

**mid-term exam (marketing research)**

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**MARKETING RESEARCH PROCESS**

The **market research process** is a systematic methodology for informing business decisions. It is a six-step process involving the definition of the problem being studied upon, determining what approach to take, formulation of research design, field work entailed, data preparation and analysis, and the generation of reports, how to present these reports, and overall, how the task can be accomplished.



1. **Identification and classification of marketing research process applied on Boeing: taking the flight.**



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|   | BOEING: TAKING THE FLIGHT |
| 1. Problem definition
 | * Understanding needs and priorities of BCA customer (airlines) and their customers (people who fly) while continuously monitoring the dynamic marketplace.
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| 1. Approach to the problem
 | * The company entrusted Harris Interactive ([www.harrisinteractive.com](http://www.harrisinteractive.com)), a Rochester, New York based market research firm) with a study of this type.
* Internet based research method.
* Boeing commissioning a study for determination of the aircraft preferences of fliers.
* Presenting respondents with real-life air travel scenarios to better understand the attitudes and feelings that led to their choices
 |
| 1. Research design
 | * Sampling size: 913 interviews conducted.
* Method chosen: survey based study.
* Target audience chosen: Age 18 and over who had taken at least one recent eight-hour or longer flight.
* Demography: United Kingdom, Hong-Kong and Tokyo with international travelers.
* Time duration: between November 2003 and February 2004
 |
| 1. Field work/collection of data
 | * Interviews conducted in a two-stage methodology

1.Respondents were first screened and qualified by telephone or via in-person interviews (qualitative)2.Then they completed an online survey at home or work or at a central interviewing location (quantitative) |
| 1. Preparing and analyzing data
 | * In each region, Harris polled equal numbers of Premium Class Business, Economy Business, and Economy Leisure travelers.
 |
| 1. Preparing and presenting report
 | * Findings: More than 60 percent preferred a single-deck, 250-passenger airplane to a double-deck, 550-passenger airplane for nonstop flights. Seven out of 10 travelers preferred a nonstop trip on a single-deck, 250-passenger airplane to a trip involving a connecting flight on a double-deck, 550-passenger airplane with an on-board lounge.
* Smaller airplanes would provide a better experience.
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1. **Identification and classification of marketing research process applied on** **Scion: The Illustrious Offspring of Toyota**



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|  | Scion: The Illustrious Offspring of Toyota |
| 1. Problem definition
 | * To grasp the opportunity for extending the market share of Toyota by studying the generation Y (born between 1977-1995) buying behavior and to find out the specific features they wanted in a car.
 |
| 1. Approach to the problem
 | * Several cars were brought to the United States that were being used in Japan to see what kind of reaction they would elicit.
* The cars that created the most buzz ultimately were modified for American preferences and resulted in a third line of cars for Toyota, aptly named “Scion” (spin off from Toyota).
 |
| 1. Research design
 | * Marketing firm ATTIK (www.attik.com) is hired by Toyota to help with building the brand by marketing the new cars to the new audience.
* Research type: qualitative and quantitative.
* Methodology used: focus groups, case studies, clinics, internet surveys and youth panels.
 |
| 1. Field work/collection of data
 | * Also implemented case studies by asking people to study their younger friends’ preferences and to report their findings.
 |
| 1. Preparing and analyzing data
 | * The results of this market research revealed that the Generation Y crowd values individuality and expression, diversity, and style.
 |
| 1. Preparing and presenting report
 | * The Generation Y are more prone to disdain commercialism and can be swayed more effectively by word-of-mouth communications.
* Decision taken to market the Scion through guerrilla tactics such as live concerts and events with a music or arts focus catered toward this younger crowd.
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1. **Identification and classification of marketing research process applied on** **Fast . . . Fruit?**

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|  | Fast . . . Fruit? |
| 1. Problem definition
 | * Obesity lawsuits have been filed against fast-food giants that have offered only fatty, greasy burgers and fries.
* Average consumers have become more concerned about health and nutrition while Americans were satisfied with fast food.
 |
| 1. Approach to the problem
 | * The Quick-Track is a syndicated market research project conducted quarterly by market research firm Sandelman and associates ([www.sandelman.com](http://www.sandelman.com)) to track key consumer behavioral and attitudinal measures for all major fast-food and pizza chains in individual markets.
 |
| 1. Research design
 | * Target audience: Each quarter 400 respondents are surveyed in each market
* Methodology used: Telephone and Internet interviews
* Demography: more than 100 markets representing a wide range of demographics
 |
| 1. Field work/collection of data
 | * Telephone respondents are selected via a computer-generated random sample of listed and unlisted telephone numbers.
* Online respondents are selected from a panel of more than 5 million Internet users.
 |
| 1. Preparing and analyzing data
 | * Respondents were asked their opinions of past visits to each fast-food restaurant chain within the last three months.
* They were asked to rate their opinions on the overall restaurant experience as well as on 12 specific attributes such as food, service, cleanliness, and value.
* The responses were scored on a scale with 1 = Poor and 5 = Excellent.
* To ensure reliability and representation of the population, only chains with a minimum of 150 responses were considered.
 |
| 1. Preparing and presenting report
 | * The three most important attributes for respondents were cleanliness (77 percent rated it as extremely important), food taste and flavor (74 percent), and order accuracy (66 percent). The availability of healthy and nutritious food is increasing in importance among respondents, with 40 percent rating it as extremely important (up from 34 percent in 2003). The overall increase in satisfaction with fast-food chains can be attributed to the chains’ responsiveness to customer demands for food quality, taste, health, and nutrition.
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1. **Identification and classification of marketing research process applied on Crunchy Nut Red Adds Color to Kellogg’s Sales**



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|  | Crunchy Nut Red Adds Color to Kellogg’s Sales |
| 1. Problem definition
 | * To identify the reasons for which Kellogg experienced a slump in the market and faced the challenge of reviving low cereal sales.
 |
| 1. Approach to the problem
 | * Kellogg’s performed several tasks to identify the problem. The researchers spoke to decision makers within the company, interviewed industry experts, conducted analysis of available data.
 |
| 1. Research design
 | * Performing some qualitative research, and surveyed consumers about their perceptions and preferences for cereals.
 |
| 1. Field work/collection of data
 | * Data collected.
 |
| 1. Preparing and analyzing data
 | * Data analyzed.
 |
| 1. Preparing and presenting report
 | * Adults wanted quick foods that required very little or no preparation.
* It was not being creative in introducing new products to meet the needs of the adult market.
* Kellogg’s introduced new flavors that were more suited to the adult palate but were not the tasteless varieties of the past.
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1. **Identification and classification of marketing research process applied on** **Marriott International, Inc.**



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|  |  Marriott International, Inc. |
| 1. Problem definition
 | * To provide Marriott managers with the information that they need to better understand the market and the customer.
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| 1. Approach to the problem
 | * Corporate marketing services do many different types of research. It uses quantitative and qualitative research approaches such as telephone and mail surveys, focus groups, and customer intercepts to gain more information on market segmentation, product testing, and price sensitivity of consumers, consumer satisfaction, and the like.
 |
| 1. Research design
 | * The process of research at Marriott is a simple stepwise progression. The first steps are to better define the problem to be addressed and the objectives of the client unit and to develop an approach to the problem.
* The next step is to design the study by formulating a formal research design.
* Decide to use multiple firms.
 |
| 1. Field work/collection of data
 | * Data collected.
 |
| 1. Preparing and analyzing data
 | * Data analyzed.
 |
| 1. Preparing and presenting report
 | * Then CMS presents the study findings to the client unit in a formal report.
* The final step in the research process is to conduct a constant dialogue between the client and CMS.
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1. **Identification and classification of marketing research process applied on** **Starbucks: Buck-Up in Japan**



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|  |  Starbucks: Buck-Up in Japan |
| 1. Problem definition
 | * Starbucks entered the Japanese market; it wanted a detailed assessment of its options and accurate understanding of the intricate markeing issues.
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| 1. Approach to the problem
 | * Intage Inc. (www.intage.co.jp), a Tanashi-Shi, Tokyo-based full-service marketing research and consulting firm, conducted analyses on consumer behavior and preferences.
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| 1. Research design
 | * Methodology: The survey utilized Intage’s Central Location Testing Facilities in downtown Tokyo and also mail survey.
* Secondary Data: Resources from the research company’s Business Information Services.
 |
| 1. Field work/collection of data
 | * Data collected.
 |
| 1. Preparing and analysis of data
 | * The survey provided some important information to Starbucks. They understood that their intended customer segments were willing to pay in the ballpark of 250 yen (US$2.08) for espresso and 280 yen (US$2.33) for cafe latte.
* The survey also revealed that the customers wanted plenty of food items on the menu, including sandwiches and salads.
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| 1. Preparation and presentation of report
 | * The survey in general gave the company an idea of acceptable consumer price range, differences in prices, and packaging.
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