

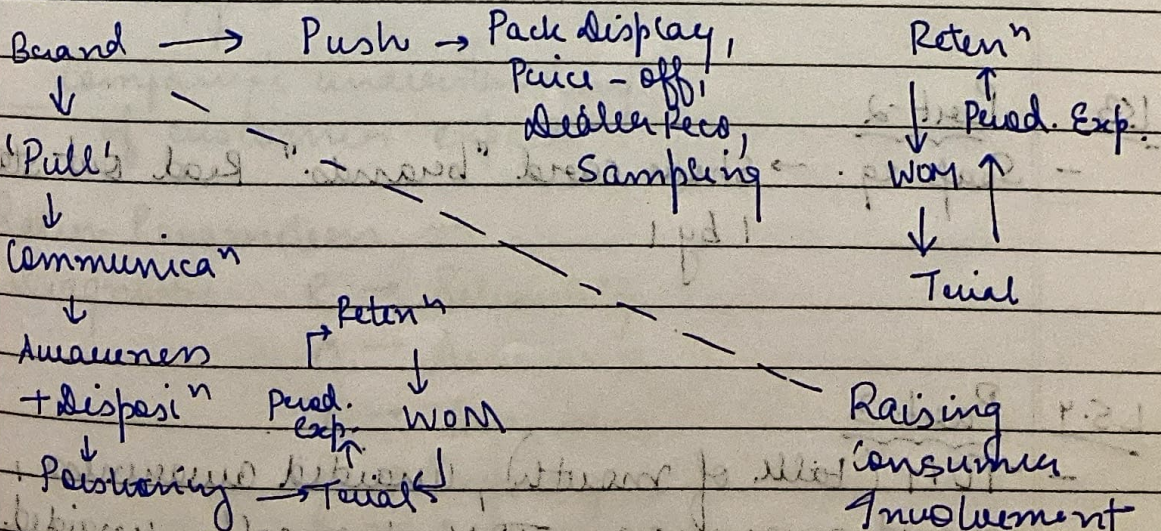
Week 5

L5.1 Various Topics under Applied MR

In applied MR → in each topic → why is this kind needed? one line research task, conceptual background, inde. measures, data collecⁿ process, sample q.ue., sample outputs from the study.

L5.2 Brand Health Assessment - Part 1

- What is Brand Health? → An assessment of where the brand stands in the consumer's minds. Related to sales nos. & impacts sales nos. Also, known as brand equity / brand standing, etc.
- Why measure brand health? → allows the marketer to enjoy the benefits of consumer loyalty, it does its own marketing, allow marketer to command a higher price w/o losing volumes, allows to launch brand variants & existence.
- Charac. of good brand → enjoys high awareness, has high share of consumer purchase & usage behaviour, has high share of mind, is strongly positioned on the platforms & benefits, enjoys good channel support.
- Framework



- So what do we measure? - Broadly -

- (1) Awareness Related - brand's awareness level today, level of advertising recall, level of ad recognition, brand identification
- (2) Behaviour related - extend to which brand has been tried, current user base, purchase/usage set for the consumer.
- (4) Disposiⁿ related - most preferred brands, level of acceptance for client brand, incidence of brand rejection, capacity of brand to command premium, perceived cost of wrong brand choice
- (5) Positioning related - how does brand fare on positioning & img. parameters such as core prod. benefits, user imagery, benefits promised
- (6) Channel - WOM brands image, consumer's percepⁿ of client brand's performance on availability, pack design, pricing, offers, etc.

- How to do measurement?

↳ Quanti → struc. q. ui, large, statistically valid ss, probab. sampling. Data collecⁿ thru F2F, telephonic, online

LS3

Part-2

- Soap eg. → Show card "brands" Read out statements 1 by 1.

LS4

Part-3

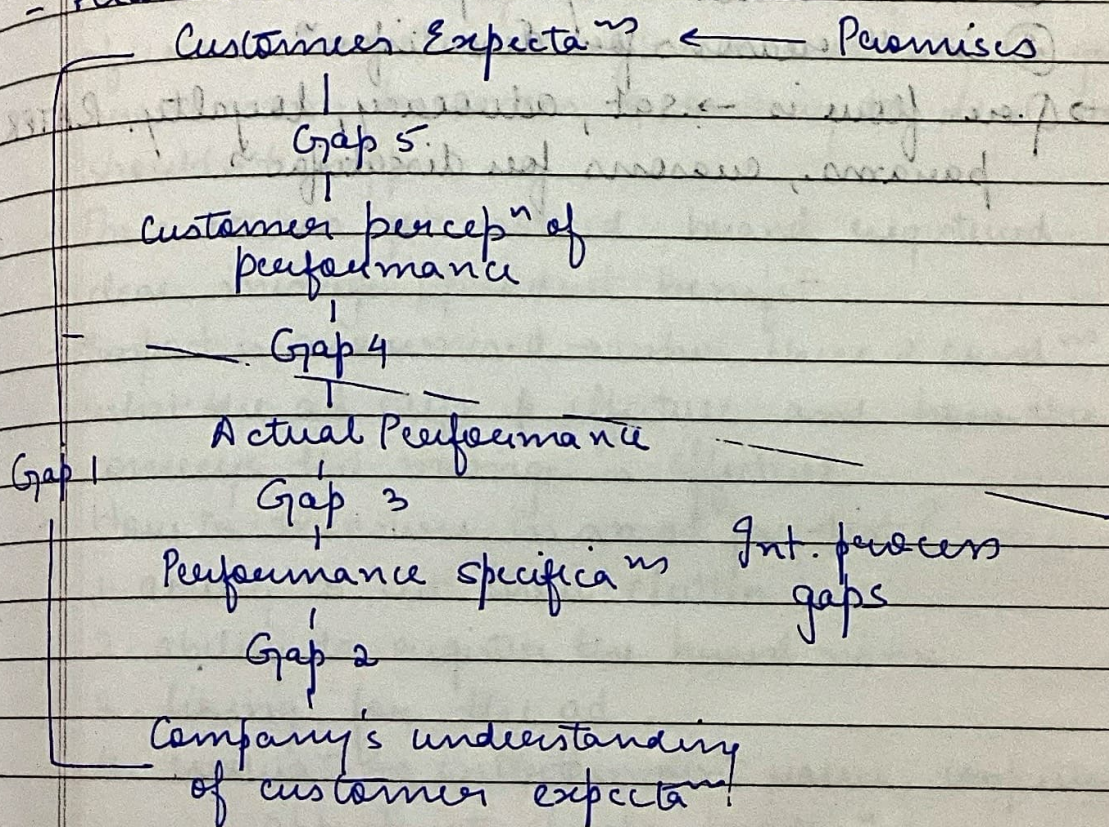
- TDM (Tale of mouth), Unaided awareness, total brand awareness, TDM ad recall, unaided ad

recall, total ad recall, current use, brands ever used, brands like to buy, fav. brands, brands ready to pay extra, impt. of brand choice, paid features.

15.5 Customer Satisfacⁿ Measurement

- Satisfied customers - loyal, recommend the brand to others, are open to buying other products from same brand

- Framework -



- Rating Parameters -

Diagnostic

R → Reliability

A → Assurance

T → Tangibles

E → Empathy

R → Responsiveness

Evaluative - overall satisfacⁿ in dealings

- preparedness to recommend
- loyalty felt
- prepared to pay price premium
- prepared to listen if comp. offers a new service.

- value of σ in systemic context

- zone of tolerance

- Operational - customer satisfacⁿ measurement is done thru quanti. research

→ Quali has a role, at 2 diff. stages

① in understanding expectaⁿs

② in "reasons for dissatisfacⁿ"

→ P.ac. flow is → sat, advocacy, loyalty, RATER params., reasons for dissatisfacⁿ.

customer's initial
expectations
A → A
T → T
E → E
R → R