

# MARKETING RESEARCH

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ROLL NO: 15100

# 1. BOEING: TAKING FLIGHT

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| <p><b>Step 1:</b><br/><b>Problem Definition</b></p>                        | <p>To understand, Monitor and Adapt to the needs and wants of the Target market of <b>Boeing Commercial Airlines</b></p>  |
| <p><b>Step 2:</b><br/><b>Development of an Approach to the Problem</b></p> | <p>Assessment based study is shown for the problem statement above. Marketing research is done using non positivist approach (inter cretinism). Qualitative methodology is used to collect statistics and evidence</p>  |
| <p><b>Step 3:</b><br/><b>Research Design Formulation</b></p>               | <p>Non experimental design was used due to two stage methodology being adapted. Non- randomization sampling technique used</p>  |
| <p><b>Step 4:</b><br/><b>Fieldwork or Data Collection</b></p>              | <p>Two stage methodology</p> <ul style="list-style-type: none"> <li>• Examining of respondents was completed through Interviews which were conducted on telephone or in person</li> <li>• Face to face interactions and meetings were showed</li> <li>• Online study was conducted as well to gather the necessary information</li> </ul>   |
| <p><b>Step 5:</b><br/><b>Data Preparation and Analysis</b></p>             | <p>Passengers equally polled in the following classes:</p> <ul style="list-style-type: none"> <li>• Premium Business class</li> <li>• Economy Business Class</li> <li>• Economy Leisure travelers</li> </ul> <p>An excess of 60% of the passengers were of the opinion that a single deck 250 seater plane over a double deck 550 passenger aircraft when it came to a flight without a shipment or stop-off. Single deck plane was chosen by 70% of the passengers who were on a nonstop flight over a double deck plane with a stopover and an on board lounge</p>  |
| <p><b>Step 6:</b><br/><b>Report Preparation and Presentation</b></p>       | <p>Boeing is a well-known produced of commercial aircrafts. It required to witness the requirements and needs of its potential customers to compete in the business by evaluating the conduct and first choice of the end customers (travelers), for this purpose it used screening of respondents through interviews face to face meetings and online studies to gather the required data. The sample set included passengers of business class, economy business, and economy leisure.</p> <p>After analyzing the data</p> <ul style="list-style-type: none"> <li>• 60% of the travelers prefer a single deck plane over a double deck plane during a direct flight.</li> <li>• 70% preferred a single deck plane over a double deck plane during a flight with a stopover even though the double deck having an on board lounge it was not preferred.</li> </ul> |

## 2. Scion: The Illustrious Offspring of Toyota

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| <b>Step 1:<br/>Problem Definition</b>                        | Pointing younger (generation Y) group  |
| <b>Step 2:<br/>Development of an Approach to the Problem</b> | Customer response was examined by bringing several models of cars from Japan to the US to have a trial run and see the target market feedback.   |
| <b>Step 3:<br/>Research Design Formulation</b>               | Qualitative market research was conducted through traditional focus groups whereas quantitative research through Internet surveys and youth platforms They applied case studies among peers to see the response of the younger generation by evaluating their needs and their wants.   |
| <b>Step 4:<br/>Fieldwork or Data Collection</b>              | They organized Quantitative research through Internet surveys and youth platforms They implemented case studies among peers to see the response of the younger generation by evaluating their needs and their wants.   |
| <b>Step 5:<br/>Data Preparation and Analysis</b>             | Scion opted for the non-conventional way of marketing which is through electronic and print media. They targeted the youth with the interests of the youth from events such as live concerts musical events or art exhibitions. Scion took the findings of their market research and integrated it in their business strategy. The first scion was available for sale in 2003 with three different variants to target a larger customer footprint. All Scions came fitted with options that appealed to the target customer directly. These things included items such as enhanced audio speakers, Phone holders, plush seats, and a wide range of customizations. Since the target customers were mostly first time buyers they made the purchase process very easy to understand and hassle free. More than 90% of Scion users are not past Toyota customers. the median age of Scion owners is 34 which is much lower than the average ages of Toyota and Lexus owners (49 and 54, respectively). |
| <b>Step 6:<br/>Report Preparation and Presentation</b>       | Toyota which was mostly considered a parent car company wanted to search new target markets of different age groups and thus experimented by bringing test models from Japan to the US to study the response of the possible target market. It conducted different researches to have an idea of the possible younger age market that it was formerly missing out on. The study was conducted using peer to peer case studies. Toyota based on the above research saw a void and thus Launched a new product line by the name of Scion with 3 different models to target a larger customer base. the new models were loaded with options that directly generated interest from the younger target market or otherwise called "Generation Y". this resulted in scion successfully acquiring a new customer base of median age 34 Years which wasn't existent in Toyota and Lexus  |

### 3. Fast . . . Fruit?

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| <b>Step 1:<br/>Problem Definition</b>                        | Offering nutritionally improved and healthier food at fast food chains.   |
| <b>Step 2:<br/>Development of an Approach to the Problem</b> | A wide range of Demographics are targeted in this study with surveying of up to 400 respondents from each market through telephonic and internet based interviews in more than 100 different target markets   |
| <b>Step 3:<br/>Research Design Formulation</b>               | A wide range of Demographics are targeted in this study with surveying of up to 400 respondents from each market through telephonic and internet based interviews in more than 100 different target markets Telephonic respondents are randomly selected via an auto generated sheet of listed and unlisted numbers on the other hand the online sample is selected from 5 million internet users a. respondents were asked for their feedback on their visits to each fast food chains over the last three months.. the respondents were asked to rate their overall experience at these restaurants as well as on 12 specific attributes such as food, service, cleanliness of the space, and value for money. The responses were scored on a scale of 1-5 where 1 was the Poor and 5 is Excellent. 150 minimum respondents were considered for a chain. To ensure reliability and representation of the population   |
| <b>Step 4:<br/>Fieldwork or Data Collection</b>              | A wide range of Demographics are targeted in this study with surveying of up to 400 respondents from each market through telephonic and internet based interviews in more than 100 different target markets Telephonic respondents are randomly selected via an auto generated sheet of listed and unlisted numbers on the other hand the online sample is selected from 5 million internet users   |
| <b>Step 5:<br/>Data Preparation and Analysis</b>             | The three most important factors for respondents were cleanliness, food taste and flavor, and order accuracy, 77% rated cleanliness as the most important factor. 74% voted for food taste and flavor where as 66% voted for order accuracy. Respondents are now focusing more on the availability of healthy and nutritious food and are considering it very important with 40 percent rating it as extremely important as compared to a 34% rating in 2003. Customers are now more satisfied with fast food chains as they have focused on the customers preferences of food quality, taste, health, and nutrition.   |
| <b>Step 6:<br/>Report Preparation and Presentation</b>       | Fast food chains observed the need of improving the nutritional value of their products after several obesity lawsuits were registered against many chains. For this purpose, a survey was conducted over 100 different target markets with up to 400 respondents from each market via Telephone and internet. the respondents gave their feedback of visits to the fast food joints over the past three months. they were asked for the overall experience as well as 12 other attributes such as food quality cleanliness and price etc. a sample of minimum 150 respondents was considered eligible for use in the survey. the survey found out that 77% of the people valued cleanliness 74% voted for Taste and Flavor and 66% voted for order accuracy. a surprising 40% considered the nutritional value and healthiness of the food to be very important. due to that many chains have started offering fruits and salads with their meals which has improved the customer satisfaction level as a whole. |

#### 4. Crunchy Nut Red Adds Color to Kellogg's Sales

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| <b>Step 1:<br/>Problem Definition</b>                            | Introducing new products to target adult market   |
| <b>Step 2:<br/>Development of an<br/>Approach to the Problem</b> | Researchers surveyed the decision making entities within the organization and the experts in the industry.  |
| <b>Step 3:<br/>Research Design<br/>Formulation</b>               | Researchers surveyed the decision makers within the organization and the experts in the industry. Used the available data for analysis. executed some qualitative research, and reached out to the end user about their idea of cereals and what they would want to see improved.   |
| <b>Step 4:<br/>Fieldwork or Data<br/>Collection</b>              | Data was collected through non positivist approach. interviewed industry experts, conducted analysis of available data,   |
| <b>Step 5:<br/>Data Preparation and<br/>Analysis</b>             | It worked on the development and testing of several new flavors of cereals using mall intercept interviews with adult consumers. Based on the results, Kellogg's introduced new flavors that were more suited to the adult taste buds but were not the tasteless product offerings of the past.   |
| <b>Step 6:<br/>Report Preparation and<br/>Presentation</b>       | Kellogg's Sales dropped due to lack of creativity in designing its product to target a variety of customers including both kids and adults. For this purpose, both industry experts as well as company decision makers were consulted and their findings were documented. the results made Kellogg's to be more creative and developed cereals that targeted adults and were a huge improvement on their past tasteless offerings |

## 5. Marriott International, Inc.

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| <b>Step 1:<br/>Problem Definition</b>                        | Ensuring perfect research parameters to Marriott International using CMS  |
| <b>Step 2:<br/>Development of an Approach to the Problem</b> | <p>CMS is Corporate Marketing Services that uses quantitative and qualitative research Techniques such as :</p> <ul style="list-style-type: none"> <li>• Telephone &amp; mail surveys</li> <li>• Focus groups</li> <li>• Customer intercepts</li> </ul>   |
| <b>Step 3:<br/>Research Design Formulation</b>               | <p>CMS provides both qualitative and quantitative research options. Its channels of research are telephone and mail surveys, focus groups, and customer intercepts. The purpose of these techniques is to gain maximum statistics on the:</p> <ul style="list-style-type: none"> <li>• Target market</li> <li>• Product</li> <li>• Price bracket</li> <li>• Customer behavior</li> <li>• Satisfaction.</li> </ul> <p>The process of research at Marriott is a simple step by step technique.</p>  |
| <b>Step 4:<br/>Fieldwork or Data Collection</b>              | <p>The process of research at Marriott is a simple step by step procedure. The most significant step is problem definition, objective and identify a possible way forward or approach to solve the issue at hand. Next comes the step to design the study by Designing a formal research Process. CMS has the choice to do its own research or use the research done already by purchasing it. If it is to use the research of another firm it should decide whether one will be sufficient or will it use multiple references. Upon deciding this step, the data is then collected and processed.</p>  |
| <b>Step 5:<br/>Data Preparation and Analysis</b>             | <p>Once CMS decides the source of its data it is collected and is analyzed. The findings deduced on the basis of the collected data is then presented to the client unit in the form of a formal report. The final step in the research process is to conduct a constant dialogue between the client and CMS. During this process, CMS can be used to help explain the implications of the outcomes of the research and may be helpful in decision making, or making suggestions for future research.</p>   |
| <b>Step 6:<br/>Report Preparation and Presentation</b>       | <p>A CMS is a Corporate Marketing Services platform. It uses both qualitative and quantities research to provide Marriot international the desired research parameters which helps them in making vital business decisions. CMS used multiple data collection methods including telephonic interviews, focus groups, customer intercepts, and mail surveys. With these the CMS gets data on different product attributes such as price, quality and satisfaction etc. A CMS can either use its own collected data or can use a purchased research of some other firm with an option of using more than one researches. it conducts analysis on the data and is presented in the form for a formal report.</p> |

## 6. Starbucks: Buck-Up in Japan

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| <b>Step 1:<br/>Problem Definition</b>                        | Starbucks product design and presentation for high level prices  |
| <b>Step 2:<br/>Development of an Approach to the Problem</b> | Understanding of the complete and complex variables involved in carrying out a marketing research to position a brand.   |
| <b>Step 3:<br/>Research Design Formulation</b>               | Upon entry to the Japanese market Starbucks wanted to have a detailed marketing research so as to explore its options. For this purpose, they hired a marketing research and consultation firm by the name of Intage.Inc based out of Tanashi-Shi, Tokyo Japan the firm conducted an in-depth study of the consumers targeting their needs and first choice and then the response or actions to achieve them. The survey was based out of Tokyo in Intage’s Central Location Testing Facilities and also mail survey methodology. Business information services of the firm were also used to conduct this research  |
| <b>Step 4:<br/>Fieldwork or Data Collection</b>              | The survey was based out of Tokyo in Intage’s Central Location Testing Facilities and also mail survey methodology. Business information services of the firm were also used to conduct this research  |
| <b>Step 5:<br/>Data Preparation and Analysis</b>             | The survey resulted in valuable results towards Starbucks designing its product. From the survey they got the idea that their targeted market segment is willing to pay up to 250 yen (US\$2.08) for espresso and 280 yen (US\$2.33) for caffe latte. the research also gave them the insight that customers were interested in the availability of a variety of food items including sandwiches and salads on the menu. The survey guided Starbucks to design its product in accordance to the price range, packaging and quality that was accepted by its audience   |
| <b>Step 6:<br/>Report Preparation and Presentation</b>       | Starbucks is a joint venture of US and Japan. It is one of the most successful coffee shops chain around the world. Starbucks is an example of a well thought of marketing strategy that reflects in their product and store designs. Upon its launch it wanted to understand the requirements of its target market (japan). for this purpose, Intage.Inc was hired which is Tokyo based research firm. the survey used the testing facilities and mail survey methodology. The research gave Starbucks important findings to be able to design its product and outlook. they got an idea of the pricing as well as packaging. it gave them the insight that customers prefer side items on the menu including sandwiches and salads. which helped them design their menu. |