**Q 1. “Sampling is usually preferable over a census method of conducting research”. Give**

**your views on this statement by giving supporting reasons for your views. Also discuss**

**the same with reference to the various sampling methods employed by Research firms**

**to conduct any Research/ Survey.**

**Ans.**

Census:

A well-organised procedure of gathering, recording and analysing information regarding the members of the population is called a census. It is an official and complete count of the universe, wherein each and every unit of the universe is included in the collection of data. Here universe implies any region (city or country), a group of people, through which the data can be acquired.

Under this technique, the enumeration is conducted about the population by considering the entire population. Hence this method requires huge finance, time and labour for gathering information. This method is useful, to find out the ratio of male to female, the ratio of literate to illiterate people, the ratio of people living in urban areas to the people in rural areas.

Sampling:

We define sampling as the process in which the fraction of the population, so selected to represent the characteristics of the larger group. This method is used for statistical testing, where it is not possible to consider all members or observations, as the population size is very large.

As statistical inferences are based on the sampling observations, the selection of the appropriate representative sample is of utmost importance. So, the sample selected should indicate the entire universe and not exhibit a particular section. On the basis of the data collected from the representative samples, the conclusion is drawn from the whole population.

For instance: A company places an order for raw material by simply checking out the sample.

The units which constitute sample is considered as ‘Sampling Units’. The full-fledged list containing all sampling units is called ‘Sampling Frame’.

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| Basis of comparison | Census | Sampling |
| Meaning | A systematic method that collects and records the data about the members of the population is called Census. | Sampling refers to a portion of the population selected to represent the entire group, in all its characteristics. |
| Enumeration | Complete | Partial |
| Study of | Each and every unit of the population. | Only a handful of units of the population. |
| Time Required | It is a time consuming process. | Relatively Fast Process |
| Cost | Expensive | Economical |
| Results | Reliable and accurate | Less reliable and accurate due to margin of error in data collected. |
| Error | Not present | Depends on the size of population |

|  |  |  |
| --- | --- | --- |
| Appreciated For | Population of heterogeneous nature. | Population of homogenous nature. |

Various sampling Methods:

## Random sampling:

Random, or probability sampling, gives each member of the target population a known and equal probability of selection. The two basic procedures are:

1. The lottery method, e.g. picking numbers out of a hat or bag

2. The use of a table of random numbers.

1. Systematic sampling:

It is a modification of random sampling. To arrive at a systematic sample we simply calculate the desired sampling fraction, e.g. if there are 100 distributors of a particular product in which we are interested and our budget allows us to sample say 20 of them then we divide 100 by 20 and get the sampling fraction 5. Thereafter we go through our sampling frame selecting every 5th distributor. In the purest sense this does not give rise to a true random sample since some systematic arrangement is used in listing and not every distributor has a chance of being selected once the sampling fraction is calculated. However, because there is no conscious control of precisely which distributors are selected, all but the most pedantic of practitioners would treat a systematic sample as though it were a true random sample.

1. Stratified Sampling:

Stratification increases precision without increasing sample size. Stratification does not imply any departure from the principles of randomness it merely denotes that before any selection takes place, the population is divided into a number of strata, then random samples taken within each stratum. It is only possible to do this if the distribution of the population with respect to a particular factor is known, and if it is also known to which stratum each member of the population belongs. Examples of characteristics which could be used in marketing to stratify a population include: income, age, sex, race, geographical region, possession of a particular commodity.

When stratified sampling designs are to being employed, there are 3 key questions which have to be immediately addressed:

1. The bases of stratification, i.e. what characteristics should be used to subdivide the universe/population into strata?
2. The number of strata, i.e. how many strata should be constructed and what stratum boundaries should be used?
3. Sample sizes within strata, i.e. how many observations should be taken in each stratum?
4. Quota sampling:

It is a method of stratified sampling in which the selection within strata is non-random. Selection is normally left to the discretion of the interviewer and it is this characteristic which destroys any pretensions towards randomness.

1. Cluster sampling:

The process of sampling complete groups or units is called cluster sampling, situations where there is any sub-sampling within the clusters chosen at the first stage are covered by the term multistage sampling. For example, suppose that a survey is to be done in a large town and that the unit of inquiry (i.e. the unit from which data are to be gathered) is the individual household. Suppose further that the town contains 20,000 households, all of them listed on convenient records, and that a sample of 200 households is to be selected. One approach would be to pick the 200 by some random method. However, this would spread the sample over the whole town, with consequent high fieldwork costs and much inconvenience. (All the more so if the survey were to be conducted in rural areas, especially in developing countries where rural areas are sparsely populated and access difficult). One might decide therefore to concentrate the sample in a few parts of the town and it may be assumed for simplicity that the town is divided into 400 areas with 50 households in each. A simple course would be to select say 4 areas at random (i.e. 1 in 100) and include all the households within these areas in our sample. The overall probability of selection is unchanged, but by selecting clusters of households, one has materially simplified and made cheaper the fieldwork.

1. Multistage sampling:

The population is regarded as being composed of a number of first stage or primary sampling units (PSU's) each of them being made up of a number of second stage units in each selected PSU and so the procedure continues down to the final sampling unit, with the sampling ideally being random at each stage.

The necessity of multistage sampling is easily established. PSU's for national surveys are often administrative districts, urban districts or parliamentary constituencies. Within the selected PSU one may go direct to the final sampling units, such as individuals, households or addresses, in which case we have a two-stage sample. It would be more usual to introduce intermediate sampling stages, i.e. administrative districts are subdivided into wards, then polling districts.

1. Area sampling:

It is basically multistage sampling in which maps, rather than lists or registers, serve as the sampling frame. This is the main method of sampling in developing countries where adequate population lists are rare. The area to be covered is divided into a number of smaller sub-areas from which a sample is selected at random within these areas; either a complete enumeration is taken or a further sub-sample.

**Q2. “Organisations have to frequently conduct Brand Equity Researches to enhance brand**

**value”. Discuss this concept of Brand Equity Research with an emphasis of Sales**

**Promotion, giving a relevant example where a Sales Promotion program has boosted a**

**Brand’s value/equity**

**Ans.**

Brand is an intangible, conditional asset associated with a product or service. Brands are associations with a set of emotions that influence consumers’ responses and behaviors towards a product/service (Kapferer; Brand Identity). It is essential for a business to understand the commercial value, or equity, that is derived from consumers’ perceptions of the brand name of a particular product or service.

Brand Equity:

1. Brand loyalty:

* Reducing Marketing cost.
* Trade leverage.
* Attracting new customers.
* Time to respond to competitive threats.

1. Brand awareness:

* Anchor to which other association can be attached
* Familiarity-liking
* Signal or substance commitment
* Brand to be considered

1. Perceived Quality:

* Reason to buy
* Differentiate
* Price
* Channel member interest
* Extensions

Provides value to customers by enhancing customers:

* Interpretation
* Confidence in purchase decision
* Use satisfaction

Provides value to firm by enhancing:

* Efficiency and effectiveness of marketing program
* Brand loyalty
* Prices
* Brand extensions
* Trade leverage
* Competitive advantage

1. Brand associations:

* Help process
* Differentiate
* Reason to buy
* Create positive attitude
* Extensions

1. Other Proprietary assets:

* Competitive advantage

We have a new brand, people don't : know us, trust us, believe in our product. So First of all we should focus on four points : Test and Trust, Competition, Quality and price, Necessity

* Test and Trust : in general we should make customer test our product. For example Porsche put a new brake system in some specific model so they invited people to try their new system to test and believe in it, this happened in Dubai.

Some brands in food sector invited you to test their product too. so this is the point when you build the trust it will spread, and its depend also if your product is " Necessities " to people or not for example bread in the Arab world is the most important product on the other hand it's not so important in Ethiopia.

* Competition : in any market there is competition, and to enter the market you should know the competitors, but they will not let you enter the market in that easy, some competitor will try to fight you in many ways. knowing the market and how to enter is the first step to continue.

There are two ways to enter the market:

To Enter Strongly : Some company enter the market strongly like how HTC, and Samsung enter to the Mobile phone market, Nokia was a big competitor for them, But they enter to the market by adding its new fingerprint to the mobile phone sector, then Samsung exceed HTC by Diversification, and by serve a large segment of society (Low-income people & High-income people)

To Take your place step by step : some company enter step by step and start weak to be strong like Apple, But Apple provide a new service and it has no competitor when it start so they build their brand slowly and now they are strong and they compete other brands by focusing on one product to make the competition .

* Quality and price : Of course when you build your brand name you will build it even with high price and good quality, or cheap price and not bad quality, and it will brilliant if you gather those two by adding good price and good quality like what Walmart do in the US. Because the customer like to purchase good product in cheap price as much as possible, although they will pay more for more : quality and benefits and this is your responsibility to make customer know those two also .

* Necessity : You don't want to put your product in a wrong area for example to sale a thick clothes in Saudi Arabia, or a summer shirts in Eskimo . Maybe you will make a sales because some people want to travel to another country and they need those product, but not when your brand is weak and this is your start, you know that in your first year your profit will just cover what you paid assets for example .

**Q3. A leading Men’s Clothes wear brand wants to study the youth in a leading metro city**

**to find out their clothing taste and preferences. The result would be used to strategize a**

**communication strategy by finding out demographic and psychographic profile of the**

**Youth.**

**a. Design the objective of research & Design the questionnaire for the research.**

**Ans.**

Research Objectives:

The most important agenda before developing a product is to gather the data regarding target audience and segments influenced by the product. The aim is to build a blueprint for strategizing the company’s regional business domain by identifying demographic and psychographic profile of the youth in city “x”. The primary objective is to identify and comprehend the taste and preferences of regional geography for potential product design and geometric outreach of the company. It is very crucial of the company to account for the various sociology factors within the target market to gain better insights to culture, preference and various trends.

Research Questionnaire:

1. Is cultural diversity of the region broad?
2. What are the statistics for various regional cultural norms?
3. Which is the most selling product in past three years?
4. What are the trends spotted in last three years in the region?
5. Does company’s domain and vision align with culture of region?
6. Who are the current market holders?

**b. In the above case, how will you collect primary & secondary Data, briefly discussing**

**the various options that you have decided for data collection?**

**Ans.**

Primary Data:

1. Gathering information of current market players which results in getting real economical perspective of the market scenario.
2. Analysing their product statistics for gathering the people’s choice and building efficient product keeping data results in mind.
3. Gathering data on cultural diversity of region and comprehending its collation with company domain of business.

Secondary data:

1. Getting details of various products in market by current market holders which will result in getting economical perspective in region.
2. Getting data of current trending products will open the current market scenario and will hence help in alignment of potential product.
3. Gathering data from last three years will help in maintaining contingency plan and will provide more fluctuating nature of market which will help in building a roadmap for the company.