

Lecture 11 & 12 Observation Research Prof. Hrushikesh Kulkarni

Conditions for using observation research. Advantages & disadvantages. Human observation:

Mystery shopper, one way mirror observation, hopper patterns studies, content analysis, humanistic enquiry, audits. Machine observation: Traffic counters, physiological measurements, opinion & behavior measurement, scanner based research

1

Observation Method

- Commonly used in studies relating to behavioral sciences.
- Attributed to investors direct observation.
- Advantages
 - Subjective bias eliminated.
 - Information related to what is currently happening.
 - Less demand on respondent's willingness to respond.
- Limitations
 - Expensive
 - Limited information provided
 - Some people rarely accessible.

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2

Observation Method (Cont.)

- Structured observation
 - Careful definition of units to be observed.
 - Style of recording observed information.
 - Standardized observation conditions.
 - Selection of pertinent data of observation.
 - Used in descriptive studies.
- Unstructured observation
 - Observations without characteristics of structured observations.
 - Used in exploratory studies.

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3

Observation Method (Cont.)

- Participatory observation
 - Observant a member of group under study.
- Non-participatory observation
 - Observant no attempt to be a member of group under study.
- Uncontrolled observation
 - Observation in natural environment e.g. Exploratory study.
- Controlled observation
 - Observation as per arranged plans involving experimental procedure. e.g. laboratory experiment.

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4

One Way Mirror Observation

- A sheet of glass which, when viewed from one side, appears to be a normal mirror and when viewed from the other side, is transparent.
- It is used in marketing research to observe respondents without their being constantly reminded that they are being watched, although they have to be advised by the researcher that they are being observed.
- A one-way mirror is often used in focus group discussions

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5

One Way Mirror Observation



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6

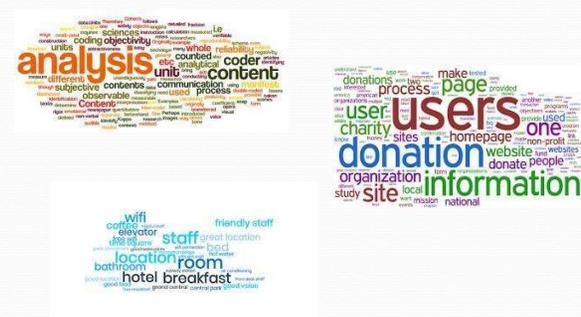
Content Analysis

- **Content analysis** is a research tool used to determine the presence of certain words, themes, or concepts within some given qualitative data (i.e. text).
- Using **content analysis**, researchers can quantify and **analyze** the presence, meanings and relationships of such certain words, themes, or concepts.

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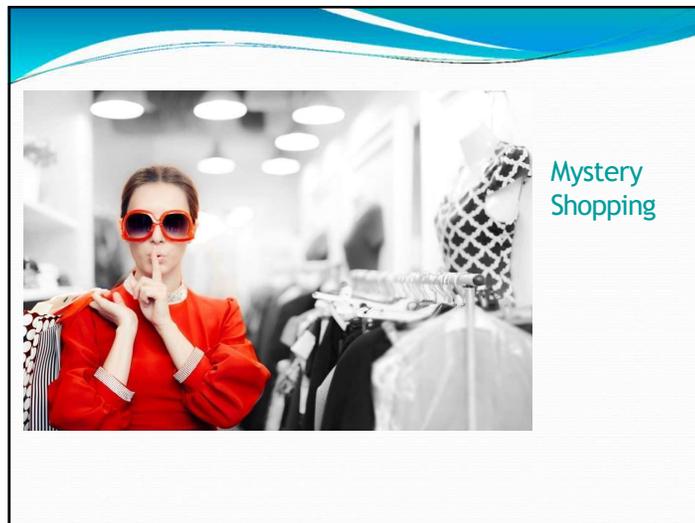
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Content Analysis



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8



What is Mystery Shopping

- Mystery shopping is a tool used externally by market research companies, watchdog organizations, or internally by companies themselves to measure quality of service, or compliance with regulation, or to gather specific information about products and services.
- The mystery consumer's specific identity and purpose are generally not known by the establishment being evaluated.
- Mystery shoppers perform specific tasks such as purchasing a product, asking questions, registering complaints or behaving in a certain way, and then provide detailed reports or feedback about their experiences.



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What is Mystery Shopping?

- Mystery Shopping is a process in which a person visits a retail store, restaurant, bank branch or any such location with the objective of measuring the quality of customer experience.
- Many companies define detailed processes and parameters to ensure that customers will have a good experience in their sales locations. Some examples are:
 - How customers will be greeted
 - What is the maximum acceptable waiting time
 - What should be the temperature of the facility
 - How many products should be on display etc.
- To ensure that these processes are followed, these companies hire **Mystery Shopping Companies** to conduct regular audits on their locations.

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11

Mystery Shopping Process 1

- The mystery shopping companies (also called **Mystery Shopping Agencies**) find people who match the target customer profile, provide them a questionnaire for recording their experience, and provide some training on how to measure various parameters. This person is called a **Mystery Shopper**.
- These mystery shoppers then visit the location pretending to be a customer and make careful note of things they have been asked to measure.

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12

Mystery Shopping Process 2

- The data is reported to the mystery shopping company, who compiles and analyzes data gathered from different locations to help their clients measure and improve their customer experience.
- Mystery shoppers are usually freelancers or people who do this on the side, and are paid a fee to conduct each mystery audit. If the audit involves purchasing or consuming anything - the mystery shoppers are usually provided a full or partial reimbursement of the money they spend as well.

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13

Pillars of Mystery Shopping

The diagram illustrates the pillars of mystery shopping. It features seven icons arranged in two rows. The top row includes: 1. PRESENTATION (handshake icon), 2. PEOPLE (group of people icon), 3. PRODUCT (hand holding product icon), and 4. Process (gears icon). The bottom row includes: 1. Project management (calendar icon), 2. Shopper management (person with magnifying glass icon), and 3. Reporting (document with bar chart icon). The numbers 1, 2, and 3 are highlighted in red circles.

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14

Example: Compliance Parameters for Banking KYC

- The objective is to understand compliance on
 - Turn Around Time (TAT) to contact auditor post placing a lead on call centre/ website
 - How many leads placed were actually contacted for an appointment?
 - In what time frame?
 - Soft skills of the telecaller
 - How many were passed on to competition?
 - Soft skills of the sales executive visiting at home/ office
 - Product knowledge of the sales executive visiting at home/ office
 - Mention of all needed documents in one go
 - Sharing of charges, payment schedule etc.
 - Follow-ups, addressing queries
 - Infrastructure

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Lecture 13 & 14 Special Methods in Marketing Research

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Special Methods in Marketing Research:
Delphi technique, panel research, cohort analysis, case method as a research tool.

16

Delphi Technique

- ❑ XXX

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17

Panel Research



18

What is Panel Research?

- ❑ Panel research is a method for collecting data repeatedly, from a pre-recruited set of people.
- ❑ These individuals generally provide demographic, household and behavioral data, which can make conducting future studies easier.
- ❑ Technology, primarily the internet, has transformed panel research methodology by the ease of which we can access larger numbers of respondents.
- ❑ Panel research provides many advantages for companies including faster turnaround, higher participation rates, and cost savings.
- ❑ The quantitative data can provide companies with insights into pricing, effectiveness and sales projection of their products or brand.

greenbook.org/market-research-firms/online-panels/india

informatemi
Toluna
Kantar World panel
Markelytics etc.

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19

Why is a Research Panel important?

- ❑ Building a quality research panel is very important because your data depends on it.
- ❑ With a research panel, you are able to build rich profiles of your members, which will help to ensure that your reporting provides quality responses.
- ❑ If you are looking to launch a new mobile phone, you would want to target panelists who are interested in mobile phones and technology to yield more informed responses.
- ❑ Additionally, a well-managed panel of pre-recruited respondents allows for a faster response rate, as the participants have shown interest in participating in surveys by joining the panel.

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20

Advantages of Panel Research

- ❑ Rate of research response is amplified as panel members have willingly signed up to participate in the research process.
- ❑ Different aspects of a particular subject can be discussed with panel members, unlike other research methods where a single topic needs to be discussed at a time. This makes panel research effective and less expensive.
- ❑ A panel consisting of a sizeable number of participants makes it easy for marketers to record behavioral changes across demographics due to the diversity of panel members.

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21

Advantages of Panel Research

- ❑ Capturing better details in panel research insights as panel members have a more sophisticated understanding of the research subject since they are profiled, screened and validated during recruitment.
- ❑ Qualitative market research methods such as focus groups, discussions, online interviews can be far more effective if they're conducted with well-recruited panel.
- ❑ Quantitative market research can be conducted to muster data and metrics based inputs for survey research by sending out online surveys and online polls to a panel

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22

Dis-advantages of Panel Research

- ❑ There are cases where certain members of the panel may not intend to honestly help you out as they register for every panel they come across for the perks. Evaluate your panel on basis of authenticity at regular intervals and remove members you have a hunch about.
- ❑ Over a course of time, response rates of tenure members who've been a part of the panel for an extended time frame may decrease.
- ❑ Frequent panel management is required to deal with problems regarding attrition.

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23

Cohort Analysis

Retention rates by weeks after signup

Cohort	New Users	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	
Apr 27, 2014	79	22%	19%	13%	19%	14%	20%	19%	20%	15%	14%	16%	20%	20%	20%	20%	20%	20%	20%
May 04, 2014	168	23%	21%	21%	24%	24%	26%	26%	18%	22%	14%	14%	14%	13%	13%	13%	13%	13%	13%
May 11, 2014	188	19%	19%	19%	21%	19%	20%	20%	21%	16%	14%	13%	13%	13%	13%	13%	13%	13%	13%
May 18, 2014	191	23%	21%	22%	22%	22%	22%	22%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%	21%
May 25, 2014	191	27%	19%	20%	20%	20%	20%	20%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%	19%
Jun 01, 2014	184	20%	20%	24%	22%	21%	21%	21%	20%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%
Jun 08, 2014	182	19%	16%	21%	19%	21%	20%	20%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%
Jun 15, 2014	209	22%	20%	22%	22%	22%	17%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%
Jun 22, 2014	217	22%	19%	19%	20%	20%	17%	19%	19%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%
Jun 29, 2014	221	18%	18%	14%	14%	21%	19%	20%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%
Jul 06, 2014	209	24%	22%	18%	18%	20%	22%	22%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%	16%
Jul 13, 2014	188	22%	19%	20%	19%	20%	20%	20%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%	18%
Jul 20, 2014	328	19%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%
Jul 27, 2014	304	14%	12%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%
Aug 03, 2014	330	22%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%	17%
Aug 10, 2014	246	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%
Aug 17, 2014	252	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%
Aug 24, 2014	251																		

<https://www.cohortanalysis.com/>

24

What is Cohort Analysis?

- Cohort analysis is a subset of behavioral analytics that takes the data from a given dataset (e.g. an eCommerce platform, web application, or online game) and rather than looking at all users as one unit, it breaks them into related groups for analysis.
- These related groups, or cohorts, usually share common characteristics or experiences within a defined time-span.
- Cohort analysis allows a company to “see patterns clearly across the life-cycle of a customer (or user), rather than slicing across all customers blindly without accounting for the natural cycle that a customer undergoes.”
- By seeing these patterns of time, a company can adapt and tailor its service to those specific cohorts. While cohort analysis is sometimes associated with a cohort study, they are different and should not be viewed as one and the same.
- Cohort analysis is specifically the analysis of cohorts in regards to big data and business analytics, while in cohort study, data is broken down into similar groups.

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25

Example: Gaming

- Analysis of gamers on a certain platform: Expert gamers, cohort 1, will care more about advanced features and lag time compared to new sign-ups, cohort 2.
- With these two cohorts determined, and the analysis run, the gaming company would be presented with a visual representation of the data specific to the two cohorts.
- It could then see that a slight lag in load times has been translating into a significant loss of revenue from advanced gamers, while new sign-ups have not even noticed the lag.
- Had the company simply looked at its overall revenue reports for all customers, it would not have been able to see the differences between these two cohorts

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26

Performing cohort analysis 1

In order to perform a proper cohort analysis, there are four main stages:-

- **Determine what question you want to answer.** The point of the analysis is to come up with actionable information on which to act in order to improve business, product, user experience, turnover, etc. To ensure that happens, it is important that the right question is asked.
- In gaming example, the company was unsure why they were losing revenue as lag time increased, despite the fact that users were still signing up and playing games.
- **Define the metrics** that will be able to help you answer the question. A proper cohort analysis requires the identification of an event, such as a user checking out, and specific properties, like how much the user paid.
- The gaming example measured a customer's willingness to buy gaming credits based on how much lag time there was on the site.

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Performing cohort analysis 2

- **Define the specific cohorts that are relevant.** In creating a cohort, one must either analyze all the users and target them or perform attribute contribution in order to find the relevant differences between each of them, ultimately to discover and explain their behavior as a specific cohort.
- The example splits users into "basic" and "advanced" users as each group differs in actions, pricing structure sensitivities, and usage levels.
- **Perform the cohort analysis.** The analysis was done using data visualization which allowed the gaming company to realize that their revenues were falling because their higher-paying advanced users were not using the system as the lag time increased.
- Since the advanced users were such a large portion of the company's revenue, the additional basic user signups were not covering the financial losses from losing the advanced users.
- In order to fix this, the company improved their lag times and began catering more to their advanced users.

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28

Lecture 15

Sampling Design & Sample Size Determination

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Important Concepts

- *Census*: Complete enumeration of all items in the population.
- *Sample*: Selected respondents for a particular study.
- *Sampling technique*: Sample selection process.
- *Sampling Design*: Techniques/ procedure adopted for selecting items for the sample.

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Steps in Sampling Design

- *Type of Universe*: Finite & Infinite.
- *Sampling unit*:
 - Geographical- State, district, village.
 - Social unit- Family, club, school, individual.
- *Sampling frame*: Source list from which sample is drawn.
- *Sample size*: *Optimal number of items*.

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Sample Design

- Deliberate sampling
- Simple random sampling
- Systematic sampling
- Stratified sampling
- Quota sampling
- Cluster sampling (Area sampling)
- Multi-stage sampling

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Deliberate sampling

- Purposive or non-probability sampling.
- Ease of access... *Convenience sampling*.
- Judgement sampling.

Examples:

- Multinational bank account's holders
- Users of premium petroleum products
- Management college students

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Simple Random Sampling

- Chance/ Probability sampling.
- Equal chance of inclusion.

Examples

- Lottery
- Randomly select a starting point & then every 40th element.

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Systematic sampling

- Sampling frame in the form of a list
- Initial starting point chosen at random and then the n th element.
- Example: Voting list/ Telephone directory/ List of Credit card holders etc.
- Select every 6th house/ every 15th name etc.

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Stratified Sampling

- Heterogeneous group.
- Population stratified into n non-overlapping sub proportions.
- Sample items selected from each stratum
- Example: Taste preference amongst Ice-cream eaters.

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36

Quota Sampling

- Quotas from different strata.
- Quota size proportionate to size of stratum in population.
- Judgement sample.

Car owners (1000)	Mumbai (60%)	Delhi (40%)	Total
TATA (20%)	120	80	200
Maruti (50%)	300	200	500
Hyundai (30%)	180	120	300
Total	600	400	1000

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Cluster sampling

- Grouping population.
- Selecting groups/ clusters
- Example: Taste preference amongst Ice-cream eaters.

Area Sampling

- Bigger geographical area under study
- Dividing a city into zones & each zone into smaller areas.
- Useful if list non-existent

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Multi-stage sampling

- Extension of Cluster sampling.
- Considerable larger areas
- Example: An all India study
- States>> Districts>> Towns>> Areas>> Families

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39

Sample Size Calculation

<https://www.surveysystem.com/sscalc.htm>

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2876926/>

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40

Lecture 16 & 17

Questionnaire Design:

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Open ended, closed ended & dichotomous questions, scaled response questions.

Steps & issues in questionnaire design – including pilot testing & revisions

41

Practical Session:

Questionnaire development

Reference to 3 attachments

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42

THE TASK



- The batch to be split into 4 groups.
- Each group to pick up 1 task, to be assigned randomly.
- Make the questionnaire in word as per the instructions.
- Students to submit in class & explain the flow & content of the questionnaire.
- This assignment is for quantitative approach.

3

GROUP 1 & 3

3

SCOPE OF RESEARCH

Task for group:

- Structure a **face to face** questionnaire with a provision for open end questions

RESEARCH OBJECTIVES

- Detailed assessment of socioeconomic trends, likely to boost travel to/ from the region
- Understand the consumer behaviour and journey in and around Hyderabad
- Identify key destinations being considered by consumers
- Quantify the traffic potential (including leisure, business, visit friends and relatives) from the region

45

GROUP 2 & 4

3

SCOPE OF RESEARCH

Task for group:

- Structure a **telephonic** questionnaire with a provision for open end questions

Research Background:

- Client seeks to conduct Customer Touchpoint Analysis (CTA) in order to evaluate the service quality levels, specific to their customer interactions with:-
 - Website
 - Call Centre
 - Branch visit
 - Email response

Objective of the study:

- To measure and track
 - Customer experiences on their interactions with the touchpoints.
 - Adherences to internal norms for every transaction, at these touch points.
- To understand pain points/ concern areas for these customer interactions and analyze reasons for a negative feedback
- To develop learnings from such negative interactions and formulate strategies to reduce the pain point areas for future interactions.

50

Lecture 18, 19 & 20

Marketing Research in Practice:

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Product Research: Concept & product testing, Test marketing, Advertisement Research: Ad tracking research – dip stick studies, on-air testing, Approaches to TV viewership ratings,

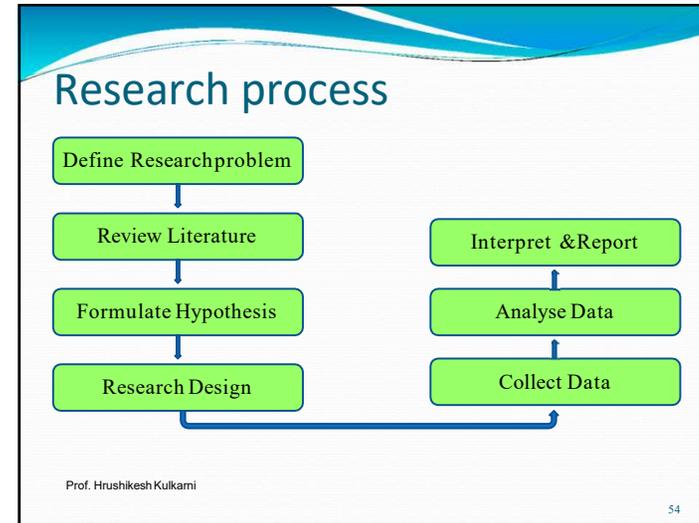
Satisfaction Research: Customer satisfaction research –different approaches & methodologies. Applications in service industry, Industrial Market Research: Nuances of conducting an industrial marketing research in the Indian context. Contrast with consumer research.

52

Steps in Research process followed by MR agencies

“Series of actions or steps necessary to effectively carry out research & the desired sequencing of these steps.”

53



Define Research Problem

- A two fold approach:-
 - Related to states of nature.
 - Related to relationship between variables.
- Problem stated in a broad way hence need to reduce ambiguity.

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Define Research Problem

- Stages include:-
 - Understanding problem.
 - Rephrasing into meaningful terms from analysis viewpoint.
 - Critically evaluate available literature

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Data Collection

- Primary data collection:-
 - By Observation
 - Through personal interviews
 - Through telephonic interviews
 - By mailing questionnaires
 - Web-based

"Choice of method to be based on nature of investigation, objective & scope of enquiry, financial resources, available time & degree of accuracy."

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57

Project Evaluation

- Systematic manner & time frame.
- Selection & training of interviewers.
- Field visits.
- Back checks.
- Track with research plan.
- Adhere to the predetermined level of accuracy.

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58

Data analysis

- Punching.
- Coding.
- Data cleaning & outlier identification.
- Tabulation.
- Frequency, percentage, range, mean.
- Use of statistical measures.

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59

Generalisation & Interpretation

- Building a theory on basis of hypothesis tested several times.
- Ability to arrive at conclusions.
- Explanation on basis of findings.
- New questions exposed leading to definition of new problems.

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60

Report Layout

- Preliminary pages
 - Title, Acknowledgements & Foreword
 - Table of contents, list of tables & graph
- Main text
 - Objective introduction & adopted methodology
 - Summary of findings & recommendations
 - Main report
 - Conclusions & Actionables
- End Report
 - Appendix, Bibliography & Index

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61

MR Project: Example: Key slides

Example of Executive Summary for a Mystery Shopping Program

- Brand **A scores have improved** as compared to the previous round and are better than competition for the current wave. The gap with competition is seen to be widening, service interventions by client leading to the positive traction in scores.
- Performance on **all the processes has improved/ stable** compared to last wave for Brand A.
- Brand C's performance weak on Presentation and Telephonic Follow-up process which leads to an overall reduction in the scores for the current wave.
- **'Assessing customer needs' & 'Test drive'** have the **highest weightage** (both at 20%) for calculating the overall weighted scores:
 - Performance on 'Assessing customer needs' have improved as compared to the previous round, moving into the "leverage" quadrant.
 - Though, performance on 'Test drive' have improved as compared to previous round, still there is a further scope of improvement.
 - **"Availability of the test drive vehicle"** is a key focus area for further improvement (In ~35% of the audits, test drive vehicle was not available at the time of audit).

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63

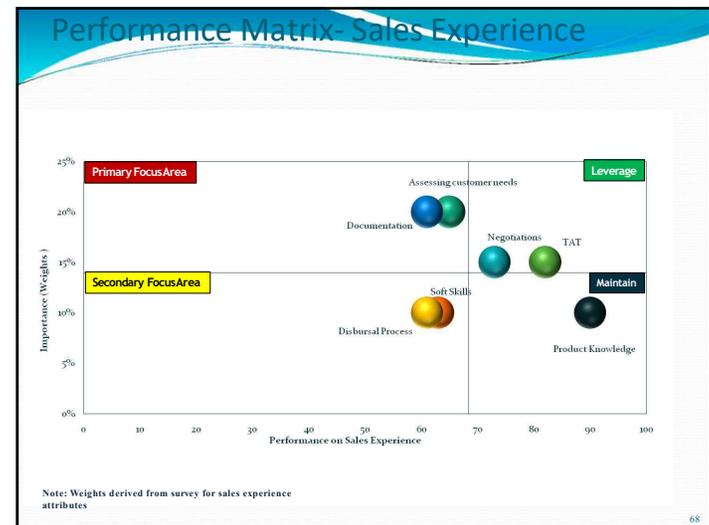
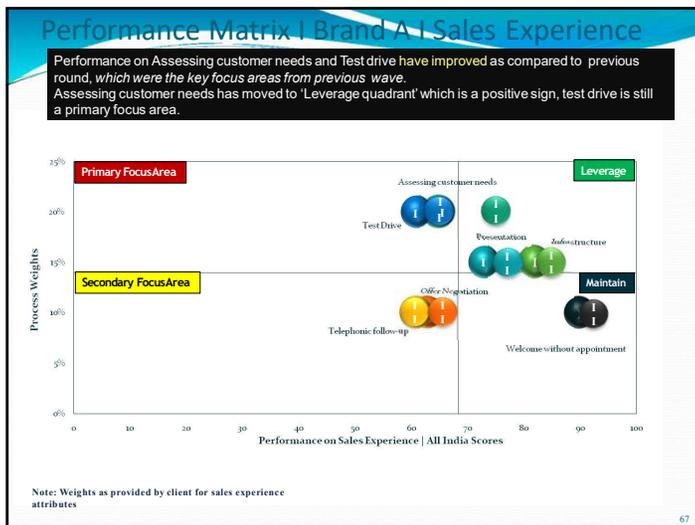
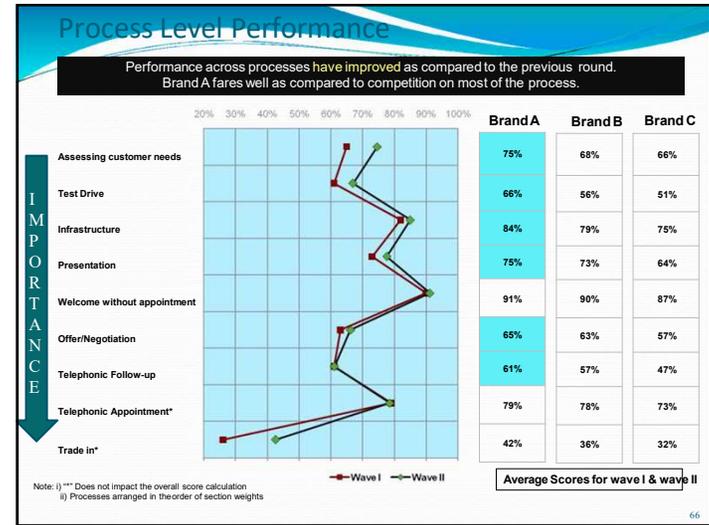
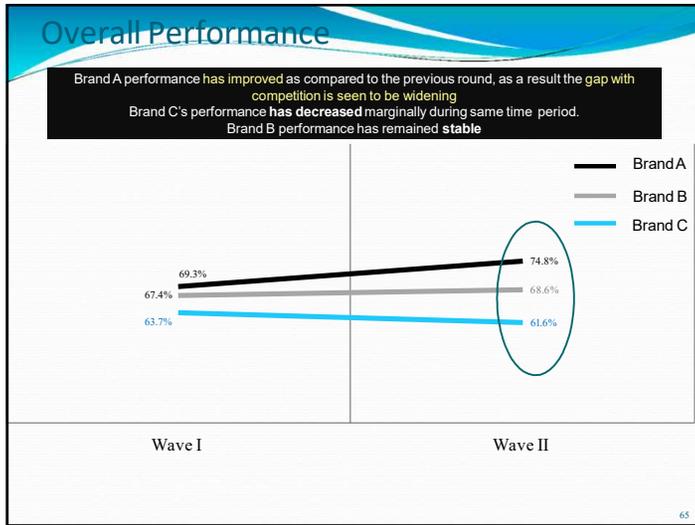
Overall Score (Wave II)

Brand A performance noted to be better than key competitors

Brand A	Brand B	Brand C
 <p>74.8</p>	 <p>68.6</p>	 <p>61.6</p>

Scores in %

64



Brand Evaluation

What is driving brand's success?

- A method used to measure the performance and feelings people have about brands in a real-world context.
- In addition, Brand Mental Network analysis that illustrates how people see and remember brand including all their associations and in their own words

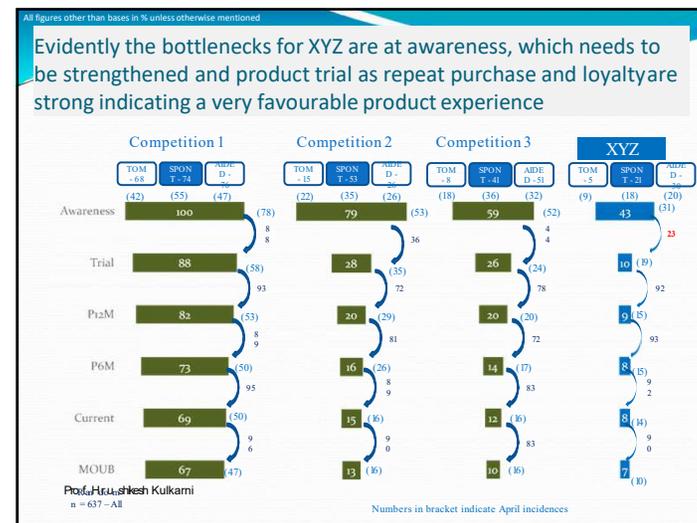
Example:-

BRAND VALUE CREATOR

Brand Desire +/- Market Effects = Effective Equity

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- ## Key Questions asked
- TOM – Q. Please tell me which brands of Basmati rice you are aware of
 - Spont – Any Other
 - Aided – Q. Please look at this list and tell me which of these brands of Basmati rice are you aware of
 - Trial – Q. Which of these brands of Basmati rice have you ever purchased any time in the past?
 - P12M – Tell me which of these brands of Basmati rice have you purchased within the last 12 months
 - P6M – Q. Tell me which of these brands of Basmati rice have you purchased within the last 6 months
 - Current Usage – Q. And which brands of Basmati rice are you currently using?
 - MOUB – Q. And which brand of Basmati rice do you use Most Often?
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All figures other than bases in % unless otherwise mentioned

Image Associations

XYZ "new brand" connotation drops from April, also relatively lower than competition, however, this is most likely a rub off of the other category presence

	[INDIA GATE]		[DAAWAT]		[KOHINOOR]		[XYZ]	
	April '20	April '19	April '20	April '19	April '20	April '19	April '20	April '19
Base	635	510	373	340	503	350	271	201
New brand	70	45	31	33	45	41	39	55
Wonderful moments	75	55	40	35	41	46	30	54
Trustworthy	75	57	36	31	41	45	35	54
Family/friends advise	77		40		42		34	
Retailers advise	75	54	41	28	41	42	32	53
Suitable for Biryani*	73	-	45	-	41	-	31	-
Good fluffiness*	75	-	39	-	44	-	31	-
Long grain	77	57	37	31	41	42	27	51
Attractive offers/promos	79	56	39	30	41	44	30	54
For celebration	73	56	37	32	40	44	33	50
Popular	74	55	43	30	45	42	37	54
Easy availability	79	57	40	26	42	39	32	53
Available in multiple pack size	74	56	41	31	43	43	34	55
Nice packaging	74	57	36	28	46	42	32	54
Good aroma	76	55	37	29	43	41	31	53
Value for money	76	56	39	26	39	41	32	51
Other products are for me	74	56	39	29	42	41	31	55
Cooking for others is really joyful	76	54	40	28	43	41	30	53

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Q. Now I am going to read out some statements that other people have said about Basmati rice brands. You may choose one, many, all or none of the brands for each statement as you think fit - All

* Statements added this wave

Communication Evaluation – TV Ads

All figures other than bases in % unless otherwise mentioned

Dummy outputs

XYZ Biryani – Reasonable recall for the execution and XYZ association, high leakage to India Gate and weak variant associations, Chennai performs better



CR ¹	All	Mumbai	Chennai
Base	637	309	328
Seen Ad	14	12	16

BRAND ATTRIBUTED ²	All	Mumbai	Chennai
Base	89	37	52
Any XYZ	27	22	31
XYZ (Unspecified)	19	22	17
XYZ Biryani	6	-	10
XYZ Everyday	1	-	2
XYZ Dubar	1	-	2
India Gate (Unspecified)	52	41	60
Daawat (Unspecified)	8	19	
Daawat Biryani	2	5	
Kohinoor (Unspecified)	1	3	
DK/CS	12	16	10

¹Q. Please tell me if you have seen the ad or not
²Q. What was the brand being advertised

All figures other than bases in % unless otherwise mentioned

Dummy outputs

XYZ Biryani – very low message recall; Mumbai picks up "brings people together"; Chennai generally likes the ad and only connects the shown execution

KEY MESSAGE RECALL ¹	Mumbai	KEY MESSAGE RECALL ¹	Chennai
None	41	None	31
DK/CS	43	DK/CS	31
Brings people together	35	DK/CS	31
A good excuse to give dawaat to friend	16	Ingredient	29
Bring friends near	5	Plain rice	4
A good brand rice bring family together	5 (3)	Tomato rice	2
People get attracted when they smell the rice	3	Veg pulav	6
A good brand rice for dawaat	3	Veg rice	17
Aroma bring people together	3	Likeable ad	21
Tasty rice	14 (11)	I like rice	21
It is tasty	5	Tasty rice	6 (18)
Once you eat it again and again you eat it	3	Basmati	2
Good flavour	3	Best rice	2
It is biryani rice	3	Taste	2
Puffy rice	11 (5)	Brand	4 (7)
Grain look fully puffed	11	I like to the brand	4
Good aroma	11 (-)	Colour	4
Aromatic rice is good	11	Colour	4
Memories	8	Misc	4
It reminds of old memory	8	Misc	4
Misc	6	Good	4
Everyone talk about food	3	Persuasion	2
Every grain is boiled	3	I am interested	2
Long grains	5		
Grains are long	5		
Kajol	3		
Shown kajol is ad	3 (-)		
For all ages	3		
Good rice for children	3 (3)		
Special feeling	3		
Normal days also feel like a festival	3 (-)		

n = 89 - All n = 37 - Mumbai n = 52 - Chennai

¹Q. What all you recall seeing in the advertisement? And also tell me, apart from getting you to buy and/or try the product, what was the main message in the advertisement?

Stakeholder Management: Customer Satisfaction

What is Customer Experience?

- **Customer Experience (CX)** is the sum of every interaction a customer – whether consumer or B2B – has with an organisation, including their overall brand experience.
- It's about perceptions and experiences – past, present and future intentions; emotional and functional – across every touchpoint and channel.
- Evidence has shown that companies which get CX right reap the financial rewards. CX is the new battleground and is top of every CEO's agenda, yet we know organisations still have much to do in the CX space and it's difficult to get it right.
- MR agencies help clients navigate these challenges to deliver customer experiences which lead to profitable growth, retain customers and recover those at risk, grow share of spend, increase advocacy and drive up operational efficiency; to deliver a Return on Customer Experience Investment.

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Research Background & objectives

Research Background:

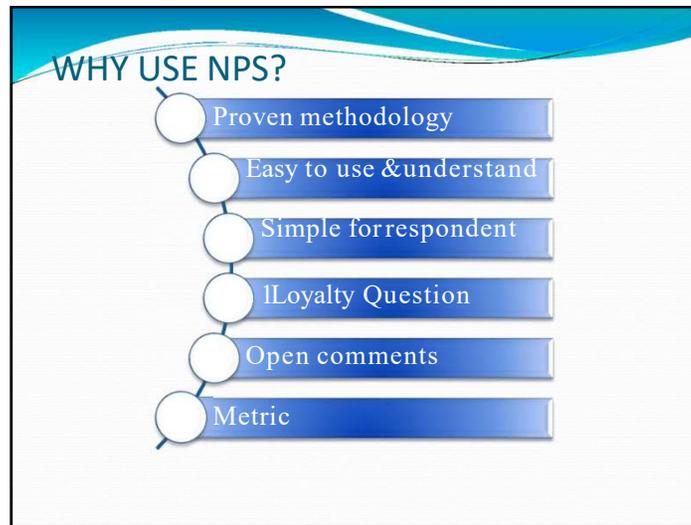
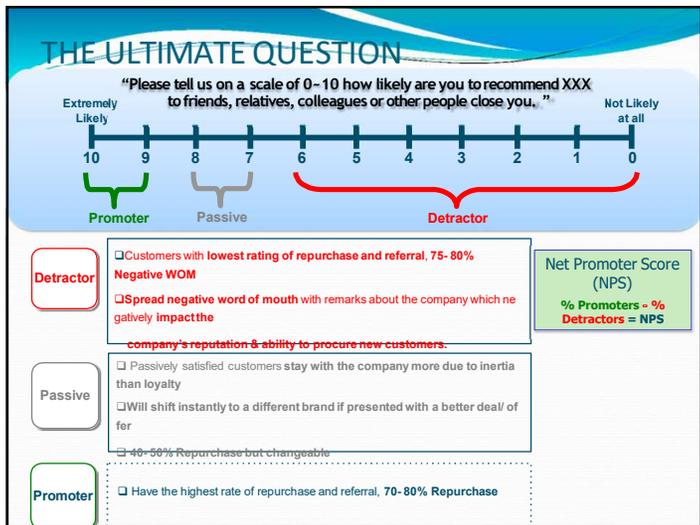
- **Customer Touchpoint Analysis (CTA)** in order to evaluate the service quality levels, specific to their customer interactions with:-
 - Website
 - Call Centre
 - Branch visit
 - Email response etc.

Objective of the study:

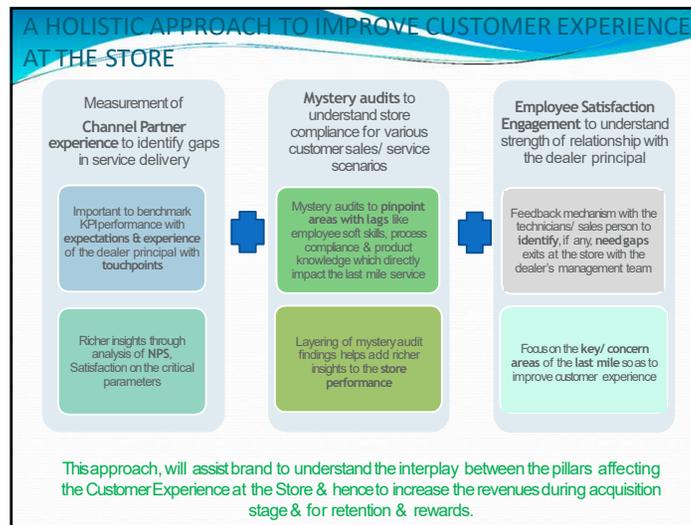
- To measure and track
 - Customer experiences on their interactions with the touchpoints.
 - Adherences to internal norms for every transaction, at these touch points.
- To understand pain points/ concern areas for these customer interactions and analyze reasons for a negative feedback
- To develop learnings from such negative interactions and formulate strategies to reduce the pain point areas for future interactions.

79

NPS (Net Promoter Score)



360 DEGREE STORE EXPERIENCE



Product & Concept Testing

What is Concept Testing?

- Concept testing (to be distinguished from pre-test markets and test markets which may be used at a later stage of product development research) is the process of using surveys (and sometimes qualitative methods) to evaluate consumer acceptance of a new product idea prior to the introduction of a product to the market.

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What is Concept Testing?

- For the innovation pipeline, MR offers a suite of solutions grounded in Real Insights from Real People to:
 - evaluate, test and prioritise ideas, claims and visuals;
 - identify the best positioning for the brand;
 - manage product portfolio;
 - explore business models;
 - understand true incrementality;
 - evaluate the brand fit;
 - carry out concept testing to assess the size of the prize;
 - simulate in-market scenarios;
 - assess post-launch performance.
- Forecasting can be provided at any stage. All services are offered for consumer goods categories, durable products and digital innovations and services.

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What is Product Testing?

- Product testing, also called consumer testing or comparative testing, is a process of measuring the properties or performance of products.

There are two types of product testing; IHUT and CLT. Even though the methodologies and research are similar, there are small differences.

Product Testing Approaches



Central Location Test (CLT)
On CLT studies, consumers are getting recruited to participate in research within controlled environments.



In-Home Usage Test (IHUT)
On IHUT studies, products are getting shipped to the target audience where the research is conducted within consumer homes.

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What is Product Testing?

- To achieve product superiority through innovation or renovation.
- Clients need to achieve superiority at every stage of the product lifecycle.
- MR provides the ideal balance of technical rigour with prescriptive guidance at a fast pace.
- Real Insights from Real People for sensory optimisation, category appraisals, prototype screening, concept/product fit, competitive benchmarking, cost savings and product quality improvements.
- Product testing in today's world needs to be agile and cost efficient while providing the required rigour for a proper and successful product innovation or renovation.
- Using unique, award-winning proprietary solutions, to create globally successful product testing protocols.
- Aim is to continuously improve the way we test at the different stages of the product lifecycle.

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Examples of Concept/ Product testing



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90

Market Segmentation

Motorcycle Context

BUSINESS OBJECTIVES

Given the evolution in the Indian Motorcycles Market and the evolving customer, ABC Auto needs to develop a strategy in terms of addressing:

- **Whom** should they target, which segments are the most compelling?
- **What should be the product offer** & need-states that they will need to address for each sub-segment of riders?
- **How should it communicate** with the chosen audience and

The customer segments identified will help us:
To build Targeting Strategy, Brand Strategy, Product Strategy, Sub-Brand Strategy and Communication Planning

92

DEFINING THE SCOPE OF RESEARCH

A segmentation system to be developed based on:
Behavioural drivers, motivations, emotional needs, rational needs, unmet needs, attitudes, buying behavior & layered with an understanding of individuals values and lifestyles

CONSUMER LEVEL

Understand who the consumer is?
What drives their behaviour and leads them to choices they make?

CATEGORY LEVEL

Understand his motorbike context?
Current attitudes & behaviour in the context of being Need states being satisfied
Factors considered important and his articulation of the same – deep dive into the sub-segments within

BRAND LEVEL

Understand the way the brands are currently placed in the consumer's minds? And identify the source of this perception

93

INSIGHTS' APPROACH

CATEGORY EXPERIENCE

Category Interaction & Purchase Process

WHAT
WHEN
WHY

STRATEGIC INPUTS FOR ABC AUTO

WHAT WHO
WHO HOW

CONSUMER SEGMENTS Identify & Size the Consumer Segments

BRAND ESSENCE Identify Brand Values & Perceptions

94

"Knowing who your consumers are is great, but knowing what defines their behavior is even better"

SEGMENTATION PHILOSOPHY

POV: Segmentation Based on Need-states & Psychographics

SEGMENTATION VARIABLES

Our starting point does not involve any a-priori classification and we will look at consumers through multiple lenses:

- Different consumers have **different needs which govern what they do** and how they behave to satisfy a particular needstate
 - In the category context while the functional pay off for the consumers could be restricted to convenient transportation at an economical cost, the spectrum of emotional pay offs is wider
- Also, consumer psychographics viz. individual personality traits play a key role in molding their behavior as a motorbike is often regarded as a reflection of who they are?
- Individual worldview and **attitudes** (a set of emotions, beliefs toward a particular object, person, thing, or event) which are often a result of past experience and usage can also have a powerful influence over behavior
- Thus, to identify consumer personas it is critical to ascertain the consumer need states and also understand 'why' do they behave in a certain way in the context of the category the sum total of which will affect their category behavior
- Segmentation divides customers and prospects** into subsets based upon their interests, hobbies, spending habits, value systems lifestyle and attitude

95

Usage & Attitude Studies

Business Objective: Usage & Attitude

- A brand ABC want to increase consumer preference for XYZ Rice among branded Basmati users, by
 - Identifying the triggers and barriers to usage of XYZ Basmati
 - Understanding the need gaps in the category
 - Identifying key points of influence in the category – purchase as well as media
 - Benchmarking current brand health against that measured previously

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Deconstructing the business objective: Usage & Attitude

```

    graph LR
      A[To increase consumer preference for XYZ Basmati Rice] --> B[What is the current market landscape?]
      A --> C[What is the category behaviour?]
      A --> D[What are the existing need gaps to be addressed in the category?]
      A --> E[How can XYZ influence behaviour in the category?]
      B --> B1[1. Share of XYZ vs. Competition in the consumer basket]
      B --> B2[2. Awareness and usage of XYZ vs. a- vs. competition]
      B --> B3[3. Brand image of XYZ and competition]
      C --> C1[1. Consumption occasions and frequency]
      C --> C2[2. Purchase behaviour – frequency, pack size, place, key influencers]
      C --> C3[3. Switching behaviour – triggers and barriers]
      C --> C4[4. Intention to try brands in the future]
      D --> D1[1. Relative criticality of needs in the category]
      D --> D2[2. Perceptions around XYZ and competition in satisfying these needs]
      E --> E1[1. Media habits of consumers]
      E --> E2[2. Performance of XYZ TVCs on key parameters of recall, main message, relevance, brand attribution]
    
```

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Iceberg Theory

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Iceberg Theory

- The **"Iceberg Theory"** of **Writing**. Ernest Hemingway coined this **theory** when he determined that by omitting parts of a story, details that the **writer** and reader both inherently know, the story's prose will be shortened and strengthened.
- In content **marketing**, the **Iceberg Principle** is very relevant. According to ascd.org: "The **Iceberg Model** is a systems thinking tool designed to help an individual or group discover the patterns of behavior, supporting structures, and mental models that underlie a particular event."

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