is a single paragraph, no indentation is required. The next page will be an abstract; “a brief, comprehensive summary of the contents of the article; it allows the readers to survey the contents of an article quickly” (Publication Manual, 2010). The length of this abstract should be 35-50 words (2-3 sentences). NOTE: the abstract must be on page 2 and the body of the paper will begin on page 3.

**Culture & Consumption Motivation**

**Introduction**

Remember to always indent the first line of a paragraph (use the tab key). The introduction should be short (2-3 sentences). The margins, font size, spacing, and font type (italics or plain) are set in APA format. While you may change the names of the headings and subheadings, do not change the font or style of font.

**Research Background on Motivation to Buy**

Introduce the concept and cite the resources DO NOT use the exact words… be sure to indent the first line of the paragraph. This section of the paper must contain research - which means that a citation must be included in the section (Last name, year). The punctuation goes after the citation not at the end of the sentence. If no author is stated: (Short Title of Article, year). The punctuation goes after the citation not at the end of the sentence. This portion of your paper is 1-2 pages in length and must be based predominately on articles from the library’s full-text databases.

**Data Collection Process**

This section does not require research but if you did research, a citation must be included in the section. Be sure this is written in 3rd person.

**Chart #1: Gender**

INSERT CHART HERE

**Description of chart #1: gender.**

 Insert your written description of the table pasted above.

**Chart #2: Age**

INSERT CHART HERE

**Description of chart #2: age.**

 Insert your written description of the table pasted above.

**Table #3: Factors**

INSERT TABLE HERE

**Description of table #3: factors.**

 Insert your written description of the table pasted above.

**Hypothesis Test #1**

**Null and alternate hypotheses.**

Write out a Null & Alternate Hypothesis (alpha = .05).

**The test.**

Run the test and paste it in the document

**The decision rule.**

State the decision rule.

**Hypothesis Test #2**

**Null and alternate hypotheses.**

Write out a Null & Alternate Hypothesis (alpha = .05).

**The test.**

Run the test and paste it in the document

**The decision rule.**

State the decision rule.

**Hypothesis Test #3**

**Null and alternate hypotheses.**

Write out a Null & Alternate Hypothesis (alpha = .05).

**The test.**

Run the test and paste it in the document

**The decision rule.**

State the decision rule.

**Hypothesis Test #4 -- Regression**

**Null and alternate hypotheses.**

Write out a Null & Alternate Hypothesis (alpha = .05).

**The test.**

Run the test and paste it in the document

**The decision rule.**

State the decision rule.

**Application of Findings**

Analyze the research and formulate a decision on viability.

**Marketing Implications**

How can the results be used in marketing?

**Conclusion**

 Add some concluding remarks-can be a sentence or two.

**References**

NOTE: The reference list starts on a new page after your conclusion.

For help with formatting citations and references using rules outlined in the APA Manual’s 6th Edition, please check out [this site](http://www.theseen.net/AIU_MKT.htm).