

Unit 4:-

• Marketing Research Process:-

The marketing research process has four steps:

1. Defining the problem
↳ [Why decline sales / customer not buy company's product]
2. Developing the research plan.
3. Implementing "
4. Interpreting and reporting the findings.

Q1. Research the objectives:-

• Types of Objective:-

Marketing research project

Can have any one of 3 types of objectives.

- (a) Exploratory Research.
- (b) Descriptive Research.
- (c) Causal Research.

① Exploratory Research:-

Research to gather preliminary (basic) info that will help define problems & suggest hypotheses.

For example:-

When the air blue sales decline, he ask his customers or opinion of our customer? like bad, good or excellent.

② Descriptive Research:-

Research to describe things such as demographics and attitude of consumer.

For example:-

Who's my consumer?

[What are my consumer details].

→ Gender [Male/Female]

→ Age [?]

→ Income [Poor/Middle/Rich/Elite]

→ Occupation [?]

→ Attitude [At which season, customer buy less or more Company's product]

③ Causal Research:-

Research to test (assumption) hypotheses about cause and effect relationship.

Hypotheses:-

↳ assumption (accepted/rejected based on public voting)

Examples:-

If I give more time/lec, then (student's exam performance will improve by 10%) → hypotheses (assumption).

(As I am teacher [marketer], but this conditional statement is true if the hypotheses is true).

④ Develop a Research Plan:-

A plan to gather info needed.

For example:-

Topal damedar ~~so~~ has more sale in Sindh but less sale in Punjab. In Sindh, there

the packing of tea in soft pack (nabbi) and Simbi also like this but Punjabi don't like this style of packing, therefore in Punjab, the sales of Tapal (TD) Bajedar is not so much.

Then the researchers of TD came in Punjab and conduct research.

The Retailers tell that Punjabi likes hard pack (\rightarrow) ^{and also it looks good in shelf}? Therefore, he dislikes your style packing. However, hard pack require more costs. But after supply the tea in Hard pack in Punjab, the sales of TD increases. So, it's must important to understand your customer's mind to get success.

Data:-

- Primary (Direct Survey / Face-to-Face)
- Secondary (Online Web, Press Release, 3rd Party).

Primary data:-

Information collected for the specific purpose at hand
↳ (face to face)

Secondary data:-

Info that already exists somewhere, having been collected for another purpose.

For example:-

As Google services are free for consumer, but in return, your data is shared with Google and Google sells your data to other peoples. So, nothing is free in this world.
↳ Your habits, (where & when you go), routine, date of birth, your working routine (everything).

→ (Company → sell data to 3rd.)
Commercial online databases:-

Computerized collections of info available from online commercial sources or via the Internet.

Example:-

Neilsen (American Company) sells data.

Q2. Approaches for Primary data collection research:-

Data Collection / research.

→ Qualitative

→ Quantitative

For example:-

Ahmad is beautiful. (Qualitative)

How many people say it him.

beautiful] - Quantitative.

not beautiful]

Research Approaches:-

- ① Observational (by teacher)
Customer by self with list to observe
- ② Survey (by Fill up form to get info)
- ③ Experimental.

① Observational:-

Gathering Primary data by observing relevant people, actions & situations.

For example:-

A bank open its new branch at such locations such as where traffic is high means come and go of people of that road is high.

Think why branch at location of main roads?

② Survey Research:-

• Ethnographic research:-

Observational research that involves sending trained observers to watch and interact with consumers in their "natural habit".

Eg. Unilever "R&D → Research & Development Company

② Survey Research:-

Gathering primary data by asking people questions about their knowledge, attitudes, preferences & buying behaviour. Best method for

Gathering descriptive information

③ Experimental research:-

Gathering primary data by selecting matched (same) groups of subjects (boy/ girl), giving them diff treatments, controlling related factors, and checking for difference in group responses.

For example:-

Let McDonald's introduced new item & its price in two cities where cities and all marketing efforts for that item [all factors] are same.

Karachi (New burger = 250)

Islamabad (New burger = 300)

By fix these prices in two cities, let's say that in Karachi the sale is increase and Islamabad sale is decrease. So, price in Islamabad is also change ~~50~~ means ($300 \rightarrow 250$) for increases in sales.

So, there exist two groups.

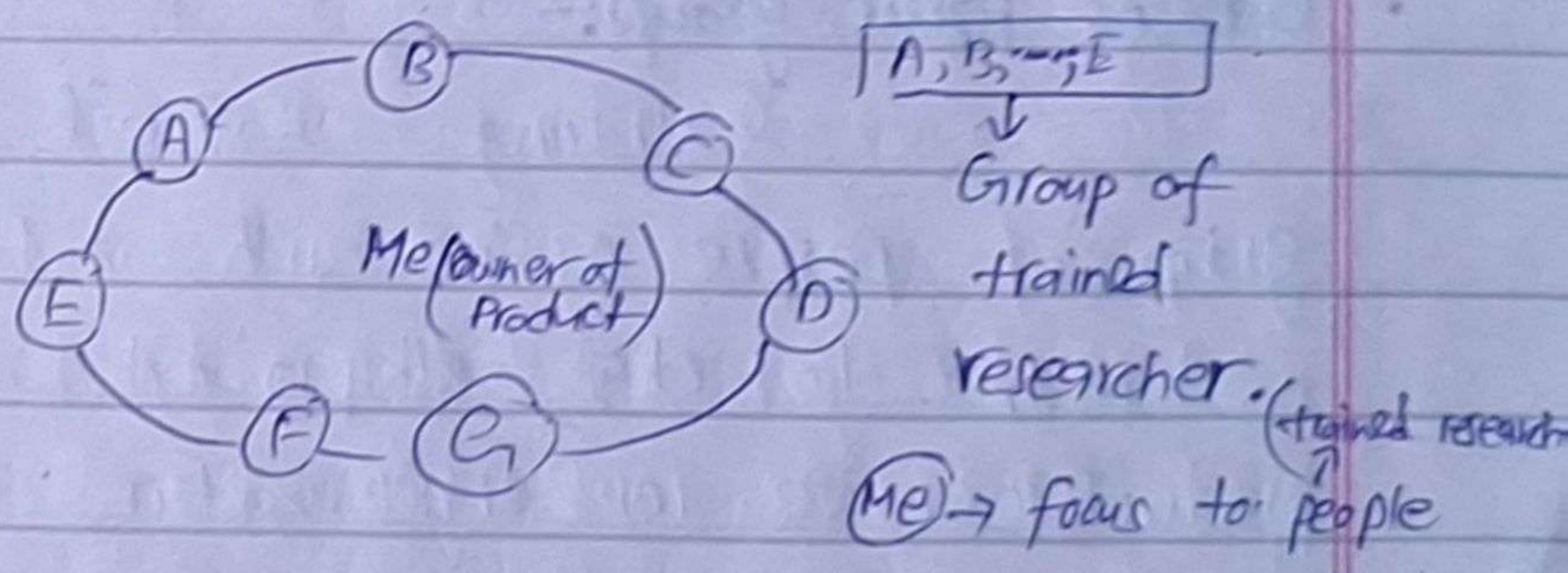
One is Control group

Other is Treatment group

Contact method:-

- Mail
- Telephone (by call)
- Personal (by face)
- Online (by website) another resource).

Focus Group Interviewing:-



Def:-

Personal interviewing that invites 6 to 10 people to gather for a few hours with a trained interviewer to talk about a product, service / organization. The interviewer "focuses" the group

discussion on imp issues.

Online Marketing Research:-

Collecting primary data online through Internet surveys,
online focus group, * Web-based experiments
or tracking consumers' online behaviour.

For example:-

On YTube, sometimes ads(YTube) asks you which brands you purchase:

- Nestle Olper Supereme.
etc.

• Online Focus group:-

Gathering a small group of people online with a trained moderator to chat/Halk about a product, service or organization and gain qualitative insights about consumer attitudes and behaviour.

For example:-

Teacher → [Moderator]

He ask you to tell me about himself (anonymous survey / msg) on a page.

Sample:-

→ Generalization
→ Select people from different areas randomly to test product (Purpose: to target our future customer).

Designing the sample require three plans.

- ① Who [is to be surveyed] (what sampling unit).
say bhabh of jw. Sample also
- ② All of these? dealership salespeople/Husband ? wife
how many people should be surveyed (what sample size).
say bhabh of (smt mje is also)
- ③ how should the people in the sample be chosen (what sampling procedure?).
→ Probability (b>JL, fill form of JL)
→ Non-probability (" " J(wt wt)

Probability Sample:-

• **Simple Random:** Every member of population has a known & equal chance of selection.

Stratified Sample: The population is divided into mutually exclusive groups (based on ages) and random samples are drawn from each group.

Cluster Sample: The population is divided into mutually exclusive groups (e.g. blocks) and the researcher draws a sample of the groups to interview

Non-Probability Sample:-

- Convenience
- Judgement
- Quota.

Research Instruments:-

For collection of primary data, there are two main research instruments.

↳ Questionnaires

↳ Mechanical Instruments.

Questionnaires:-

- Close-end Questions [descriptive research]
bound \rightarrow \leftarrow Questionnaire (given)

↳ Given \rightarrow \leftarrow List
- \leftarrow Select

Open-end Questions [Exploratory Research].

↳ \leftarrow Consumer \rightarrow \leftarrow
Comments on Social : \rightarrow \leftarrow \leftarrow \rightarrow
Media.

Mechanical Instruments:-

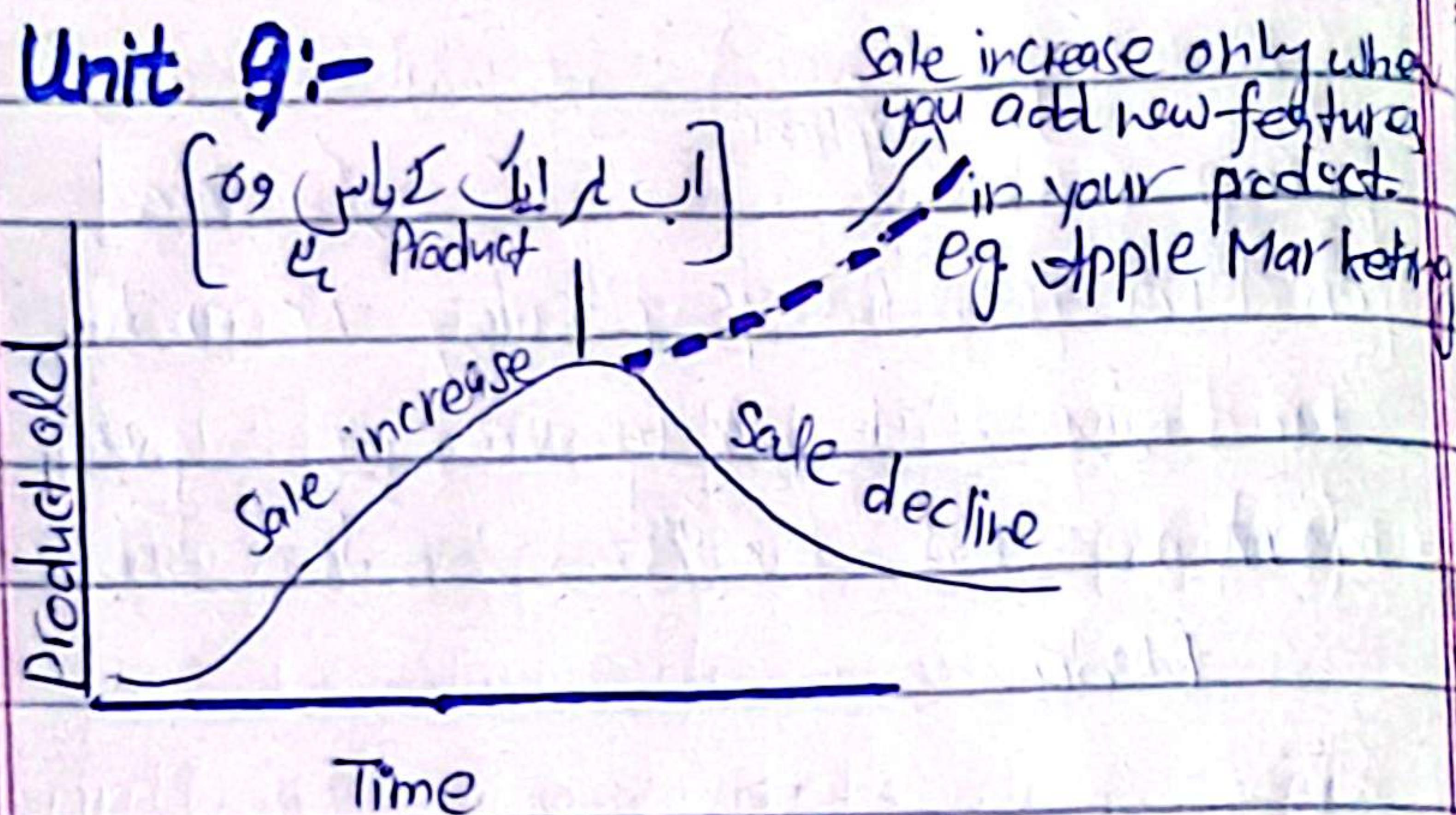
Researchers use mechanical instruments to monitor consumer behaviour.

e.g. Advertisers use eye cameras to study viewer's eye movements while watching ads (at what point their eyes focus first).

Customer Relationship Management:-

touchpoint \rightarrow \leftarrow \leftarrow \leftarrow \leftarrow \leftarrow
gb. \leftarrow \leftarrow \leftarrow \leftarrow \leftarrow \leftarrow \leftarrow
- \leftarrow \leftarrow \leftarrow \leftarrow \leftarrow \leftarrow

Unit 9:-



New Product Development:-

Modify/Amplify Product (ابدأ بـ) (بـ) (بـ)

[By R&D]

Like Airbag (جـ) Cars :- (لـ)

/ (لـ) Increase Safety (جـ)

Like Change Structure Design b (Golla)

Purpose of R & D:-

Every company has Research and Development [R & D] that watch consumer demands & then improve/develop product according to consumer demands.

Idea Generation:- (لـ) (Generate idea)

The Systematic Search* for new-product ideas.

(لـ) Idea (جـ) (جـ)

e.g. Customer, Employees → [Best source for generating of idea].

* Systematic Search:-

Let's I introduced a new product, then before conducting, I ask from employees and researchers.

Idea Screening:-

↓ (لـ) (لـ) (لـ) Generate Ideas (جـ)

(لـ) Reduce

(لـ) Demand (جـ) Product (جـ) (لـ) Consumer (جـ)

Let's you have 100 ideas but you think that idea 4, 7, 9, 11 are the best. So, you choose these ideas [idea screening].

Concept Development & Testing:-

↳ Product Idea (جـ) (Mind Idea) (جـ)

(لـ) Offer (جـ) Market (جـ)

↳ Product Concept (جـ) (لـ) Ideas (جـ)
(لـ) Write (جـ) Meaningful form (جـ)

↳ Product Image (جـ) Product (جـ) Consumer (جـ) (عـ) (جـ)

↳ Concept testing (test w/ consumers) Product (جـ)

• Marketing strategy development:-

↳ consist of three parts.

- (1) describes target market; the planned value proposition; and the sales, market share, and profit goals for the first few years.
- (2) outlines the product's planned price, distribution, and marketing budget for the first year.
- (3) describes the planned long run sales, profit goals, and marketing mix strategy.

• Bzns Analysis:-

A review of sales, costs & profit projections for a new product to find out whether these factors satisfy the company objectives.

• Product development:-

Developing product concept → physical product in order to ensure that product idea → workable market offering.

• Test marketing:-

[diff to big test of product]
consumers

The stage of new product development in which product and marketing program are tested in realistic market settings

When use test marketing,

Consumer products company usually choose 1 of 3 approaches.

- i. Standard test markets. } Disadvantages:
ii. Controlled } { competitor can
iii. Simulated } also observe consumer pattern
} overcome ↑

i. Before launching a new product in market, we test it with people in selected cities that represent our target market

ii. We distribute our ^{new} product to selected stores & observe how well it sells bcos introduced their product / marketing strategy in a limited, specific geographic area or set of retail outlets, carefully controlling variables involved.

iii. Company gives consumer a small amount of money & invites them to a real / laboratory store to check how you spend money to buy new product & competing brands.

• Commercialization:-

Process of introducing a new product or service to the market & making it available for sale to customers.

(PLC)

Product Life-Cycle Strategies:-

[Period of a product's sales & profits over its lifetime]

After launching product, management wants that their product sales continuously & give a ^{good} profit. PLC has five distinct stages:

i. Product development

ii. Introduction

iii. Growth

iv. Maturity

v. Decline

i. It begins when company finds and develops a new-product idea. During this period, Sales are zero and company's investment costs mount.

ii. It is a period of slow sales growth as the product is introduced in market. Profits → nonexist.

iii. A period of rapid market acceptance and increasing profits

iv. A period of slowdown in sales growth bcz the product ~~is exist~~ is present in much buyers [due to Growth stage].

v. When sales fall off, \therefore profits drop.

PLC Concept can also be applied to styles, fashions and fads.

Style:-

A basic and distinctive mode of expression e.g. it appears in homes [e.g. Colonial, ranch], clothing (formal, casual) and art (abstract, realist).

Fashion:-

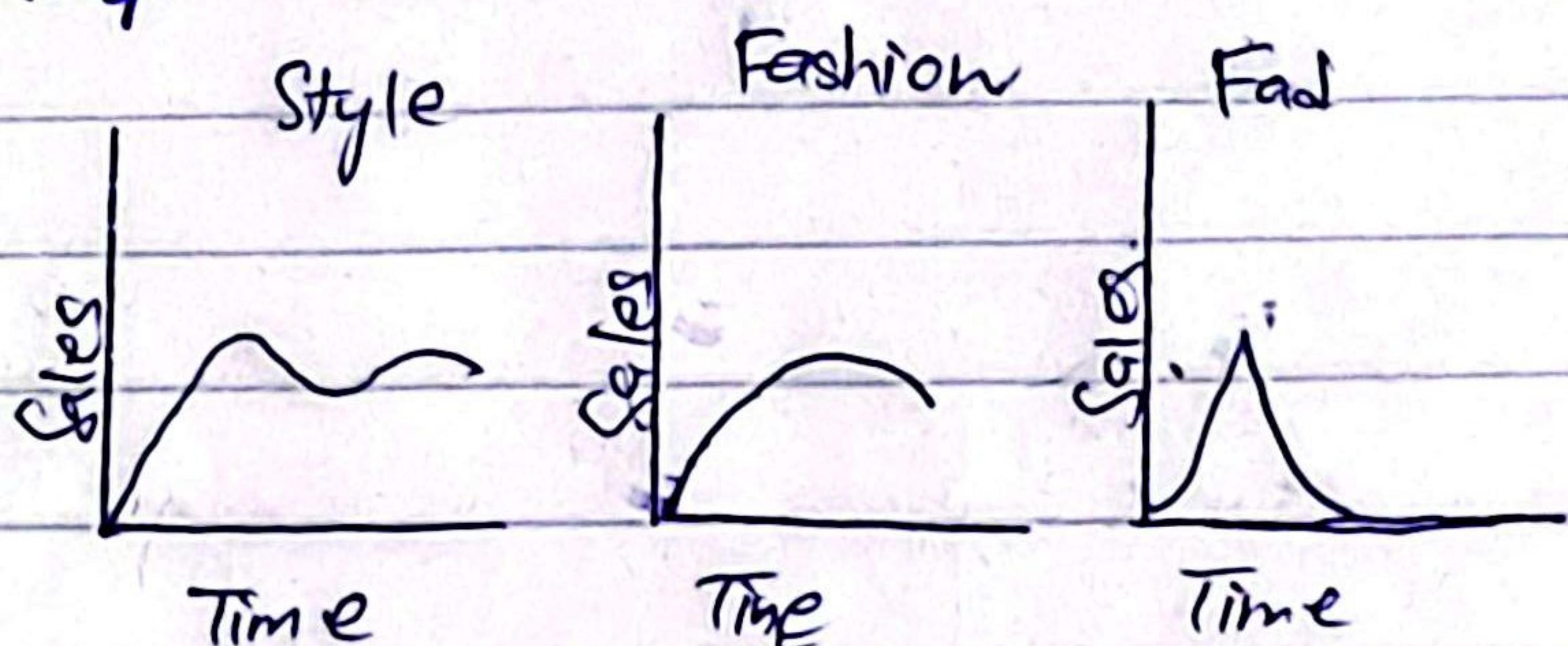
It currently accepted / popular style in a given field.

Fad:-

It temporary period of unusually high sales driven by consumer enthusiasm \therefore immediate brand or product popularity. e.g. Pet rocks. Bcz they got popular very quickly for a short time. People bought them just for fun or as

a joke. There was no real use, but it became a trend. Soon, the excitement faded, and no one wanted them anymore.

Graphs:-



Sales & Profits:-

