

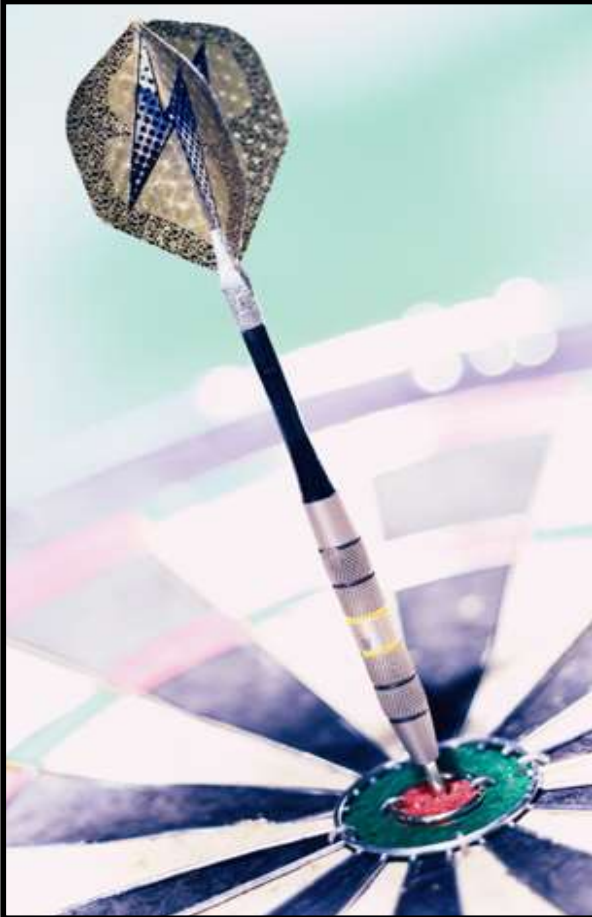
Lecture #9

MKT503 Marketing Management



Rajesh Verma

LEARNING OUTCOMES



After this session you will be able to:

- Be familiar with the stages of the research process and apply them in a marketing context.
- Analyse environmental changes and their impact on marketing.

IDENTIFY THE TYPE OF RESEARCH

ThePrint



POLITICS GOVERNANCE ECONOMY DEFENCE INDIA FEATURES OPINION EVENTS VIDEO MORE

Home > Page Turner > Book Scene > 'Ghar ka khana' to delivery apps — Indian food is changing, but...

Page Turner Book Scene

'Ghar ka khana' to delivery apps — Indian food is changing, but you can't blame women

An Australian writer studied the 'outside-inside' binary in Indian food for 25 years and identified a big shift—food delivery apps, and the supermarket and cafe boom.

NEERA MAJUMDAR 14 September, 2022 10:11 am IST

f twitter in email whatsapp Like 11



Most Popular

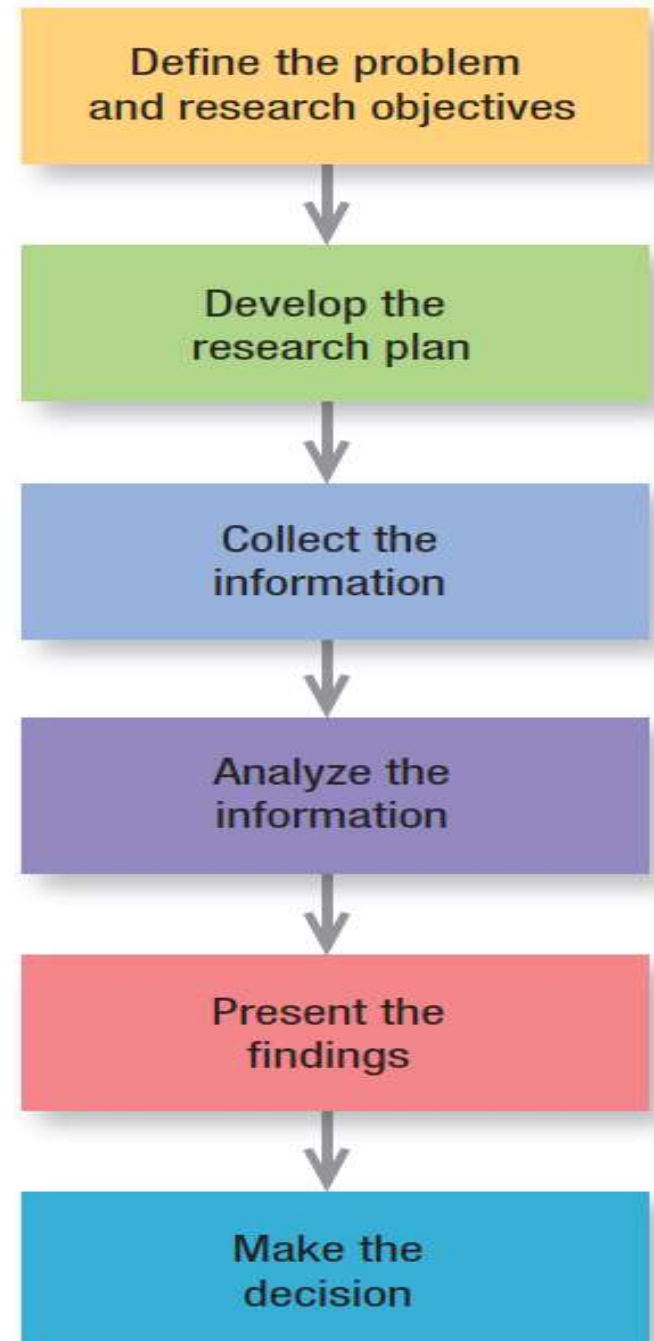
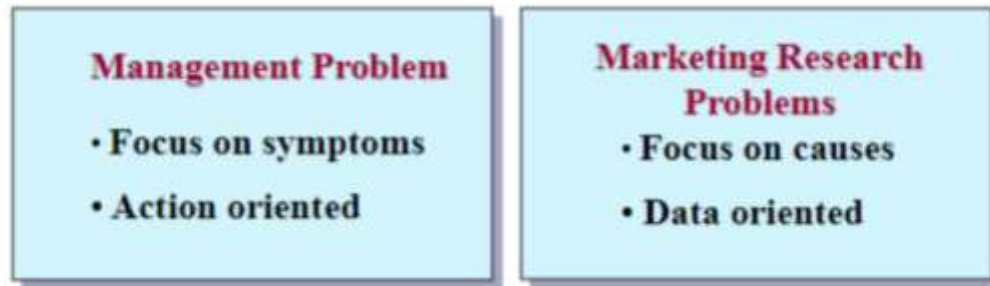
Religion is holy – How 1971 made the case for secularism in Bangladesh and India

Neeti Nair 13 September, 2022

ads.g.doubleclick.net/page/adid?xai=AKACjstNeQ7lvPZDxPPhuAKaQbYkfvEQgMPQjrhndDD5uuAjkP...uBdWlyQHmd4ydQ&sig=Cg0ArKJSzUfm9hNV7cc&fbid= [gw_fbaid]&adurl=http://www.himachalpr.g...

Type here to search 26°C 8:30 9/15

Marketing Research Process



Step 1: Define the Problem, the Decision Alternatives, and the Research Objectives

Management Decision Problem

Should a new product be introduced?

Should the price of the brand be increased?

Marketing Research Problem

To determine the effectiveness of the current advertising campaign.

Step 1: Define the Problem, the Decision Alternatives, and the Research Objectives

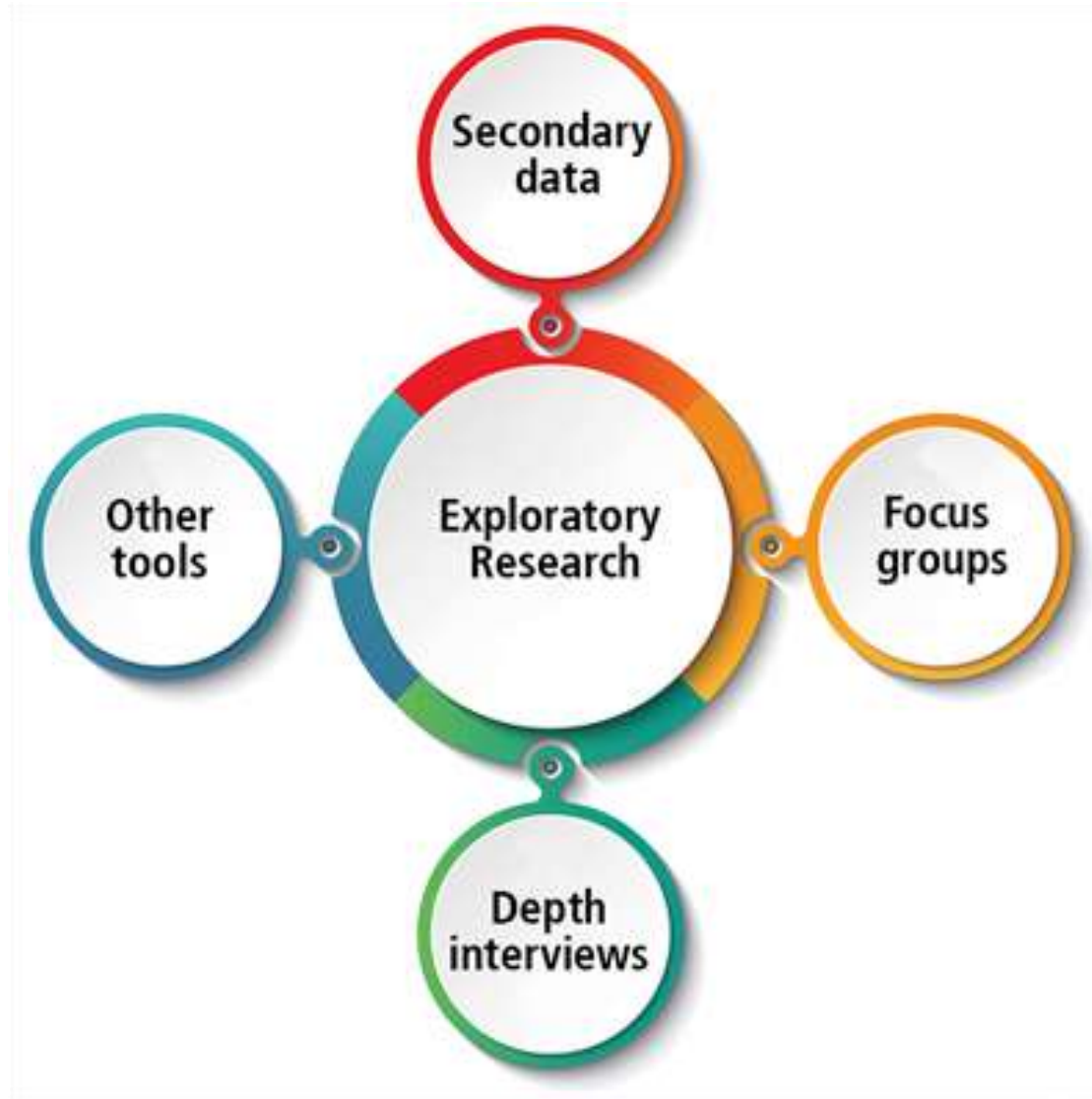
Critical Thinking Activity:

What would you suggest to the marketing manager of Ocean Spray with regards to the name problem?

Cranberry is not a part of their language but we would like the Asian consumers to try and like the cranberry juice.



Step 1: Define the Problem, the Decision Alternatives, and the Research Objectives – EXPLORATORY RESEARCH



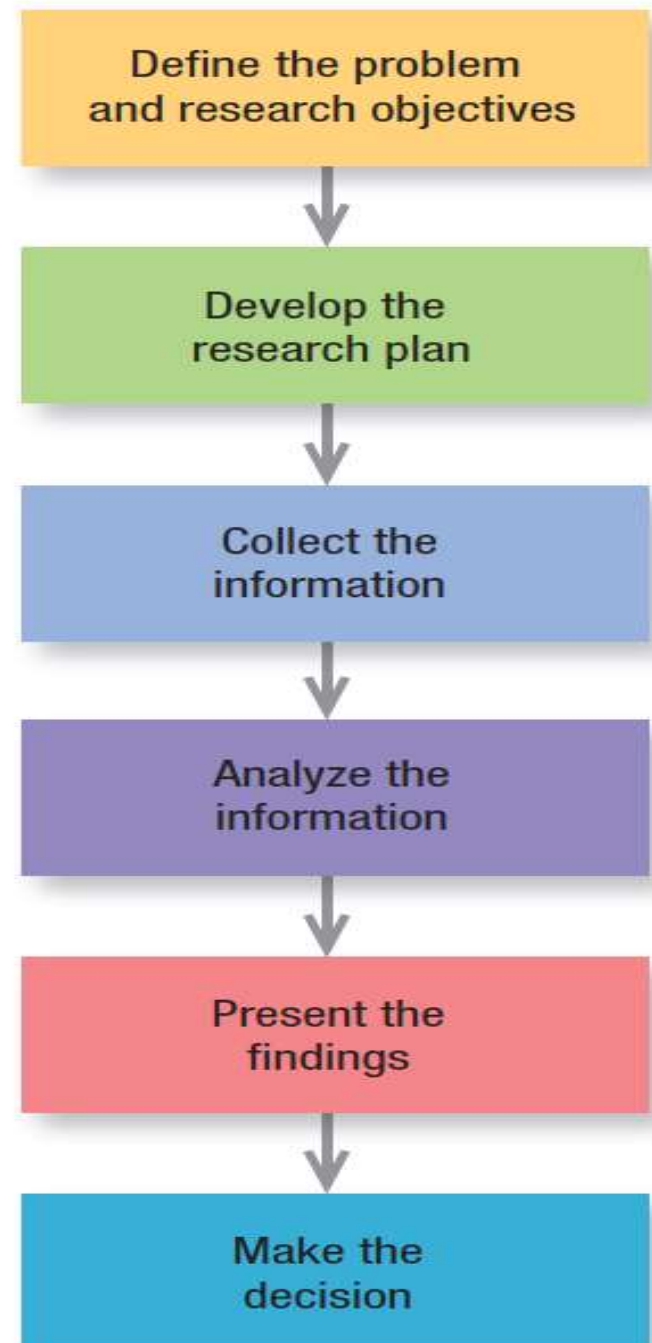
Fuzzy Front-End" Methods

General Mills asked consumers to take a photo of themselves every time they snacked on popcorn. When they carefully studied the patterns in the photos they received, they realized that many people had salt and butter on the table to add extra flavor. They created General Mills' Homestyle Pop Secret popcorn as a result, which delivers the real butter and bursts of salt in microwave popcorn.



Step 2: Develop the Research Plan

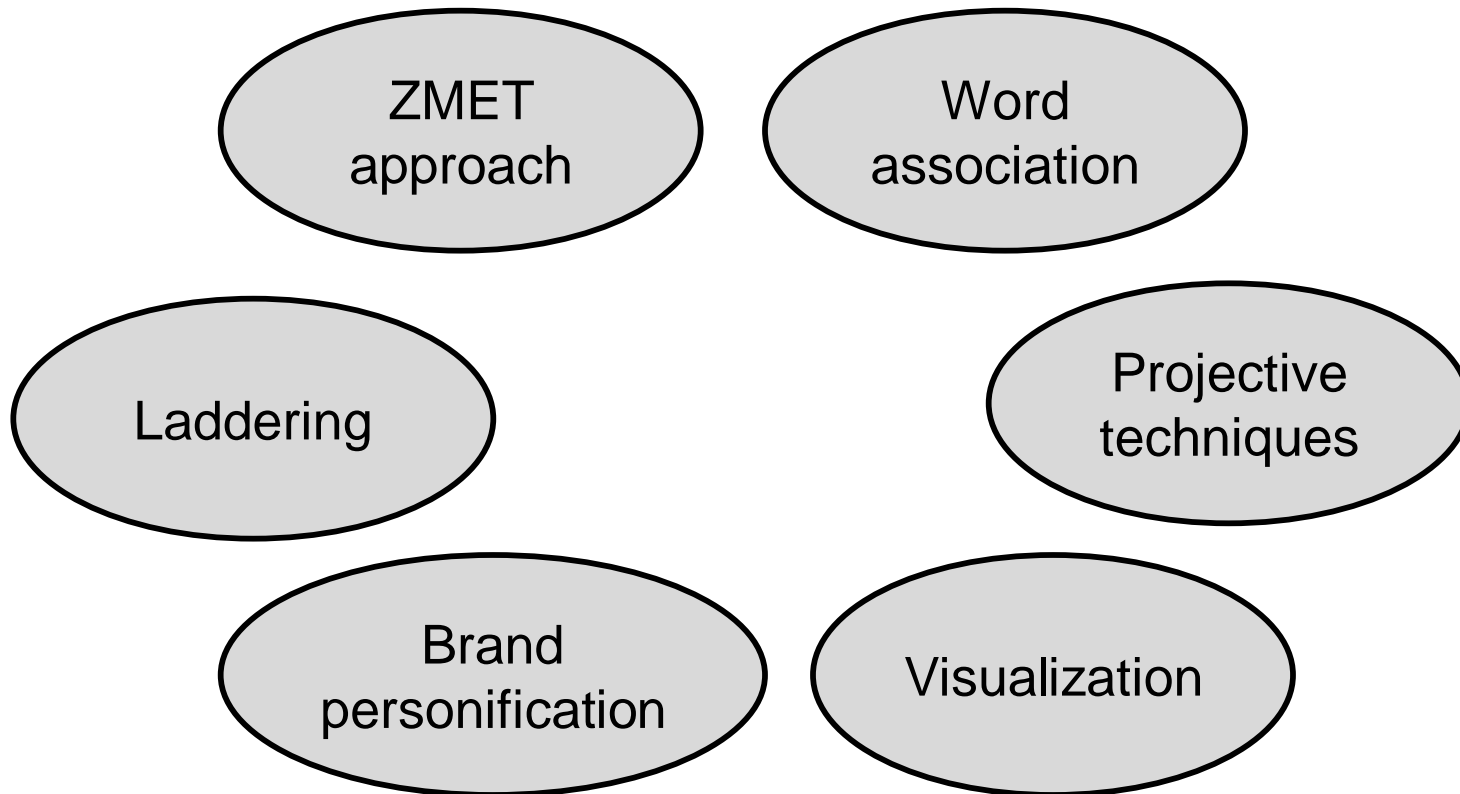
- Data sources
 - Primary Vs. Secondary
- Research Approaches
 - Observational research
 - Focus group research
 - Survey research
 - Behavioral research
- Research Instrument
 - Questionnaire
 - Qualitative Measures





- Imagine you are recruited as sales trainees in MRF Tyre Limited. You found that in one sales territory, the sales are very low from the last 6 months. You conducted a one time survey and got feedback from retailers and distributors to find and to lower down the reasons of low sales. You are doing which type of research in this case:
 - 1) Cross Sectional
 - 2) Longitudinal
 - 3) Experimental
 - 4) None of these

Qualitative Measures

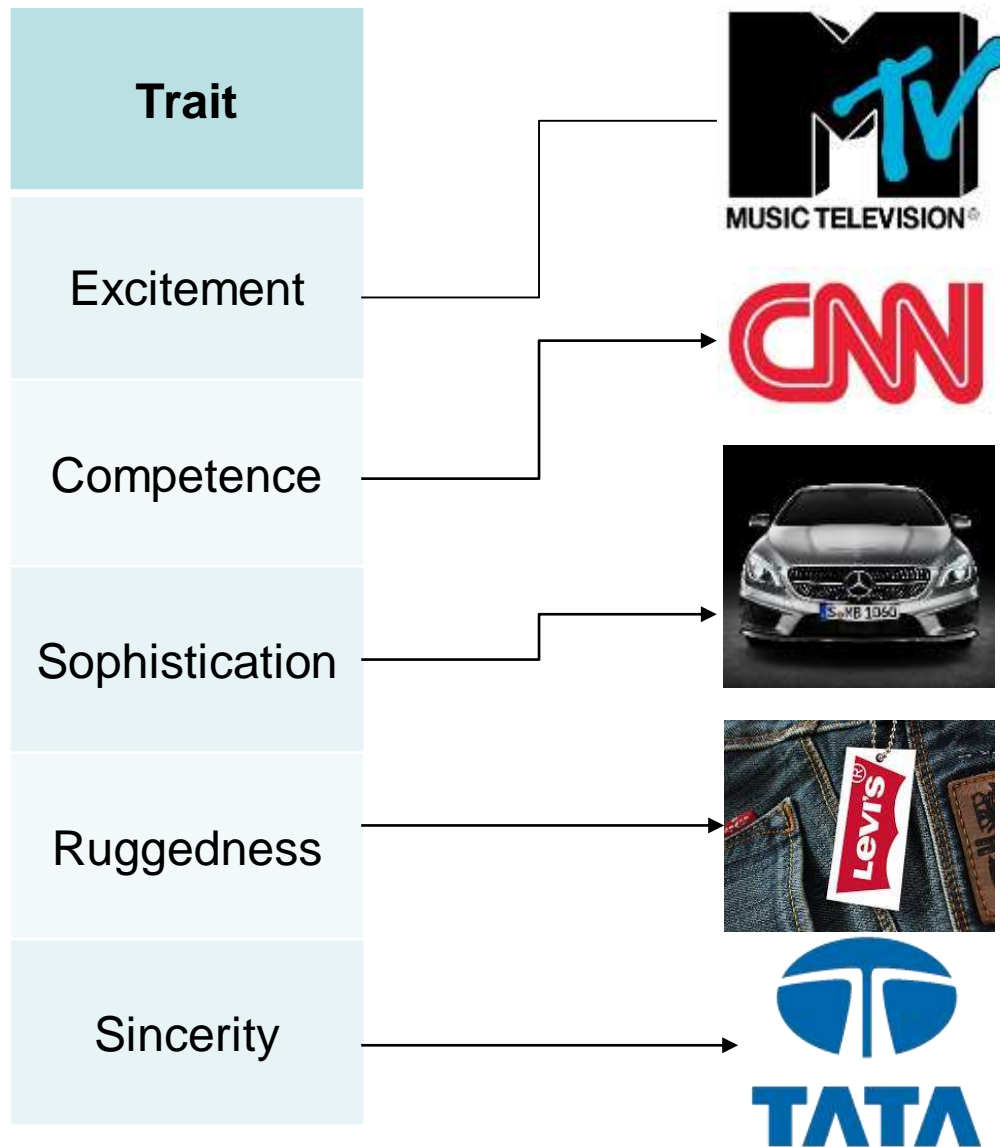




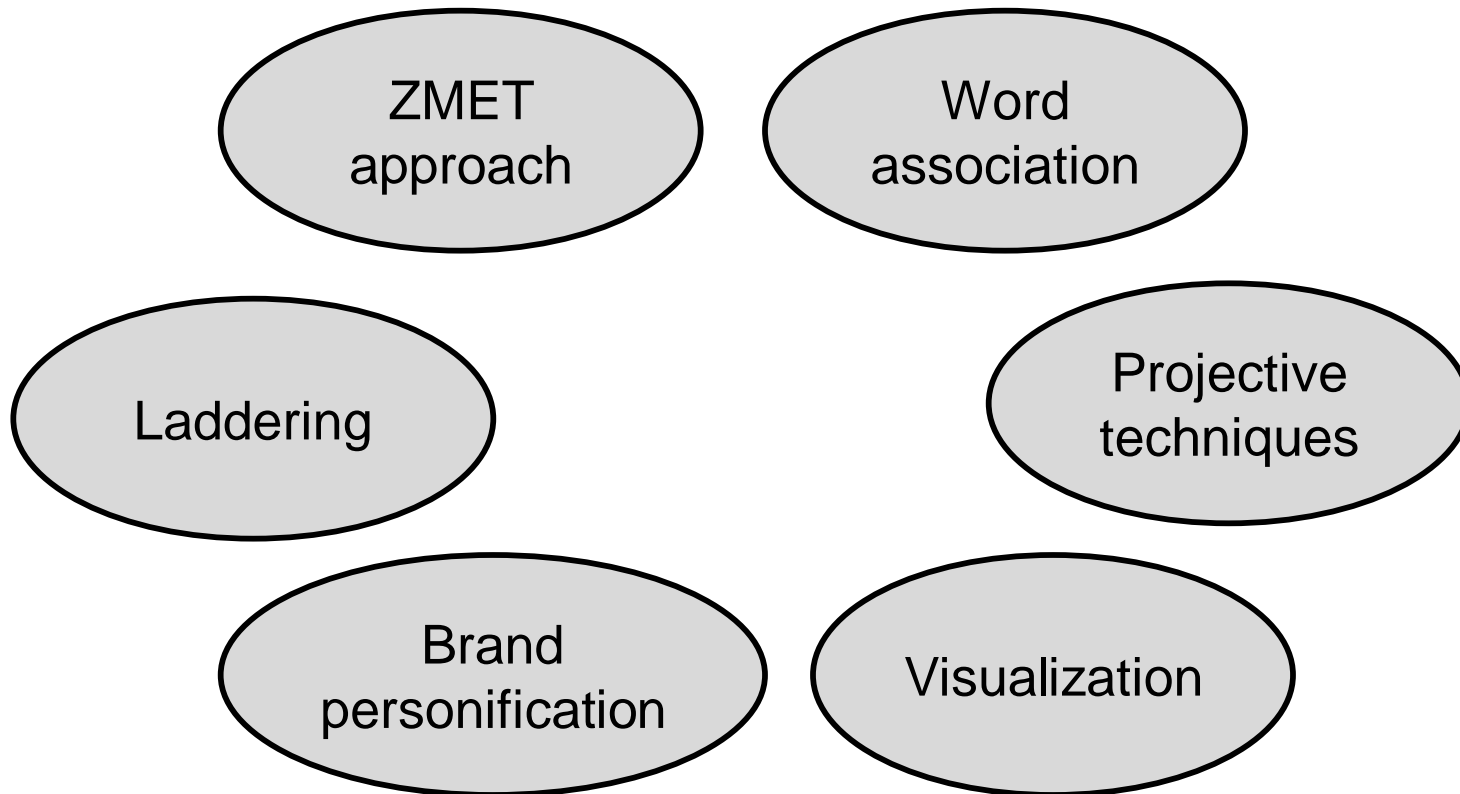
Identify one particular trait on which the following brands are strong at:

Trait
Excitement
Competence
Sophistication
Ruggedness
Sincerity



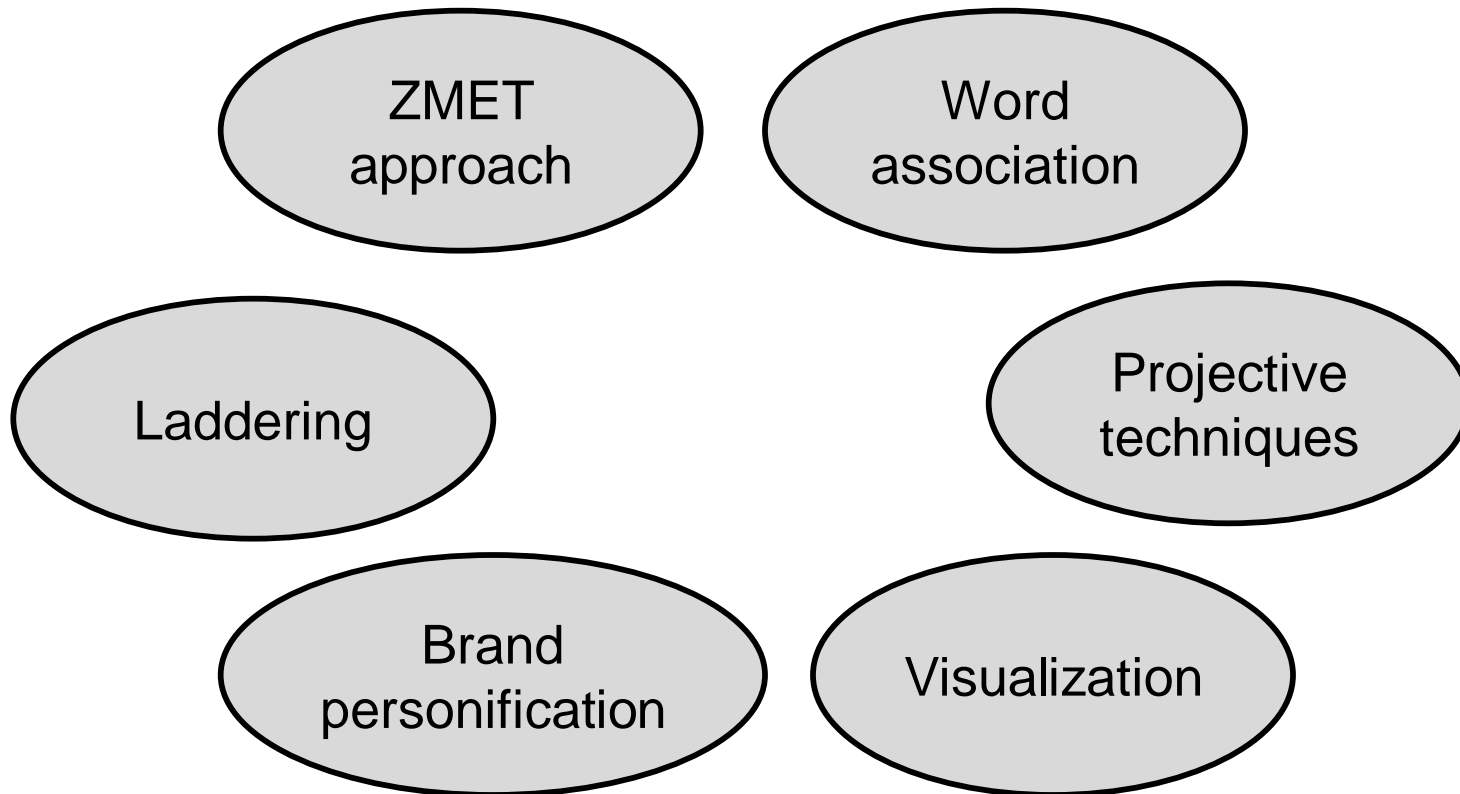



Qualitative Measures



Soap

Qualitative Measures





Driving Brand Equity

A look inside our research with Frito-Lay that examined the minds and emotions of American snackers.

Missing Meaning

When the Lay's brand faced the **challenge of creating a powerful connection with their brand beyond product attributes**, we leverage our expertise in mind science to understand the **deeper, emotional frames** of Lay's consumers. The goal was to explore and understand a connection with the brand that was **far deeper than the beloved product attributes**:

 light  airy  crispy

The Opportunity

Lay's consumers' emotional reaction has become a significant part of the **brand's equity**



The Methodology

ZMET® Our patented and pioneered methodology, the Zaltman Metaphor Elicitation Technique (ZMET), allows us to **go beyond the surface** and **illuminate the full complexity of the human mind**. As the **industry leader in behavioral science**, we leveraged our ZMET technique to **deeply understand the unconscious beliefs and behaviors that impact decision-making**.

In-Depth Interviews



We talked to men and women across the United States to understand the **emotional territory** of loyal consumers and their **experience with the brand at each touchpoint**.







L
P
U

MITTAL
SCHOOL OF BUSINESS





L
P
U

MITTAL
SCHOOL OF BUSINESS







Mother's care

Emotional
attachments



Childhood

Nostalgia

Success

Self confidence

Trust

Moisturiser

Seasons

Inspiration

Mild

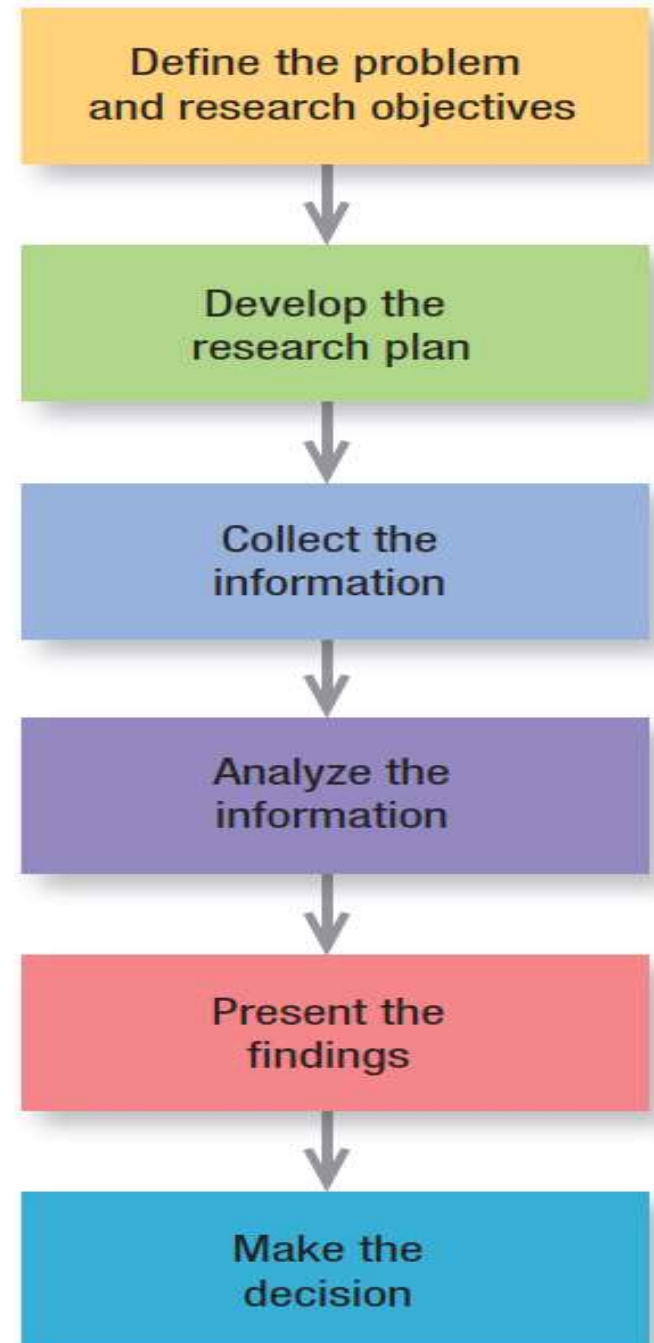
Soft

Dove

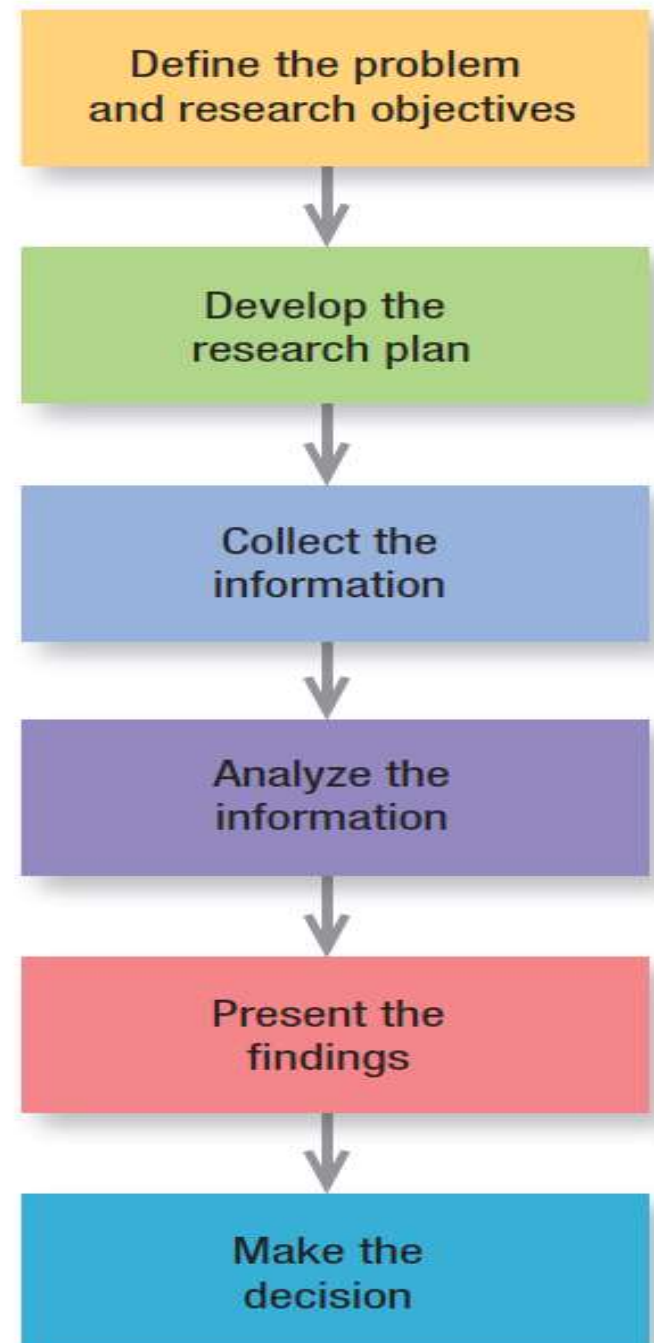


Step 2: Develop the Research Plan

- Data sources
 - Primary Vs. Secondary
- Research Approaches
 - Observational research
 - Focus group research
 - Survey research
 - Behavioral research
- Research Instrument
 - Questionnaire
 - Qualitative Measures
- Sampling Plan
 - Probability, Non Probability
- Contact Method
 - Mail
 - Telephone
 - Personal
 - Online



- Step 3: Collect the Information
- Step 4: Analyze the Information
- Step 5: Present the Findings
- Step 6: Make the Decision



Which ad do you think is more effective and why?



Extra gentle for the
most sensitive skin.

*Start with ultra sensitive skin, add the chemicals and moisture
of urine and stools, and you have diaper rash.*

Baby diaper's unique high absorbency natural blend cotton
padding provides cotton-soft, extra thick, gel-free protection
for your baby's sensitive skin. The chlorine-free materials and
absorbent polymers is non-toxic and non-irritating. Clinically
tested and pediatrician recommended for babies with allergies
and sensitive skin.



baby™

1



Extra gentle for the
most sensitive skin.

*Start with ultra sensitive skin, add the chemicals and moisture
of urine and stools, and you have diaper rash.*

Baby diaper's unique high absorbency natural blend cotton
padding provides cotton-soft, extra thick, gel-free protection
for your baby's sensitive skin. The chlorine-free materials and
absorbent polymers is non-toxic and non-irritating. Clinically
tested and pediatrician recommended for babies with allergies
and sensitive skin.



baby™


If you are not satisfied with the baby diaper promotion, you will get your money back. Read more about our lifetime guarantee at www.baby.com

2

Exchangeable for the most sensitive skin.

For babies with sensitive skin, add the chemicals and moisture that make up the skin barrier to our hypoallergenic baby diaper each.

Our baby's unique high-absorbency natural blend cotton and soft cotton with extra thick gel liner protection keeps your baby's sensitive skin. The chlorine-free materials and soft polymers are non-toxic and non-irritating. Clinically tested and proven to be recommended for babies with allergies and sensitive skin.



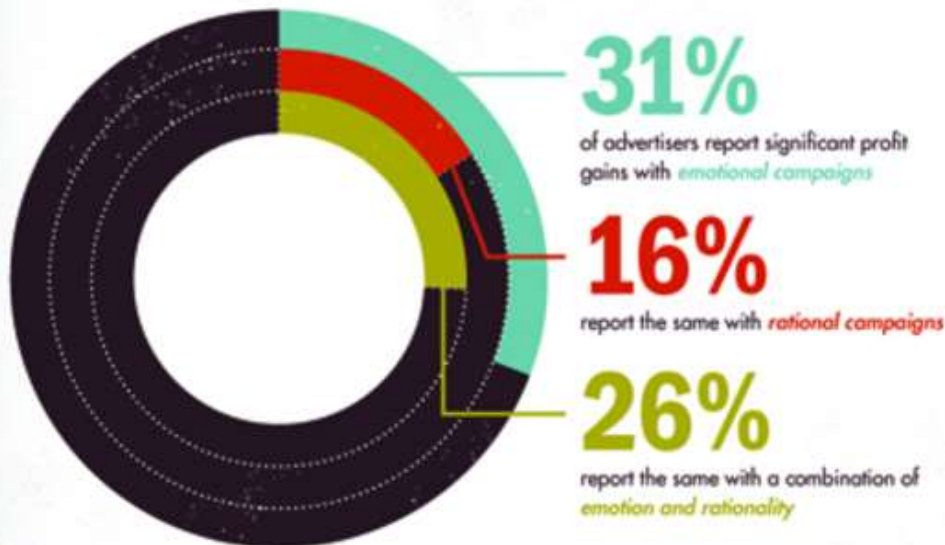
If you are not satisfied with the baby's diaper protection, you will get your money back. Read more about our buy-free guarantee at www.baby.com

1

[illegible]

2

EMOTION IS MORE EFFECTIVE THAN LOGIC IN ADVERTISING



When 2 groups of people received 2 different donation-seeking letters—one with stats, one with an emotional story...



The emotional letter received an average donation over

2X HIGHER than the statistics-laden letter!



- In 2002, Westjet added service to two new Ontario destinations, London and Toronto. As Westjet expanded into Eastern Canada it began to run into competition from Montreal based discount carrier Jetsgo, which started in 2002 (and ended March 2005).
- In 2003 Jetsgo expanded into Western Canada to compete directly on flights between Calgary and Toronto and Montreal. In the first six months of 2004, Westjet's net earnings were \$8.0 million compared to \$15.5 million during the first six months of 2003. Both Jetsgo and Westjet modeled themselves on the highly successful US Carrier Southwest Airlines. Both airlines offered the same schedules, the same service, and the same fares. With little to differentiate the two airlines Westjet began to look at a way to increase passenger loyalty especially on the longer haul Domestic flights.



- **Management decision problem**
- **Marketing Research Problem**
- **Marketing Research Objective**



- **Management decision problem**
How to attract more loyal customers?
- **Marketing Research Problem**
Identify the factors that influence loyalty of airline passengers?
- **Marketing Research Objective**
How to differentiate Westjet from the competition?

Case – Exploratory Research



- Exploratory research revealed that the consumer's choice of an airline is influenced by:
 - safety, ticket price, frequent flyer program, convenience of scheduling and brand name.
- A theoretical model stipulated that consumers evaluate competing airlines based on factors of the choice criteria to select a preferred airline. Since both airlines offer the same schedules, same service, and fares Westjet had to find a way to differentiate itself.

Case – Exploratory Research



- Exploratory research revealed that the **consumer's choice** is influenced by:
 - safety, ticket price, frequent flyer program, convenience of scheduling and brand name.
- Since both airlines offer the same schedules, same service, and fares Westjet had to find a way to **differentiate itself**.
- Secondary data, like the J. D. Power and Associates survey on “current and future trends in the airline food industry” indicated that “**food service is a major contributor to customer loyalty**”. This survey also emphasized the importance of food brands.
- Westjet then conducted a **Marketrak survey** to evaluate the importance of food service to its customers – “**Customer wanted more varied & up-to-date food**”

Research Question:

- How important is food for airline customers

Research Hypothesis

- Food is an important factor for airline travelers
- Travelers valued branded food
- Travelers prefer large food portions
- Travelers prefer exotic food



McDonalds on a plane? Airline becomes FIRST to partner with fast food chain

MCDONALDS has teamed up with an airline in a world first, to serve its products mid-flight.

By **CLAUDIA CUSKELLY**

09:55, Fri, Nov 25, 2016 | UPDATED: 10:29, Fri, Nov 25, 2016



McDonalds has teamed up with WestJet to serve its products during flights

Case

Exploratory Research & Response



WESTJET 

- Choice of appetizers, entrees and separate dessert or cheese tray service in Business cabin
- Newly-designed menus with wine and beverage list included
- New snacks with after take-off aperitif drinks
- Tray-based service

- Nestle Rolls Out Touchless Coffee Machines, New Flavors

Read more at: <https://www.bloombergquint.com/business/nestle-has-its-starbucks-moment-as-consumers-sip-coffee-at-home>



Multinational companies

How gold mining in Ghana is threatening Swiss chocolate



The lure of gold



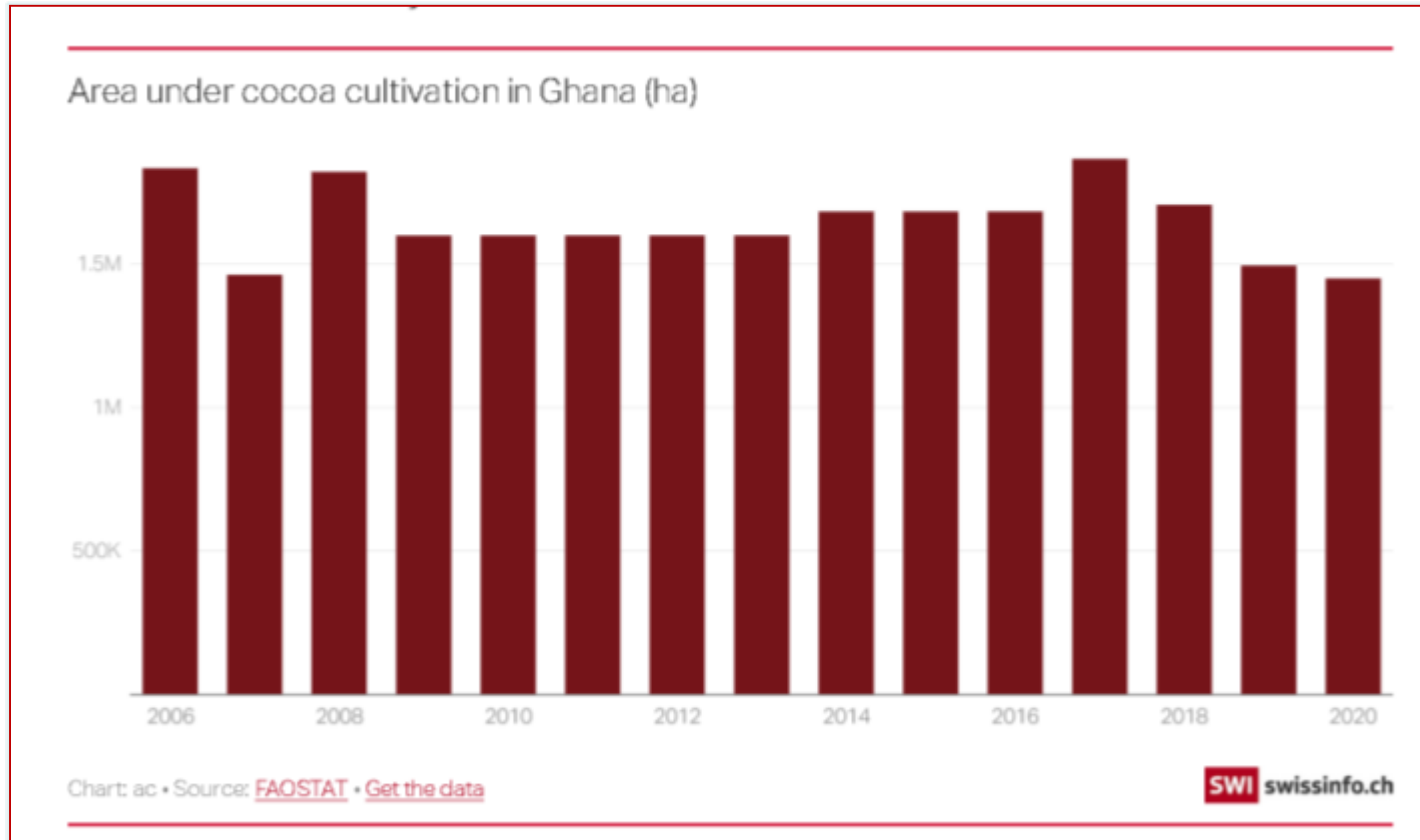
Hawa Kunsu

She worked for about two hours before finding a small nugget of gold that could be worth GH¢ 300 (\$37). With an average daily wage of a little over \$1 a day, it would take a cocoa farmer in Ghana a month to make that kind of money.

GH¢6,000 to GH¢40,000 (\$640 to \$1,064) per acre of farmland.
Cocoa beans (GH¢548 to GH¢837 per acre







19,000 hectares of cocoa plantations were taken over or damaged by illegal gold mining from 2019 to 2020, an area more than twice the size of Zurich.

Switzerland's cocoa bean imports

Share of gross import of 49,158,700 kg in 2019.

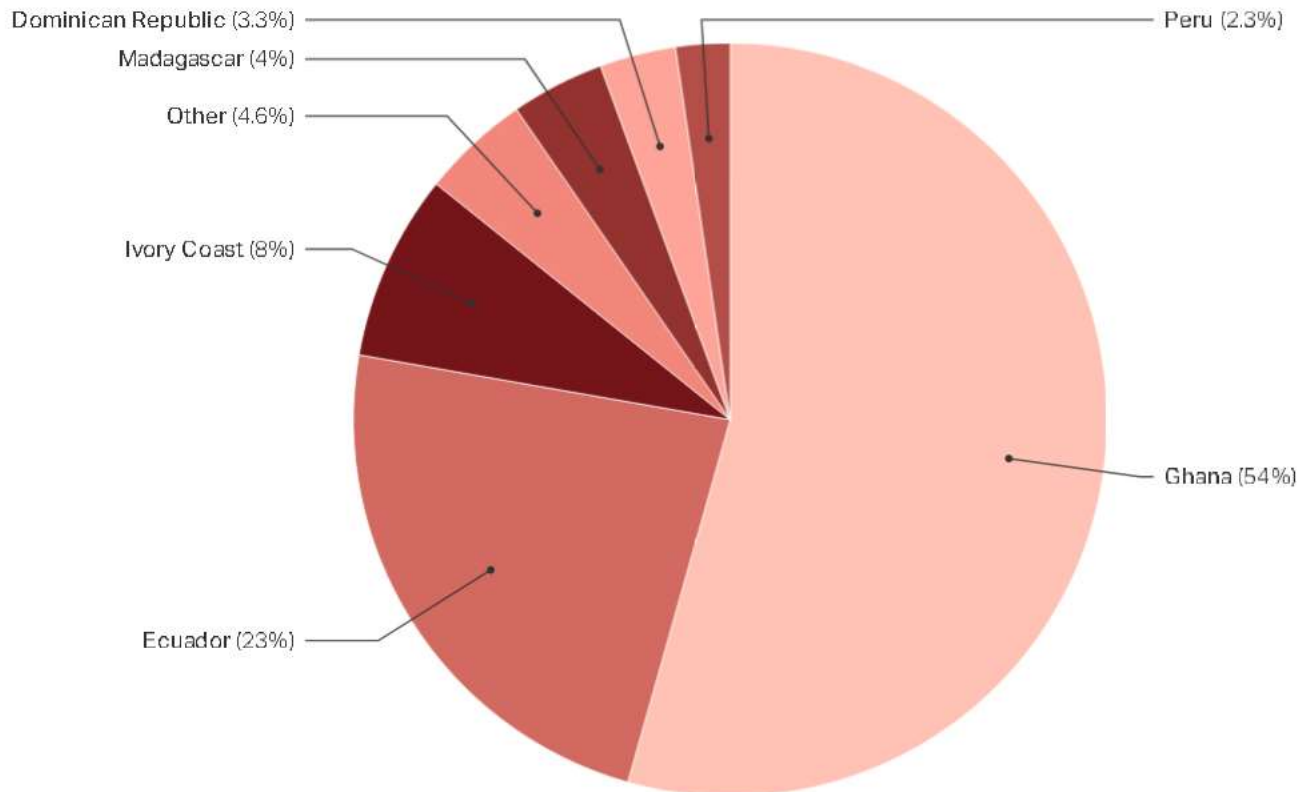
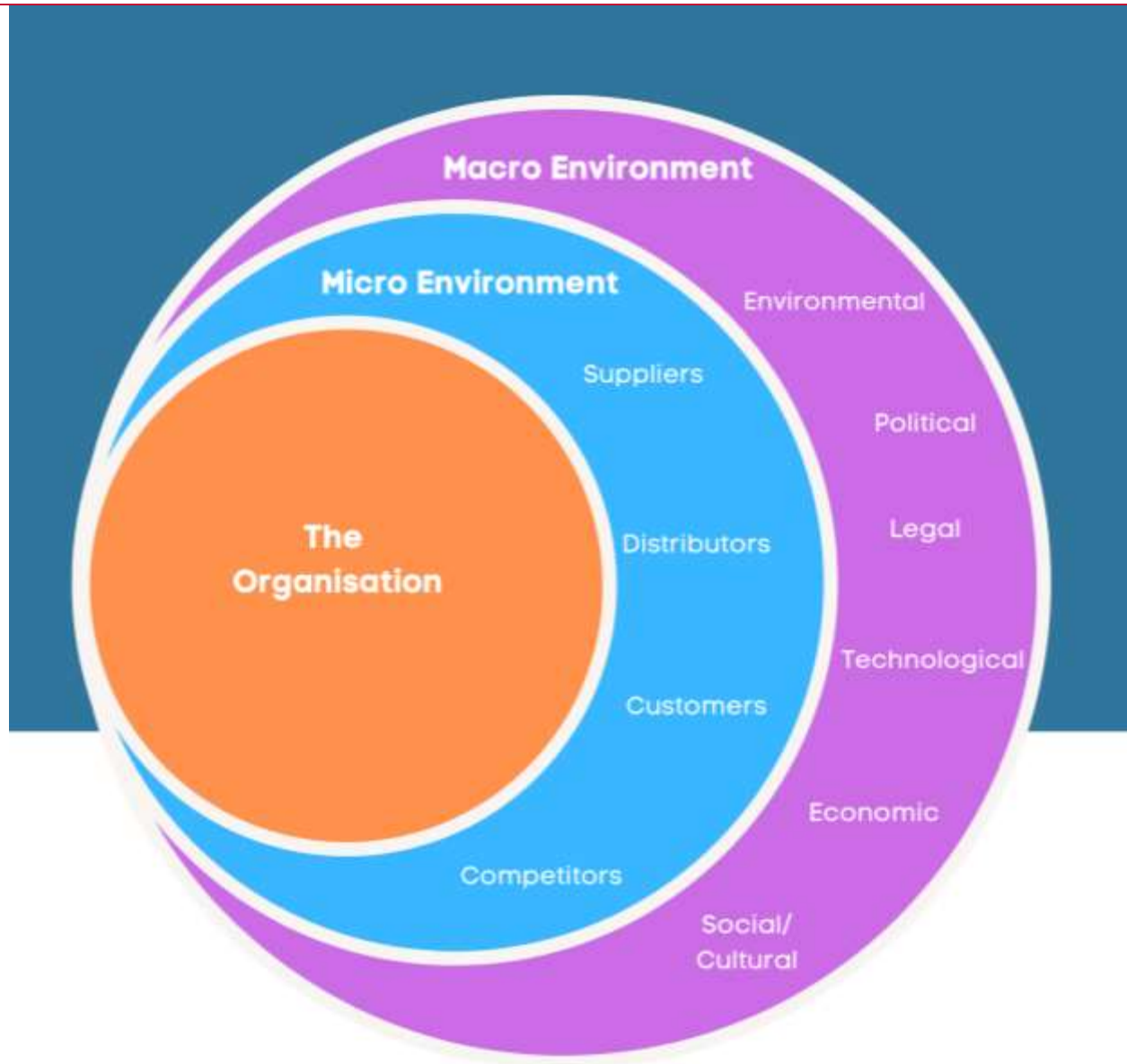


Chart: ac • Source: [World Bank](#) • [Get the data](#)

- Four years ago, Swiss food giant Nestlé paid the cocoa farmers of Kunsu a 14% premium on the market selling price in return for participating in the company's Cocoa Plan.
- Other Swiss chocolate heavyweights also have similar schemes: Barry Callebaut's Forever Chocolate scheme benefited 17,000 farmers and Lindt & Sprüngli's Farming Program reached 69,000 farmers last year. Thus, Swiss companies have invested in around 7% of Ghana's 1.5 million cocoa farmers to ensure they keep producing quality raw material.





L
P
U

MITTAL
SCHOOL OF BUSINESS

Technology



- Metaverse is a network of virtual worlds where people can interact with each other in a more real, visceral way than they do currently.
- Buzzword in 2022 after Facebook announced plans to rebrand Facebook to Meta.
- The term was originally introduced by Neal Stephenson in his 1992 science fiction novel, “Snow Crash.”
- The global metaverse market is anticipated to increase at a CAGR of 47.6% from \$100.27 billion in 2022 to \$1,527.55 billion by 2029.

Home > News > Business > **STARTUP**

Demonetisation: How Paytm gained from note ban and why it used PM Modi's pic in ads

In an exclusive interaction, Paytm COO reveals for the first time ever how the company managed to get ads published in front pages of newspapers just the night after demonetisation and how the company has grown since then...

Mattel Unveils More Barbie Dolls to Celebrate the Diverse Beauty of Black Women

By Emma Taggart on March 4, 2020



Any Questions?



LPU Live Q2239 - MKT503

LPU Live Q2240 - MKT503

