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| Student I.D | 15471 |
| Subject | **Marketing Research** |
| Teacher | **Sir Waseem Khan** |

***CRITICAL THINKING QUESTIONS*** *qQUESTIONS*

1. Baskin-Robbins Brand Officer Ken Kimmel felt it was important to conduct this study because \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

(State the relevant background information used to justify their work.)

Answer:

Kimmel felt it is important to conduct this study because the frozen food industry had become more hostile to Baskin Robbins in recent years. A few entrants such as Cold Stone Creamery and others had become popular in this experience. Cold Stone Creamery’s sales were now almost 75 percent of Baskin-Robbins sales. The contest has changed since 1980s’. Customers are demanding about the hospitality experience. They earn more money and they can buy comparable ice creams to Baskin Robbins in grocery stores now.

New entrants, such as Cold Stone Creamery founded in 1988, and others had popularized the in-store experience, with customers watching their ice cream creations being made before their eyes on cold stone slabs.

2. The main purpose of the Baskin-Robbins study was\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

(State as accurately as possible their reason for doing the study.)

Answer:

The main purpose of the Baskin-Robbins corporate study was to decide whether they should change their logo to gain a competitive advantage or not. They are also using this study to find out the implications of a change of logo, and a change must be in the way stores are designed. The key questions the Baskin Robbins brand team is addressing are: should the brand logo be changed to signal something new is happening at Baskin Robbins?

3. The key questions the Baskin-Robbins brand team is addressing are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

(Identify the key questions in the minds of the case protagonist.)

Answer:

There were many questions but the key questions the Baskin-Robbins brand team is addressing are ( the brand logo should be changed to give signal of something new is happening at Baskin-Robbins?

If the logo is changed would there be synergy between the logo changed and the redesign interiors? Also, changing the interior stores will bring a lot of complications with other franchisees.

4. The methods used by Kimmel and his team to identify the marketing research problem were \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

(Describe the general approach used and include details that assist in evaluating the quality of the results.)

Answer:

The methods used by Kimmel and his team to identify the marketing research problems were that they talked with four focus group in Los Angles, Chicago and New York, and they also agreed upon that the Baskin-Robbins brand represented many threats, smiles, and fun.

5. The most important understanding about Baskin-Robbins as an organization that led the firm to consider a new logo as part of problem definition was \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

(Identify the facts, observations, and/or data Kimmel and his team are using to support their conclusions. Be quantitative.)

Answer:

 The most important understanding about Baskin Robbins as an organization that led the firm to consider a new logo as part of problem definition was that Baskin-Robbins has decided to focus on delivering a great value for their consumers in an accessible kind of environment. As part of this new emphasis, they have recently begun highlighting innovations such as their own frozen coffee beverage the Bold Breezes.

***TECHNICAL QUESTIONS***

1. What is the role of marketing research in deciding whether to change the logo in this case?

Answer:

Marketing research was important in this scenario at Baskin Robbins.This was problem to change the logo selection of logo and redesigning store interior to customer preferences.

Baskin-Robbins wants to change the way their store and logo look in order to gain an edge over the other ice cream places. They also want the logo and new design of the store to reflect their agenda. They want to appeal to the customer in the best way possible, and conducting the research will allow Baskin-Robbins to do just that. The main inference implied in this case pertaining to problem definition is that Baskin-Robbins needs a change in order to compete. They are an established brand with thoughts of remodeling and reconstruction of the logo.

2. What specific research question and hypothesis are suggested in this case?

Answer:

The following specific research questions and hypothesis are suggested in this case

Do you suggest the change of logo for Robbin Baskin ?

Do you suggest Baskin Robbins to extend their product line?

Do you sugges that Baskin robbins should change the furniture and interior?

3. If Kimmel decides to conduct a study to address the marketing research problem, what research design should be adopted? Relate the different phases of the research design to

specific aspects of the marketing research problem.

Answer:

If Kimmel decides to conduct any study to address the marketing research problem, we would go for Descriptive research because it has a research problem and for the proper description of study they have to follow the definition and explanation.

4. Discuss the role of qualitative research in gaining a better understanding of the influence of the brand image on consumer selection of an ice cream brand.

Answer:

Qualitative research says that we should focus on the quality of a product and for that we must conduct an interview from our customers to know their preferences.Also a Focus group study must be conducted. Brand image has a huge impact of consumer selection of an ice cream.

Projective Techniques is also a good way to understand the minds of customers.We should conduct projective Techniques as well.

5. Do you think that Kimmel should commission a survey in this case? If yes, which survey method would you recommend

and why?

Answer:

Yes they sould commission a survey.Cross sectional survey must be conducted in this case because is easy and less time consuming and our required data is easily fetched from customers.

There is no need for doing an longitudinal Survey.