COURSE CASE MAP for MARKETING RESEARCH

CASE MAPPING for MARKETING RESEARCH
An Applied Orientation

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Course Case Map for MARKETING RESEARCH

Marketing Research

LOGIC
- List out the Problems
- Observable Data
- Gain Insights
- Information for Decision
- Create Alternatives

MAGIC
- Marketing
- Assortments / Product or Service Assortments
- Geographies / Markets
- Innovations
- Customers

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### Must-Read Articles / Background Notes’ Inventory

- Beth Benjamin, “Listen to Your Employees, Not Just Your Customers”, HBR, August 15, 2016
- “Using Surveys to Understand the Customer Journey”, HBR, Sponsor Content from Google Analytics 360 Suite, August 09, 2016
- “Creating Customer Value by Harnessing Data”, HBR, Sponsor Content from Google Analytics 360 Suite, August 09, 2016
- “Rethinking Marketing Measurement from the Ground Up”, HBR, Sponsor Content from Google Analytics 360 Suite, August 09, 2016
- “Keeping Customers Continuously Infatuated”, HBR, Sponsor Content from Google Analytics 360 Suite, August 09, 2016
- Cass R. Sunstein, “Product Success Is Not About the Zeitgeist”, HBR, June 22, 2016
- Clayton M. Christensen and Bob Moesta, “Know the Job Your Product Was Hired for (with Help from Customer Selfies)”, HBR, June 06, 2016
- Alexandra Samuel, “Psychographics Are Just as Important for Marketers as Demographics”, HBR, March 11, 2016

### Widely-used Books for Marketing Research

- Consumer Behavior by Michael R. Solomon
- Marketing Management by Philip Kotler
- Neuromarketing in Action: How to Talk and Sell to the Brain by Michel Badoc and Patrick Georges
- Influence: The Psychology of Persuasion by Robert Cialdini
- Inside the Mind of the Shopper: The Science of Retailing by Herb Sorensen
- Buyology: Truth and Lies About Why We Buy by Martin Lindstrom
- Neuromarketing: Understanding the Buy Buttons in Your Customer’s Brain by Patrick Renvoise and Christophe Morin
- Consumerology: The Truth About Consumers and the Psychology of Shopping by Philip Graves
Widely-used Books for Marketing Research

<table>
<thead>
<tr>
<th>Book Title</th>
<th>Author(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Predictably Irrational: The Hidden Forces that Shape Our Decisions</td>
<td>Dan Ariely</td>
</tr>
<tr>
<td>Why We Buy: The Science Of Shopping</td>
<td>Paco Underhill</td>
</tr>
<tr>
<td>Market Research in a Week: Teach Yourself</td>
<td>Judy Bartkowiak</td>
</tr>
<tr>
<td>The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells</td>
<td>Robert W. Bly</td>
</tr>
<tr>
<td>Spent: Sex, Evolution, and Consumer Behavior</td>
<td>Geoffrey Miller</td>
</tr>
<tr>
<td>Fascinate: Your 7 Triggers to Persuasion and Captivation</td>
<td>Sally Hoghead</td>
</tr>
<tr>
<td>The Upside of Irrationality: The Unexpected Benefits of Defying Logic</td>
<td>Dan Ariely</td>
</tr>
<tr>
<td>Brainfluence: 100 Ways to Persuade and Convince Consumers with Neuromarketing</td>
<td>David Ogilvy</td>
</tr>
<tr>
<td>Emotionomics: Leveraging Emotions for Business Success</td>
<td>Dan Hill</td>
</tr>
<tr>
<td>Ogilvy on Advertising</td>
<td>David Ogilvy</td>
</tr>
<tr>
<td>Confessions of an Advertising Man</td>
<td>David Ogilvy</td>
</tr>
<tr>
<td>The Buying Brain: Secrets for Selling to the Subconscious Mind</td>
<td>A. K. Pradeep</td>
</tr>
<tr>
<td>Data-Driven Marketing: The 15 Metrics Everyone in Marketing Should Know</td>
<td>Mark Jeffery</td>
</tr>
<tr>
<td>Neuromarketing For Dummies</td>
<td>Stephen Genco, Andrew Pohlmann and Peter Steidl</td>
</tr>
<tr>
<td>The 22 Immutable Laws of Branding</td>
<td>Al Ries and Laura Ries</td>
</tr>
</tbody>
</table>
### List of Mapped ET Cases’ Case Studies for Marketing Research

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Chapter</th>
<th>ET Cases’ Case Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>Chapter I: Introduction and Early Phases of Marketing Research</td>
<td>Case Study: Smartwear’s Marketing Research Proposal: NAC’s Dilemma</td>
</tr>
<tr>
<td>2.0</td>
<td>Chapter II: Defining the Marketing Research Problem and Developing an Approach</td>
<td>Caselet: NFL’s Scoofles: Scooped with Marketing Research Problem?</td>
</tr>
<tr>
<td>3.0</td>
<td>Chapter II: Research Design</td>
<td>Caselet: Coolbuy.com’s Cool Business Model: Marketing Research Design Conundrum</td>
</tr>
<tr>
<td>4.0</td>
<td>Chapter IV: Exploratory Research Design: Secondary Data</td>
<td>Caselet: PBS’s WICE Course: Exploring Secondary Data</td>
</tr>
<tr>
<td>5.0</td>
<td>Chapter V: Exploratory Research Design: Qualitative Research</td>
<td>Caselet: Comfort Components Pvt. Ltd.: Qualitative Research for Customized Seats</td>
</tr>
<tr>
<td>6.0</td>
<td>Chapter VI: Descriptive Research Design: Survey and Observation</td>
<td>Caselet: Kovai Konnect: Descriptive Research for New Store</td>
</tr>
<tr>
<td>7.0</td>
<td>Chapter VII: Causal Research Design: Experimentation</td>
<td>Caselet: Experiential Initiatives Dilemma at 4URBABY: Validation through Experimentation</td>
</tr>
<tr>
<td>8.0</td>
<td>Chapter VIII: Measurement and Scaling: Fundamentals and Comparative Scaling</td>
<td>Caselet: Chennai Bakers’ Sales Concerns: Measurement and Scaling Dilemmas</td>
</tr>
<tr>
<td>10.0</td>
<td>Caselet</td>
<td>Progressive Marketing Research Consulting Pvt. Ltd. (B): Multi-item Scales and Evaluation</td>
</tr>
<tr>
<td>11.0</td>
<td>Chapter X: Questionnaire and Form Design</td>
<td>Caselet: Questionnaire and Form Design (A): An Exercise</td>
</tr>
<tr>
<td>12.0</td>
<td>Caselet</td>
<td>Questionnaire and Form Design (B): Home Store’s Dilemma</td>
</tr>
<tr>
<td>14.0</td>
<td>Caselet</td>
<td>BlueLine Airways (B): Internet Sampling</td>
</tr>
<tr>
<td>15.0</td>
<td>Chapter XII: Sampling: Final and Initial Sample Size Determination</td>
<td>Caselet: BlueLine Airways (c): Sample Size Determination</td>
</tr>
<tr>
<td>16.0</td>
<td>Caselet</td>
<td>BlueLine Airways (D): Adjusting Sample Size</td>
</tr>
<tr>
<td>17.0</td>
<td>Chapter XIII: Fieldwork</td>
<td>Caselet: Sai Kripa Wedding Planners’ Marketing Research: Fieldwork Issues</td>
</tr>
<tr>
<td>18.0</td>
<td>Chapter XIV: Data Preparation</td>
<td>Case Study: Rural Care Foundation: Data Preparation</td>
</tr>
<tr>
<td>19.0</td>
<td>Chapter XV: Frequency Distribution, Cross-Tabulation and Hypothesis Testing</td>
<td>Caselet: Trendz’ Marketing Research and Basic Analysis for Identifying Market Potential</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Chapter</th>
<th>Case Study/Case Flyer/Case Brief</th>
</tr>
</thead>
<tbody>
<tr>
<td>20.0</td>
<td>Chapter XVI: Analysis of Variance and Covariance</td>
<td>Caselet: John Paul Publishers’ Dilemma: Analysing Effectiveness of Training methods using Analysis of variance</td>
</tr>
<tr>
<td>21.0</td>
<td>Chapter XVI: Correlation and Regression</td>
<td>Caselet: Stop’N’Shop, a Reputed Retailer: Questionable Expansion</td>
</tr>
<tr>
<td>22.0</td>
<td>Chapter XVI: Discriminant and Logit Analysis</td>
<td>Caselet: Aruna Beauty Salons: Identifying Loyal Customers through Discriminant Analysis</td>
</tr>
<tr>
<td>23.0</td>
<td>Chapter XXII: Factor Analysis</td>
<td>Caselet: Varun Supermarket Retail (P) Ltd.’s Marketing Research (A): Analyzing Store Image through Factor Analysis</td>
</tr>
<tr>
<td>24.0</td>
<td>Chapter XXII: Cluster Analysis</td>
<td>Caselet: Varun Supermarket Retail (P) Ltd.’s Marketing Research (B): Analysing the Profile of Target Customers through Cluster Analysis</td>
</tr>
<tr>
<td>26.0</td>
<td>Caselet: Ayya Bakery (B): Evaluation of Consumer Perceptions</td>
<td></td>
</tr>
<tr>
<td>27.0</td>
<td>Chapter XXII: Structural equation Modeling and Path Analysis</td>
<td>Caselet: Annapurani Vegetarian Restaurant (A): Analysing Customer Satisfaction through Structural Equation Modeling</td>
</tr>
<tr>
<td>28.0</td>
<td>Chapter XXII: Report Preparation and Presentation</td>
<td>Caselet: Annapurani Vegetarian Restaurant (B): Report Writing</td>
</tr>
<tr>
<td>29.0</td>
<td>Chapter XXII: International Marketing Research</td>
<td>Caselet: Annapurani Vegetarian Restaurant (c): International Marketing Research</td>
</tr>
</tbody>
</table>
Abstract:
This case study is meant to introduce the participants/students to the subject matter and scope of Marketing Research as a discipline. Positioned to be the inaugural case in Marketing Research course, this case study enables an exposure to the richness of rigor and deep interconnections vis-à-vis the business decisions landscape. This case study, through the dilemma of Newton Advertising and Consulting Pvt. Ltd. (NAC), outlines the broad contours of Marketing Research subject. When approached by a B2B textile manufacturer Smartwear to undertake a Marketing Research for its newly planned ethnic wear for men, NAC was in a dilemma whether to undertake the assignment or not. John Mathews, Strategy Director, NAC, was not sure what would the Marketing Research business practice entail. Atul Jain, a marketing research enthusiast, provides him with a broad marketing research canvas. John was not convinced with Atul’s reurging to take up Smartwear’s marketing research assignment, let alone marketing research as a Business Practice.

Pedagogical Objectives
- To understand the broad contours of Marketing Research including the scope and subject matter
- To demonstrate the importance of Marketing Research in a variety of business settings
- To help NAC to resolve its dilemma of taking up Marketing Research assignment in particular and Marketing Research as a business practice in general

Key Concepts/Keywords
Marketing Research; Marketing Research and Market Research; Marketing Research Process; Marketing Research Classification; Marketing Research Companies; Marketing Research and Marketing Strategy; Marketing Research in India; Market Research in India

Chapter Reading/Background Material:

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Abstract:
This caselet is meant to introduce the participants/students to the process of defining Marketing Research Problem. National Foods Limited (NFL) has been one of India’s leading biscuit manufacturers since 1970s. With its pronounced success in the biscuit category, it ventured into pet foods category in mid-2003. While the initial sales in the first quarter outnumbered the management’s target sales, the subsequent quarters’ sales were intriguing forcing the management to revisit their strategy. When Arun Verma (CEO, NFL) called for a meeting with its CXOs, no one seemed to have a precise answer, prompting them to undertake a marketing research that can define the problem precisely. What would be Management Decision Problem and what would be the consequent Marketing Research Problem?

Pedagogical Objectives
- To introduce the concept and process of defining a Marketing Research Problem
- To familiarize the 4-step process involved in defining a Marketing Research Problem with the help of Scoofles’ intriguing sales performance
- To discuss and debate on the relevance and implications of the differences between a Marketing Research Problem and a Management Decision Problem

Key Concepts/Keywords
Marketing Research; Marketing Research and Market Research; Marketing Research Process; Marketing Research Classification; Marketing Research Companies; Marketing Research and Marketing Strategy; Marketing Research in India; Market Research in India

Chapter Reading/Background Material:
Abstract:
This caselet introduces the participants to the importance and process of formulating a Marketing Research Design. CoolBuy is an online market place player catering to the requirements of students living in hostels/apartments, with four product offerings. Coolbuy.com, with its unique business model, clocked in good revenues through the first 3 quarters after the website went live on April 26th 2014. The fourth quarter's sales fell considerably setting on the alarm bells in CoolBuy's business camp. Satish Kaul, the Founder-CEO of CoolBuy, took advice from his faculty-mentor and was looking forward to a detailed Marketing Research Design that can probably provide insights into the reasons for the decreased sales and offer appropriate suggestions to increase the sales from the first quarter of 2015.

Pedagogical Objectives
- To understand the importance of and differences between Exploratory and Conclusive Research and debate on which of these two would be the most appropriate research to be undertaken for CoolBuy's Marketing Research Problem
- To learn how Budgeting and Scheduling for a Marketing Research Design project can be carried out
- To have an overview of Marketing research Proposal's contents and examine the ways to prepare the same for CoolBuy's Marketing Research Design project

Key Concepts/Keywords
Marketing Research; Marketing Research and Market Research; Marketing Research Process; Marketing Research Classification; Marketing Research Companies; Marketing Research and Marketing Strategy; Marketing Research in India; Market Research in India

Chapter Reading/Background Material:

Abstract:
This caselet can be used to understand different types and sources of secondary data required for conducting an effective Marketing Research project. Pune Business School (PBS), one of the top-30 Indian Business Schools, is contemplating to launch an innovative ‘Learn While You Earn’ program. Named, ‘Work Integrated Career Enhancement’ (WICE) program, this program aims to offer a 2 year PGDM program with custom-made specializations, including Digital Marketing, IPRs, E-Business Management, etc. While the Director, Dr. Umesh Gupta was excited about the program, his colleagues, especially, Dr. Nitin Arora (Dr. Nitin), PBS’ Dean-Research, wishes to get the relevant secondary data to validate the introduction of this innovative program. How should Dr. Nitin’s team go about getting the relevant secondary data that can enable the introduction of this program? What are the sources of relevant and reliable secondary data?

Pedagogical Objectives
- To understand the differences between primary and secondary data types and discuss on the suitability of each of the type for Marketing Research purposes
- To examine the criteria for evaluating secondary data and debate on its appropriateness for the defined Marketing Research Problem
- To have an overview of the classification of secondary data and discuss on the situations when the same can be used

Key Concepts/Keywords
Marketing Research; Marketing Research and Market Research; Marketing Research Process; Marketing Research Classification; Marketing Research Companies; Marketing Research and Marketing Strategy; Marketing Research in India; Market Research in India

Chapter Reading/Background Material:
Abstract:
This caselet introduces the students/participants to the concept and connotations of Qualitative Research in Marketing/Business Research course. Consisting of Focus Groups, Depth Interviews, Projective Techniques and the ways to assess the Qualitative Data, Qualitative Research forms an important part of Marketing Research. Comfort Components Pvt. Ltd. (CCPL), a specialized automobile seating solutions company based out of Hosur is faced with a dilemma of starting another product line, customized seats for coaches and buses. Having been a trusted and most sought-after seat supplier to many of the well-known automotive companies in India, CCPL is in a quandary if or not to diversify into a new product line? While there seems enough potential demand, CCPL's Founder-CEO, Ankit Srivastava (Ankit) was opting for a focused research that can aid him and his team to take an appropriate decision.

Pedagogical Objectives
- To have an overview of the concept and connotations of Qualitative Research in a Marketing Research Project
- To understand the relevance of Focus Groups and Depth Interviews for CCPL's Marketing Research Project
- To examine how Projective Techniques are used in Qualitative Research and discuss the steps to analyze qualitative data

Key Concepts/Keywords
Marketing Research; Marketing Research and Market Research; Marketing Research Process; Marketing Research Classification; Marketing Research Companies; Marketing Research and Marketing Strategy; Marketing Research in India; Market Research in India

Chapter Reading/Background Material:
- Anita Gibbs, "Focus Groups", http://sites.harvard.edu/fs/docs/icb.topic549691.files/Focus_Groups.pdf, March 1997

Abstract:
This caselet can be used to understand the two major types of descriptive research design – survey methods and observation methods. While survey methods and observation methods elaborate a definitive process to elicit the relevant information to resolve and aptly define a marketing research problem, an effort also has to be made to understand the application of each of these types under different situations. Kovai Konnect, a Coimbatore-based personal communications retail outlet had been a stellar performer for the first 4 years of its operation with unique customer-engagement and customer service initiatives. The company's sales and customer base grew substantially between 2011 and 2014. However, from November 2014, Kovai Konnect witnessed a gradual fall in its repeat customers and referred customers. Quite concerned and disturbed, Kovai Konnect's Founder and CEO Ramesh Arvind wanted to know the reasons for declining trend and was contemplating to use the Survey Method and Observation Method to get the relevant information.

Pedagogical Objectives
- To understand the concept and types of survey method of descriptive research design and also to discuss and debate on the applicability of those types to Kovai Konnect's marketing research problem
- To understand the concept and types of observation method of descriptive research design and examine the applicability of the same in the case of Kovai Konnect's marketing research problem

Key Concepts/Keywords
Marketing Research; Marketing Research and Market Research; Marketing Research Process; Marketing Research Classification; Marketing Research Companies; Marketing Research and Marketing Strategy; Marketing Research in India; Market Research in India

Chapter Reading/Background Material:
Abstract:
This caselet can be used to introduce the students/participants to the experimentation methods of causal research. Rakesh Rao (Rakesh), Founder and CEO, 4URBABY, a major Kidswear retail chain, was contemplating to initiate three experiential and engaging initiatives – Meet the Expert, Expert Mom and Fairy Family – to improve the sales and have better customer connect to realize with the company’s objective of 5 crore of monthly sales by 2020. With monthly sales of 1.98 crore and with 16 stores spread across five South Indian cities, 4URBABY had been doing pretty well till August 2015. However, with intense competition from e-commerce players and the consequent reduction in physical retail footprint, Rakesh planned to introduce three new customer-focused initiatives. Before rolling out the three initiatives in all the stores, he intended to carry out a dipstick survey on the efficacy of these initiatives. As suggested by his City Heads, he enlisted the services of Marvel Research to undertake the appropriate experimentation to facilitate relevant business decision. How would Marvel Research attempt deciding on the experimentation process? What are the controllable and extraneous variables? How to validate the experimentation?

Pedagogical Objectives
• To introduce the concept of causality and the conditions for causality
• To discuss the concept of extraneous variables, types of extraneous variables and the methods to control them
• To familiarize the types of experimental designs and the applicability of the same for 4URBABY’s marketing research problem

Key Concepts/Keywords
Causal Research Design; Causality; Extraneous Variables; Experimentation Validity; Experimental Design; Pre-experimental Design; True Experimental Design; Quasi-experimental Design; Statistical Design; Posttest-only Control Group Design; Randomization; Matching; Statistical Control; Design Control

Chapter Reading/Background Material:

Chennai Bakers’ Sales Concerns: Measurement and Scaling Dilemmas

Abstract:
The caselet intends to introduce the participants/students to the concept and importance of measurement and scaling in carrying out a marketing research project. In February 2015, Arun Prasad (Arun), a BBM (Bachelor of Business Management) graduate with distinction started an experiential and customer-centric bakery, Chennai Bakers, in Nungambakkam, Chennai. Based on his award-winning business plan and with encouragement from his Professor, friends and family, Arun had established Chennai Bakers’ dealing in cakes, pastries, sandwiches, cookies, fruit juices and hot beverages like coffee and tea. For the first few months, the sales were very promising. However, the last two months’ (July and August 2015) suddenly sales were plummeting at Chennai Bakers. A good friend, Raghu Ram, advised him to prepare a questionnaire to collect customer feedback. Arun prepared a questionnaire containing just six questions. After having collected the feedback from select customers, Arun was not sure how to process the data to arrive at appropriate conclusions. When Arun met Professor Francis Xavier (Prof. Xavier) and shared his dilemma, he stated categorically that the measurements and scales were not apt and the feedback exercise must be implemented all over again with appropriate measurements and scales. However, Arun required Prof. Xavier’s help in this regard, to achieve appropriate conclusions.

Pedagogical Objectives
• To understand the concept and importance of measurement and scaling in marketing research
• To understand the primary scales of measurement and assess Chennai Bakers’ initial questions and suggest any required changes
• To understand the concept and types of comparative scales and examine the applicability of the same for Chennai Bakers’ marketing research project

Key Concepts/Keywords
Measurements; Scaling; Characteristics of Scales of Measurement; Primary Levels of Measurement; Nominal; Ordinal; Interval; Ratio Scale; Comparative Scaling; NonComparative Scaling; Rank Order Scaling; Constant Sum Scaling; Q-Sort Scaling

Chapter Reading/Background Material:
Abstract:
This objective of the two-caselet series’ is to introduce the students/participants to the concept and importance of non-comparative scaling techniques in marketing research. While Caselet (A) is meant to sensitize the students to the types of non-comparative scaling techniques and non-comparative itemized rating scale decisions, Caselet (B) can be used for understanding and applying multi-item scales, scale evaluation and choosing a scaling technique in any research project. Progressive Marketing Research and Consulting Pvt. Ltd. (PMRC) receives three questionnaire proposals from three establishments – Bloom Boutique, PRIME University, a well-known university planning to start a pre-school and Akash Electronics – and the same have to be submitted within a stipulated time. However, the ‘questionnaire designing expert’ of PMRC was not available to carry out the project in the stipulated time and the Director (Operations) and two of his deputies had to figure out the way to honor the commitment. The Manager, Naren Vaidya and Assistant Manager, Arun Shetty were wondering whether they could do justice to all the three questionnaires.

Pedagogical Objectives

- To understand the concept and importance of non-comparative scaling techniques in marketing research and discuss the types of non-comparative scaling and their relevance to the underlying research objectives
- To examine the relevance of non-comparative scaling decisions in preparing questionnaires
- To learn and prepare questionnaires based on the four types of non-comparative scaling techniques that can aid three establishments’ requirements as warranted

Key Concepts/Keywords
Non-comparative Scaling; Comparative Scaling; Itemized Rating scales; Itemized Rating Scale Decisions; Continuous Rating Scale; Likert Scale; Semantic Differential Scale; Stapel Scale; Multi-item Scale; Scale Evaluation; Choosing a Scaling Technique; Reliability of Scale; Accuracy; Generalizability

Chapter Reading/Background Material:

Progressive Marketing Research Consulting Pvt. Ltd. (B):
Multi-item Scales and Evaluation

Abstract:
Naren and Arun of Progressive Marketing Research and Consulting Pvt. Ltd. (PMRC) developed questionnaires for all three clients – Bloom Boutique, PRIME University and Akash Electronics – and submitted within the stipulated time. As suggested by Amit, Anil discussed with each of the clients and explained them the underlying logic of respective questionnaire. He explained how the questionnaire was developed with appropriate procedures and steps using multi-item scale technique, how their validity and reliability were assessed. Second in the two-caselet series on non-comparative scaling techniques in marketing research, this caselet triggers a discussion on multi-item scaling techniques and the way to evaluate a multi-item scale-based questionnaire.

Pedagogical Objectives

- To understand the concept of multi-item scale and discuss the steps to be followed to develop a multi-item scale based questionnaire
- To examine how a multi-item scale can be evaluated for its accuracy, reliability and validity
- To examine the factors to be considered while choosing a scaling technique

Key Concepts/Keywords
Non-comparative Scaling; Comparative Scaling; Itemized Rating scales; Itemized Rating Scale Decisions; Continuous Rating Scale; Likert Scale; Semantic Differential Scale; Stapel Scale; Multi-item Scale; Scale Evaluation; Choosing a Scaling Technique; Reliability of Scale; Accuracy; Generalizability; Validity

Chapter Reading/Background Material:
Abstract:
This caselet (the first in a two-caselet series) attempts to introduce the students/participants to the concept of questionnaire preparation. While an effective questionnaire is appreciated universally, designing an effective questionnaire is an art. This caselet helps understand the science behind the art of preparing an effective questionnaire. Home Store, a Bangalore-based supermarket store had been experiencing a steep decline in sales as well as footfalls, over the last two quarters. When the Founder-CEO of Home Store, Rakesh Chandra wanted a feedback, the task of preparing an appropriate questionnaire was given to the new management trainee, Atul Srinivasan (Atul). However, Atul’s questionnaire seemed to be an erroneous questionnaire requiring an overhaul. What were the mistakes in Atul’s questionnaire? What are the steps to design an effective questionnaire?

Pedagogical Objectives
 To understand the importance of questionnaire in a marketing research context and also to have an overview of different types of questionnaires
 To examine the questionnaire design process and analyze how the nine steps involved in an effective questionnaire design can aid marketing research objectives
 To evaluate the given questionnaire with standard principles of an effective questionnaire design

Key Concepts/Keywords
Questionnaire; Questionnaire and Form Design; Questionnaire Design nine step Process; Effective Questionnaire; pilot testing; Questionnaire Types; Close ended question; Open ended Question; Double barrel Question; Questionnaire Evaluation; Marketing Research Problem; Management Decision Problem

Chapter Reading/Background Material:

Abstract:
This caselet – second in a series of two caselets – is to let the participants/students prepare an effective questionnaire given the management decision problem and corresponding marketing research problem. When Home Store’s Founder-CEO consulted a Marketing Research Consultant to review the questionnaire prepared by Atul Srinivasan. He was suggested to make improvements in the questionnaire given in Caselet (A). The consultant suggested to design the questionnaire to be more effective in achieving the defined marketing research problem. What’s the management decision problem at Home Store? What is the appropriate marketing research problem? How can the principles of effective questionnaire design be applied to design an effective questionnaire for Home Store?

Pedagogical Objectives
 To understand and define the concepts of management and marketing research problem
 To understand the nuances of preparing an effective questionnaire and prepare an effective questionnaire for Home Store

Key Concepts/Keywords
Questionnaire; Questionnaire and Form Design; Questionnaire Design nine step Process; Effective Questionnaire; pilot testing; Questionnaire Types; Close ended question; Open ended Question; Double barrel Question; Questionnaire Evaluation; Marketing Research Problem; Management Decision Problem

Chapter Reading/Background Material:
Abstract:
This caselet (the first in a four-caselet series) attempts to introduce the students/participants to the concept of sampling and sampling design. This caselet helps understand the sampling design process at the backdrop of a proposed airline BlueLine Airways. Rahul Marathe (Rahul), Associate Vice President, Operations, with one of the major airline carriers and Ganesh Rahane (Ganesh), Associate Vice President, with a major retail chain, aspired to start a new venture – an exclusive late night flight airline company. They had discussions with two potential investors and proposed their business plan along with industry trends.

Although the industry trends were highly positive, the investors were doubtful about the new concept (late night flight), especially for India. They suggested to conduct a survey based on which an appropriate decision can be taken. Confronted with the new task of finding out the market pulse through a proper research, Rahul and Ganesh enlisted the services of an established marketing research consultant who was mandated to carry out the necessary research and submit the report. The marketing research consultant is confused about the appropriate sampling method/procedure for the given management decision problem and corresponding marketing research problem. How can the principles of sampling design be applied to design an effective sampling for BlueLine’s Marketing Research Problem?

Pedagogical Objectives
- To understand the importance of sampling in a marketing research context and also to have an overview of sampling design process
- To examine the different types of sampling methods and identifying a suitable sampling method for BlueLine’s Marketing Research Problem

Key Concepts/Keywords
Sampling; Sampling Design; Sampling Design Process; Sampling Methods; pilot testing; Sampling Types; Probability Sampling; Non-probability Sampling; Simple Random Sampling; Systematic Random Sampling; Marketing Research Problem; Management Decision Problem

Chapter Reading/Background Material:

BlueLine Airways (A): Sampling Design

BlueLine Airways (B): Internet Sampling

Abstract:
This caselet – second in a series of four caselets – is to let the participants/students understand internet sampling methods and select appropriate method for BlueLine’s marketing research problem. While the purpose of Caselet (A) is to let the participants/students understand basics of sampling and sampling techniques, Caselet (B) provides scope to discuss online sampling techniques in the light of the management problem and the corresponding marketing research problem defined.

Pedagogical Objectives
- To examine different types of internet Sampling methods and identify appropriate internet sampling method for BlueLine’s marketing research problem
- To understand the issues in internet Sampling

Key Concepts/Keywords
Sampling; Sampling Design; Internet Sampling; Sampling Methods; Online Sampling; Sampling Types; Probability Sampling; Non-probability Sampling; Simple Random Sampling; Systematic Random Sampling; Marketing Research Problem; Management Decision Problem

Chapter Reading/Background Material:
BlueLine Airways (C): Sample Size Determination

Abstract:
This caselet (the third in a four-caselet series) attempts to introduce the students/participants to the sample size determination. This caselet helps understand the statistical approach to determining the sample size and the factors to arrive at an effective sample size at the backdrop of BlueLine’s Marketing Research project. The Founder & CEO of MAKS Consulting, Chandra Sekar and the Sampling Design Expert Abilash Kulkarni discussed the possibilities of completing the project within stipulated time of 2 weeks. Given the factors of importance of decision, nature of research, the number of variables, the nature of analysis, sample sizes used in similar studies and incidence rates, what is the effective way of designing statistical approach to determine the relevant sample size? What factors are to be considered for arriving at an effective sample size? What would be the appropriate statistical approach to determining the sample size?

Pedagogical Objectives
 To understand the basic concepts in sample size determination in a marketing research context
 To understand the statistical approach to determining sample size
 To determine the sample size for BlueLine’s marketing research project

Key Concepts/Keywords
Sampling; Sampling Design; Sample Size; Sampling Distribution; Confidence Interval; Precision and Confidence Level; Margin of Error; Estimation of Population Parameter; Population Mean; Simple Random Sampling; Population Proportion; Marketing Research Problem; Management Decision Problem

Chapter Reading/Background Material:

BlueLine Airways (D): Adjusting Sample Size

Abstract:
This caselet (the last in a four-caselet series) attempts to introduce the students/participants to adjusting sample size at the backdrop of BlueLine’s Marketing Research project. The Founder & CEO of MAKS Consulting, Chandra Sekar and the Sampling Design Expert Abilash Kulkarni discussed the necessity of covering all the relevant issues – Multiple Characteristics and Parameters, Other Probability Sampling Techniques, Adjusting the Statistically Determined Sample Size, Calculation of Response Rates and Non-response Issues in Sampling – to arrive at an appropriate and effective sample size. How would consideration and inclusion of these parameters help improvising the effectiveness of market research project in general and sample design in particular?

Pedagogical Objectives
 To examine and discuss the non-response issues in sampling
 To understand the procedures for improving response rates and adjusting for non-response

Key Concepts/Keywords
Sampling; Sampling Design; Sample Size; Sampling Distribution; Confidence Interval; Precision and Confidence Level; Initial Sample Size; Final Sample Size; Simple Random Sampling; Response rate; Marketing Research Problem; Incidence Rate; Completion Rate; Adjusting Non-response

Chapter Reading/Background Material:
Abstract:
This caselet introduces the students/participants to the concept and importance of fieldwork and the process to be followed in a marketing research project. This caselet helps understand the steps involved in the fieldwork process with the backdrop of Sai Kripa Wedding Planners’ Marketing Research. Two college batchmates Sai Kumar (Sai) and Kripa Vedhika (Kripa) aspired to start a business venture ‘Sai Kripa Wedding Planners’. As they wanted to conduct a survey to identify the market potential in Tamil Nadu to start with, they enlisted the services of Marvy an established marketing research company based in Chennai, to carry out the necessary research and submit the report. The Senior Manager at Marvy, Satish K. (Satish), after completing the prerequisite steps in the marketing research process – marketing research problem definition, research design, sampling design and questionnaire development, was thinking on how to execute the fieldwork – as all the fieldworkers at Marvy were pre-occupied in the ongoing projects. Satish outsourced the fieldwork to OneSource, a known staffing company. However, Satish was not satisfied with the quality of collected data received from OneSource. Where did OneSource go wrong in the fieldwork?

Pedagogical Objectives
• To understand the basics of fieldwork in a marketing research context
• To understand the fieldwork process – selection, training and supervision of fieldworkers, the validation of fieldwork and the evaluation of fieldworkers
• To discuss the major sources of errors in the fieldwork

Key Concepts/Keywords
Fieldwork; Fieldwork Process; Selection of Fieldworkers; Training of Fieldworkers; Supervision of Fieldworkers; Validation of Fieldwork; Evaluation of Fieldworkers; Making Initial Contact; Asking the Questions; Probing; Recording the Answers; Terminating the Interview; Survey Administration; Quality of Data; Marketing Research Problem; Management Decision Problem

Chapter Reading/Background Material:

Abstract:
The case study can be used to introduce the participants/students to the concept of data preparation in marketing research. This case study helps understand the steps involved in the data preparation process at the backdrop of New NGO’s Marketing Research. Two childhood friends, Meenu Rakesh (Meenu) and Ganesh Chandran (Ganesh), aspired to start a NGO with an aim to improve the socio economic status of rural people. When the duo approached a corporate donor, they were suggested to prepare a project proposal. They wanted to conduct a household survey based on which they can make a project proposal. They enlisted the services of Rural Research an established marketing research company, to carry out the necessary research and submit the report. Arun Kumar (Arun), an executive with Rural Research was given the responsibility to prepare the data for analysis. Arun was cogitating on the course of the project, as this was his first assignment on data analysis. Arun had to decide how the collected data should be prepared for further statistical analysis.

Pedagogical Objectives
• To discuss the basics of data preparation and data preparation process
• To elucidate questionnaire checking, editing and treatment of unsatisfactory responses
• To understand the guidelines for coding questionnaires
• To discuss and understand the data cleaning process and the methods to treat missing responses: substitution of a neutral value, imputed response, case-wise deletion and pair-wise deletion

Key Concepts/Keywords
Data Preparation; Preliminary Questionnaire Checking; Editing; Coding, Transcribing; Data Cleaning; Consistency Checks; Treatment of Missing Responses; Treatment of Unsatisfactory Responses; Data Analysis Strategy

Chapter Reading/Background Material:
# Trendz’ Marketing Research and Basic Analysis for Identifying Market Potential

**Abstract:**
The concept of frequency distribution, cross-tabulation and associated statistic measures can be introduced exercising this caselet, which also helps understand the basic data analysis by applying the backdrop of marketing research carried out for Trendz. Two college batch mates Deepanjana Rao and Padma K aspired to start an apparel rental venture and wanted to conduct a survey to identify the market potential in Chennai and Bangalore to start with. They enlisted the services of iSearch, an established marketing research company based in Bangalore, to carry out the necessary research and submit the analysis report. The Senior Manager of iSearch, Prasad K, after completing the preceding steps in the marketing research process – marketing research problem definition, research design, sampling design, questionnaire development, data collection and data preparation made Sai Prakash, new executive responsible for making analysis and report. Sai Prakash was pondering on how to analyse the collected data.

**Pedagogical Objectives**
- To debate on the significance of preliminary data analysis and insights that can be obtained from the analysis
- To discuss statistic measures related with frequency distribution – measures of location, measures of variability and measures of shape
- To discuss statistic measures associated with cross-tabulation – Chi-square, phi coefficient, contingency coefficient, Cramer’s V and Lambda coefficient

**Key Concepts/Keywords**
- Data Analysis; Frequency Distribution; Cross-Tabulation; Hypothesis testing; Measures of Location; Measures of Shape; Chi-Square; Phi Coefficient; Contingency Coefficient; Cramer’s V and Lambda Coefficient

**Chapter Reading/Background Material:**

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# John Paul Publishers: Analyzing Effectiveness of Training Methods using Analysis of Variance

**Abstract:**
This caselet can be used to introduce the concept of Analysis of Variance (ANOVA). It helps understand the basics of ANOVA and Covariance using the backdrop of John Paul Publishers’ (JPP) Marketing Research problem. As part of expansion strategy, Dr. John Paul (John), the Founder of JPP decided to recruit marketing teams and provide training to them. When approached a training consultancy, John observed that there were two different training methods. Apart from the consultancy training, few trainees who did not participate in the training programs received on-job training from experienced team members of JPP. In spite of such training, the teams showed dismal performance. John called for a team meeting with the team leads, as he wanted to identify the specific reasons for the dismal performance. Most of the team leads were of view that each training method has its own impact on the employee’s performance. John wondered whether the effectiveness of the training methods is identical or different. He wanted to take quantitative assessment of each of the training method to analyse.

**Pedagogical Objectives**
- To debate on the scope of ANOVA technique and its relationship with the t-test and regression
- To discuss steps involved in ANOVA – decomposition of the total variation, measurement of effects, significance testing and interpretation of results
- To discuss and understand n-way ANOVA technique
- To understand Analysis of Covariance (ANCOVA) and how it accounts for the influence of uncontrolled independent variables

**Key Concepts/Keywords**
- Data Analysis; Analysis of Variance (ANOVA); One way ANOVA; Two way ANOVA; n-way ANOVA; Covariance; Regression; t-test; Multivariate analysis of variance

**Chapter Reading/Background Material:**
Regression Analysis for Expansion at Stop’N’Shop

Abstract:
This caselet can be used to introduce the students/participants to the concepts of correlation and regression in marketing research. It highlights the quandary faced by Ramesh Goud (Ramesh), Founder and CEO of Stop’N’Shop, a Bangalore-based retail chain, on how to identify the relationship between the number of stores, average store size, and the total revenues. Ramesh called his ex-colleague, President, Marketing, Ritesh Gupta to identify if there was any model to identify or examine the relationship between the expansion strategy of the chain and its revenue growth.

Pedagogical Objectives
- To discuss and understand the concepts of product moment correlation, partial correlation, and part correlation
- To elucidate the bivariate regression model and conduct bivariate analysis for the defined problem
- To elucidate the multiple regression model and conduct multiple regression analysis for the defined problem using specialized techniques like stepwise regression

Key Concepts/Keywords
Marketing Research; Marketing Research and Market Research; Marketing Research Process; Marketing Research Classification; Marketing Research Companies; Marketing Research and Marketing Strategy; Marketing Research in India; Market Research in India

Chapter Reading/Background Material:

Aruna Beauty Salons: Identifying Loyal Customers through Discriminant Analysis

Abstract:
This caselet is meant for learners pursuing a course in Marketing Research and enables to understand the Discriminant Analysis concept through the dilemma faced by Aruna Kumari (Aruna), the Founder of Aruna Beauty Salons (ABS), a beauty care salon. To promote her company further, Aruna had decided to introduce a loyalty program by distributing privilege cards to her loyal customers. Based on her experience, she classified the sample of customers into loyal and disloyal based on the amount of purchase and frequency of purchase at the salon. However, she was deliberating whether her classification was correct. When requested for an analysis to rule out any skepticism, Ram Kumar (Ram) a family friend, Research Manager and Freelance Consultant, agreed to perform the required analysis and provide the report. Ram, assigned the responsibility to his subordinate Varun Kumar (Varun) to do the analysis in the minimal possible time. Varun was in a dilemma as to which technique/tool would give him the best possible analysis in the shortest time.

Pedagogical Objectives
- To understand discriminant analysis and its objectives
- To discuss the procedures for conducting discriminant analysis and applying the procedures for ABS’ marketing research problem
- To discuss multiple discriminant analysis and applying the procedures for ABS’ marketing research problem
- To discuss and understand binary logit model and its relationship with discriminant analysis

Key Concepts/Keywords
Marketing Research; Marketing Research and Market Research; Marketing Research Process; Marketing Research Classification; Marketing Research Companies; Marketing Research and Marketing Strategy; Marketing Research in India; Market Research in India

Chapter Reading/Background Material:
Varun Supermarket Retail (P) Ltd.’s Marketing Research (A):
Analysing Store Image through Factor Analysis

Abstract:
Although Varun Supermarket Retail (P) Ltd. (VSRPL) is positioned in the prime area in the city where many educational institutions (colleges and schools), shopping complexes, independent shops, chain stores, restaurants, etc., are located, it witnessed a decreasing sales trend for the past year. Moreover, the Founder, Varun Kumar (Varun), observed a decrease in repeat customers in the last few months. When Varun approached his mentor for a solution, he was suggested that he should get a market research done. He could take help of students/interns to take this project as their internship project. After discussing with their Professor, the interns designed a feedback questionnaire and collected data. The interns wanted to identify the underlying factors that influence a customer purchase from a super market with the help of factor analysis.

Pedagogical Objectives
- To understand the concept and importance of Factor Analysis
- To learn how to carry out Factor Analysis
- To examine the ways to find out solution to VSRPL’ decreasing sales problem and decreasing repeat customers with the help of Factor Analysis

Key Concepts/Keywords
Factor Analysis, Extraction; Rotation; Eigen Values, Communalities; Marketing Research Problem; Management Decision Problem

Chapter Reading/Background Material:

Varun Supermarket Retail (P) Ltd.’s Marketing Research (B):
Analysing the Profile of Target Customers through Cluster Analysis

Abstract:
Second in the two-caselet series, this caselet provides scope to discuss, understand and perform cluster analysis in the backdrop of Varun Supermarket Retail (P) Ltd. (VSRPL)’s problem of sudden decrease in sales and repeat customers. As suggested by his uncle Vijay Kumar (Vijay), Varun Kumar (Varun), the Founder of VSRPL took help of two students – Mercy Mathews (Mercy) and Priyanka M (Priyanka) and assigned a project to help solve the problem. Meanwhile, when Vijay called Varun to know the status of the project, he suggested that it is important to understand target customers. Varun shared the discussed details with the interns. As they were nearing the completion of their internship, they decided to discuss the developments with their Professor. After discussing with their Professor, the interns designed a questionnaire and collected data on customers’ lifestyle and perceptions from 50 customers. The students wanted to map the profile of the target customers in terms of lifestyle, attitude and perceptions with the help of cluster analysis.

Pedagogical Objectives
- To understand the concept and importance of cluster analysis
- To learn how to perform cluster analysis
- To identify a solution to VSRPL’s decreasing sales problem and fall in repeat customers using cluster analysis

Key Concepts/Keywords
Marketing Research; Marketing Research and Market Research; Marketing Research Process; Marketing Research Classification; Marketing Research Companies; Marketing Research and Marketing Strategy; Marketing Research in India; Market Research in India

Chapter Reading/Background Material:

Abstract:
This caselet is meant for learners pursuing a course in Marketing Research and enables to understand the multidimensional scaling concept through the dilemma faced by Ayya Bakery, a well-known bakery in Coimbatore. After two decades of its inception, Srinivas Ayyadurai (Srinivas), Founder of Ayya Bakery, decided to launch pizza variants at his bakery. However, before going for the launch, Srinivas wanted to know about the existing products in the market and identify gaps if any for his new product. When Srinivas approached Muthiah Venkatesan, Research Manager and Freelance Consultant, he agreed to perform the required analysis and provide the report. Muthiah assigned the responsibility to his junior Aswin to perform the analysis. Although he decided to use multidimensional scaling technique, Aswin was in a dilemma regarding the application of the technique/tool.

Pedagogical Objectives
• To understand and define the concepts of management and marketing research problem
• To understand basics of multidimensional scaling technique
• To understand and apply multidimensional scaling technique for Ayya Bakery’s marketing research problem

Key Concepts/Keywords
Marketing Research; Marketing Research and Market Research; Marketing Research Process; Marketing Research Classification; Marketing Research Companies; Marketing Research and Marketing Strategy; Marketing Research in India; Market Research in India

Chapter Reading/Background Material:

Ayya Bakery (B): Evaluation of Consumer Perceptions using conjoint analysis

Abstract:
This caselet is meant for learners pursuing a course in Marketing Research and enables to understand the conjoint analysis through the dilemma faced by Ayya Bakery, a well-known bakery in Coimbatore. After two decades of its inception, the Srinivas Ayyadurai (Srinivas), Founder of Ayya Bakery, decided to launch pizza variants at his bakery after evaluating consumer perceptions on the existing products and the important product related attributes considered while purchasing pizza. When Srinivas approached Muthiah Venkatesan (Muthiah), Research Manager and Freelance Consultant, he agreed to perform the required survey and analysis. Muthiah, assigned the responsibility to his junior Aswin to perform the analysis. Aswin was in a dilemma as the time available to perform the analysis was minimal.

Pedagogical Objectives
• To understand the basics of conjoint analysis and its objectives
• To comprehend the procedures for conducting conjoint analysis and applying the procedures for Ayya Bakery’s marketing research problem

Key Concepts/Keywords
Marketing Research; Marketing Research and Market Research; Marketing Research Process; Marketing Research Classification; Marketing Research Companies; Marketing Research and Marketing Strategy; Marketing Research in India; Market Research in India

Chapter Reading/Background Material:
Abstract:
This caselet provides scope to discuss, understand and perform structural equation Modelling in the backdrop of the dilemma faced by Annapurani Vegetarian Restaurant (AVR), a popular restaurant chain in Chennai. Senthil Kumar (Senthil), the Founder of AVR wanted to identify the factors affecting customer satisfaction and a statistical model showing the relationship between them. Senthil plans to increase the number of repeat customers and new customers. He also planned to open restaurant business overseas. When he decided to approach a consultant, his son, Arun Kumar (Arun) intervened and convinced Senthil that he would take up this project along with his friends. Arun and his friends Rajesh Kumar (Rajesh) and Nandini Rajan (Nandini) discussed the broad theoretical contours initially to develop research questions. They discussed with their Professor for his feedback. After collecting data on service quality dimensions and overall customer satisfaction from 50 customers and equipped with the cleaned data for analysis, they were contemplating on the analysis to be used, as this project required a combination of factor analysis and regression analysis.

Pedagogical Objectives
- To understand the concept and importance of structural equation modelling
- To learn how to perform structural equation modelling and to analyze how it would be beneficial for AVR

Key Concepts/Keywords
Marketing Research; Marketing Research and Market Research; Marketing Research Process; Marketing Research Classification; Marketing Research Companies; Marketing Research and Marketing Strategy; Marketing Research in India; Market Research in India

Chapter Reading/Background Material:

Abstract:
This caselet, second in this series of caselets, provides scope to discuss and understand the importance and process of report writing in the backdrop of Annapurani Vegetarian Restaurant (AVR), a popular restaurant chain in Chennai. Senthil Kumar (Senthil), the Founder of AVR wanted to identify the factors affecting customer satisfaction and model showing relationship between them. Arun Kumar (Arun), Senthil’s son took up this project along with his friends – Rajesh Kumar (Rajesh) and Nandini Rajan (Nandini). After completing the analysis, the team submitted the report. As the team did not have any clue of typical report writing, it just presented the problem, research design and the data analysis along with the statistical software output. Senthil was not impressed with the report, as it was not simple and easy to understand. Although the team told him that it would prepare a well-written report, Senthil conveyed that he was dissatisfied and he would not consider the team for research on expanding the business overseas.

Pedagogical Objectives
- To understand the importance and process of report writing in preparing a marketing research report
- To learn the generally used format of report writing based on the guidelines

Key Concepts/Keywords
Marketing Research; Marketing Research and Market Research; Marketing Research Process; Marketing Research Classification; Marketing Research Companies; Marketing Research and Marketing Strategy; Marketing Research in India; Market Research in India

Chapter Reading/Background Material:
Abstract:
This caselet, third in this series, provides scope to discuss and understand the framework for international marketing research. Senthil Kumar (Senthil), the Founder of Annapurani Vegetarian Restaurant (AVR), a popular restaurant chain in Chennai, wanted to increase the number of repeat customers and new customers and to know the potential for opening the restaurant business overseas. When he decided to approach a consultant, his son, Arun Kumar (Arun) intervened and convinced Senthil that he would take up the project of increasing repeat customers and new customers, along with his friends. However, as Senthil was not satisfied with the analysis report he decided to approach a professional marketing research consultant for his overseas business expansion. Sethu Raman (Sethu), a Marketing Research Consultant, agreed to take this research project. However, Sethu quoted the research would take more time as it is different from usual marketing research and there would be few challenges in doing marketing research in foreign countries.

Pedagogical Objectives
 To discuss and understand the framework for international marketing research
 To discuss the challenges while doing international marketing research

Key Concepts/Keywords
Marketing Research; Marketing Research and Market Research; Marketing Research Process; Marketing Research Classification; Marketing Research Companies; Marketing Research and Marketing Strategy; Marketing Research in India; Market Research in India

Chapter Reading/Background Material: