

MBAFT-6207: Marketing Research

Time allowed: 3 Hours

Maximum Marks: 50

Question 1 is compulsory. Answer any other three questions. Maximum marks are indicated against each question.

1. Read the enclosed case 'Repositioning Scotland' and answer the following questions:

- (a) The rebranding used focus groups and individual depth interviews. What other qualitative techniques could have been used?
- (b) Was the qualitative research done here sufficient to make decisions regarding the rebranding campaign?
- (c) What else could the researchers have determined if they had done a quantitative study?

(5,5,4)

2. Your company has launched a new brand of cooking oil in carton packs. The brand is positioned on the health platform and is priced a little less in comparison to competitor's offering. The company would like to conduct a research to determine the initial consumer trial and user opinion of the product. What data-collection instrument would you suggest? Why? Develop the instrument. (12)

3. (a) 'Management is generally interested in detailed reporting of the research design and statistical findings'. Comment on the statement. How does the internal environment influence implementation of research reports?

(b) In a survey done by Delhi traffic police, 747 out of 1168 college boys said they always use a seatbelt when driving. Construct a 95% confidence interval for the proportion of college boys in the population who always use a seatbelt when driving. Also calculate the margin of error and perform the hypothesis test $H_0: p=0.6$ versus $H_a: p> 0.6$. (6,6)

4. (a) 'Surveys are more useful for identifying current problems than for identifying opportunities. Extrapolations based on secondary data may be more useful for the latter.' Do you agree or disagree with the statement? Give reasons for your opinion.

(b) In each of the following situation, indicate the appropriate test or test statistics that should be used. Justify your answer.

- (i) Relationship between educational background of post graduate students (BA, BTech, BBA) and their performance in terms of grade (A,B,C)
- (ii) A comparative study of the average highway gas mileage for midsize cars, SUV's, and pickup trucks

- (iii) To study the effect of soil, seed, and rainfall on yield per hectare
(iv) A comparison of perceived life satisfaction between older and younger adults

(6,6)

5. Both Coca-Cola and Pepsi have traditionally used celebrities to advertise their products. One of the companies now wants to assess the extent and nature of the impact of celebrity advertising on their brand.

- (i) What type of research design would you recommend in this situation? Give reasons.
(ii) Define the marketing research problem and list three objectives.
(iii) Formulate two research hypotheses. Clearly state the null and alternate hypotheses.
(iv) Discuss the sampling method you would adopt for this purpose?

(3,3,3,3)

6. Write short notes on any two of the following:

- (i) Stratified versus quota sampling
(ii) Errors in hypothesis testing
(iii) Ethical issues in marketing research

(6,6)

Repositioning Scotland

The proliferation of low-cost air carriers and the expansion of their pan-European route network mean European consumers now have a greater choice of vacation destinations than ever before. Consequently, Scotland's national tourism agency – 'VisitScotland' feels the need to market their established tourist destinations appropriately. In order to communicate their unique "reasons to visit" clearly and effectively to their audience, it approached UK-based Nunwood Consulting to develop and instigate a qualitative research program. The research was intended to determine consumer wants and current brand perceptions within the three key markets of France, Germany, and Spain. The resulting insights would then be used to adapt and refine the group's future marketing and creative communications strategy, with the ultimate goals of repositioning the brand "Scotland" within the tourism sector and reigniting consumer interest within the three stated key territories.

The Process

Nunwood carried out a series of in-depth, qualitative workshops (focus groups) at six different locations within the three countries. The research utilized existing imagery of Scotland to elicit spontaneous responses based on emotional experience. Overall, it could be broken down into a series of key questions:

- What are the current consumer perceptions of the brand "Scotland"?
- Which aspects of the country are most appealing/ would motivate a person to visit?
- Which of these aspects then appeal specifically to each of their market target countries?
- Would a generic, pan-European communications strategy be feasible? (This would represent a huge cost saving).

Unmet Needs

Once the research was completed, the debrief- in this case, a facilitated workshop-style process with a carefully constructed audience- yielded remarkable insight and identified three core and as-yet-unmet consumer needs:

- Social engagement/ cultural immersion- Ad executions should advance from traditional purely landscape-oriented messages to create the expectation within a visitor that they will experience high levels of social interaction with friendly, welcoming, indigenous people.
- Discovery and learning- The brand should communicate feelings of unique discovery, surprise, and the capacity for personal learning.
- Flexibility and independent- Future communications should appeal to more spontaneous, proactive, "flexible" tourists with few predetermined plans.

Another important piece of information to emerge from the data was that these needs were consistent across all of the defined national markets, allowing for the generic, pan-European campaign that VisitScotland had hoped for.

The Rebrand

The next step was to utilize these findings to develop and refine a new, effective, and creative promotional campaign. The old campaign was based on a traditional and generic approach to advertising vacation/ short-break destinations: a simple but beautiful picture of the destination, plus an image of a calm and relaxed

vacationer. The new campaign, called “the white line concept”, answered the brief, as defined by the research recommendations. Any engaging creative for VisitScotland needed to underline elements of sociability and cultural immersion, discovery and learning, and freedom and independence. Nunwood tested the creative mock-ups across the three nations in a second wave of qualitative workshops several months later and made final edits based on this. The designs and the concept researched remarkably well, with the friendly and informal tone really appealing to the tourist segment.

“White lines” consist of a series of panoramic, visually rich landscape/ scenery shots, featuring the tagline “Scotland, Welcome to Our Life”. While the comparison of these images hints at the wealth of things to discover in Scotland, a white, hand-drawn line runs through the scene, tracing the path a visitor could take. Short, scribbled stories, written in the first-person tense and dotted at points on the line, are indicative of the situations a visitor could experience during their time in Scotland. Story examples include:

“Got stuck in a herd of sheep- the Scottish way to slow down your life.”

Well Received

To substantiate the initial positive feedback, and to make sure that this line of creative was on-track, and effectively delivering the key messages all parties had agreed upon, Nunwood conducted a series of one-on-one conversation studies in France, Germany, and Spain in order to gauge direct consumer response on the new campaign. With the exception of a few small refinements, the creative was very well received and the new campaign was promptly rolled out across all three European markets.