K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
Vidyavihar, Mumbai- 400077

Program: PGDM-Marketing (Batch 2018-20)
Subject: Marketing Research
(End Term Examination)

Maximum Marks: 50   **Date: 13th Sep 2019**
Duration: 3 Hours

Instructions
1. **Q1 and Q2 are compulsory. Answer any one question in Q3.**
2. Please write answers in points
3. State relevant examples wherever applicable

QUESTION 1 Nutrition Seeds

25marks

Seeds have been gaining a lot of popularity as food items around the world. The assortment of seeds that we are all familiar with include sesame seeds, pumpkin seeds, sunflower seeds, flax seeds, chia seeds and so on. These seeds can be consumed as is or soaked and consumed, or added to countless dishes like salads, soups, smoothies, baked goods, etc. Seeds offer a variety of health benefits, mainly due to the wealth of fibre and phyto-nutrients present in them. Including them in your daily diet in any form is said to be healthy and beneficial in the long run. Now, the growing popularity of the root-to-stem food trend has ensured that some lesser known seeds are hitting the limelight. These include seeds from fruits and vegetables, which would earlier get thrown out or discarded.

Presently these seeds are available in Modern Formats like Big Bazaar, Star Bazaar and online stores like Big Basket. In order to better understand the preference for nutrition seeds a research was conducted among 300 consumers from Tier 1 cities. Given below are a sample of some outputs. Go through them and answer the questions given at the end.

Output 1 – Factor Analysis
The KMO statistics was 0.76 and total variance explained was 83%.

Rotated Component Matrix[a]

	Component 1	2	3
good for weight management	.911	.215	
healthy option to other snacks	.883	.265	
high on nutrition	.870	.184	
Guilt free snacking	.756	.131	.101
Very filling for in between meals	.217	.917	
Dont get bored eating since different variety like Chia, Pumpkin, Sunflower seeds	.251	.893	
Light since it is not friend	.185	.860	
Comes in Easy to Store reusable containers			.949
Like the attractive packaging			.943

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	4.020	.069		58.372	.000
	Factor 1	1.153	.069	.588	16.719	.000
	Factor 2	1.051	.069	.536	15.240	.000
	Factor 3	.091	.069	.046	1.321	.188

a. Dependent Variable: Overall Preference for Nutrition Seeds

Output 2 – Discriminant Analysis

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	.960[a]	100.0	100.0	.700

a. First 1 canonical discriminant functions were used in the analysis.

Structure Matrix

	Function 1
Dont get bored eating since different variety like Chia, Pumpkin, Sunflower seeds	.748
healthy option to other snacks	.716
good for weight management	.684
Very filling for in between meals	.666
Light since it is not friend	.542
high on nutrition	.537
Like the attractive packaging	.223
Comes in Easy to Store reusable containers	.124

Tests of Equality of Group Means

	Wilks' Lambda	F	df1	df2	Sig.
Dont get bored eating since different variety like Chia, Pumpkin, Sunflower seeds	.651	159.897	1	298	.000
Very filling for in between meals	.702	126.733	1	298	.000
Light since it is not friend	.780	83.930	1	298	.000
Like the attractive packaging	.954	14.229	1	298	.000
Comes in Easy to Store reusable containers	.985	4.405	1	298	.037
healthy option to other snacks	.670	146.588	1	298	.000
good for weight management	.690	133.692	1	298	.000
high on nutrition	.784	82.343	1	298	.000

A. Evaluate the Model Fit of Factor Analysis and Regression Output. What are your key takeaways from the output?

B. How is discriminant analysis different from Factor Analysis? Is the discriminant analysis a good model? Justify.

C. What additional insights are generated from the discriminant analysis?

D. Based on the outputs, what would be your recommendation regarding marketing nutrition based seeds?

QUESTION 2   (15 Marks)

Young India's preference for on-the-go, dry snacks has gone several notches up in the past decade. Foreign brands entering India post-liberalization, in the '90s, have acted as the chief propeller for this trend. Although, the Indian snacks market continues to be dominated by potato chips, salted savory snacks and traditional sweets, new flavors are on the rise. Thanks to the changing tastes of the Millennials and the emerging health trends, the consumer is willing to experiment and has become receptive to fresher, newer ideas. A number of factors like mass media, social media and frequent international vacations, have become the catalysts for fostering these changes. These platforms are introducing the Indian taste buds to new global delicacies and flavours, and gaining access to information about them is just a click away.

The category of gourmet snacks is fast gaining acceptance with more and more Indians owing to globalization, overseas travel, and exposure to new products and flavors. International gourmet snacks are now widely available at supermarkets and modern trade stores. But this wasn't always the case. Tortilla chips and nachos are culinary delights from Mexico and are independent product categories in markets such as the United States and Mexico. Establishing them as strong product categories in India has its own share of challenges. First, there are difficulties in gaining wide consumer acceptance for these products. Nachos have also been at times equated with the humble papad, as it a close culinary reference point for Indians.

Consumer preference and choices are changing slowly. This is evident from the fact that earlier nachos and similar products were displayed alongside international gourmet products by modern trade channels such as HyperCity and Spencer's. Now this has changed and these products are displayed alongside domestic chips and other snack products. This clearly shows that gourmet food has moved into the domestic snack food category and there is a growing acceptance for new and innovative products.

Research Firm Iconic Research has recently conducted a research among the age group of 18-35 year old to understand attitudes towards Snacking as a category. Consumers were asked to state their preference on a list of attributes regarding snacks and savouries on a 5 point Likert scale (1 = strongly disagree and 5 = strongly agree).

Given below is output for your reference.

Final Cluster Centers

	Cluster		
	1	2	3
I prefer desi namkeens and chakna	3	2	5
I prefer home cooked snacks to outside snacks	4	3	5
I ensure there are Indian branded snacks at home for tea time	5	3	4
I prefer to eat out as often as possible	4	5	2
I am always the first to buy new snacks that hit the stores	4	5	2
When consuming a snack, taste and variety of flavours is very important	4	5	3
I am willing to pay more for healthier snacks	4	5	2
I like to try exotic snacks from across the world even if they are expensive	3	5	1
I like to buy Indian snack brands like sev, wafers, bhakarwadi	5	2	4

	Cluster		F	Sig.
	Mean Square	df		
I prefer desi namkeens and chakna	16.383	2	29.036	.000
I prefer home cooked snacks to outside snacks	22.426	2	33.896	.000
I ensure there are Indian branded snacks at home for tea time	18.692	2	44.716	.000
I prefer to eat out as often as possible	17.106	2	68.008	.000
I am always the first to buy new snacks that hit the stores	20.653	2	82.103	.000
When consuming a snack, taste and variety of flavours is very important	21.356	2	49.579	.000
I am willing to pay more for healthier snacks	18.383	2	23.468	.000
I like to try exotic snacks from across the world even if they are expensive	34.752	2	158.223	.000
I like to buy Indian snack brands like sev, wafers, bhakarwadi	25.213	2	96.749	.000

	1	49.000
Cluster	2	56.000
	3	110.000
Valid		215.000
Missing		.000

|		Cluster 1	Cluster 2	Cluster 3
Gender	Male	48%	57%	44%
	Female	52%	43%	66%
Monthly Household Income	Less than Rs 1 lac	19%	18%	43%
	Rs 1-3 lac	48%	33%	40%
	>3 lac	36%	49%	18%
Education	Graduate	37%	28%	41%
	Post Grad General	16%	10%	11%
	Post Grad Professional	43%	57%	32%
Ownership of home	Yes	83%	89%	78%
Laptop/Desktop	Yes	77%	85%	64%
Flat screen TV 29 inch and above	Yes	66%	89%	46%
Hi end music system	Yes	45%	60%	20%
Ownership of smartphone above 25,000		72%	85%	40%
Watching movies	Preference	Mostly Multiplex	Multiplex and Digital	Cable TV and Sometimes Multiplex
Youth Icons		Ranbir Kapoor, Ranveer Singh, Kareena Kapoor	Virat, Ayushman Khuranna, Alia	Salman Khan, Akshay Kumar
Weekends		Malls, Friends and Family	Nightclubs, Fine Dine and Malls	Malls and Visit to local Market
Four wheeler	Yes	62%	80%	35%
Preference for snacks		Chips, Wafers, Sev, Bhakarwadi, Chakli	Nachos, Veggie chips, Makhanas	Mostly biscuits and chips
Amount of money spent per month on Snacks		Less than Rs 1000	Greater than Rs 1000	Less than Rs 1000
Willingness to Try New Gourmet snacks (5 = Will definitely try and 1 = Definitely Not Try)		4	4.6	3.2

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Questions
 A. Do distinct segments exist when it comes to consumption of snacks among the young
 adult consumers?
B. Label the clusters. Would different strategies be required to target the 3 clusters?
C. Cornitos Nacho Crisp is a Mexican snack offered in India in international flavors,
made with corn oil, gluten-free, trans-fat free, offering zero cholesterol and high in
protein and fiber with nature identical seasoning, therefore making for an extremely
healthy snacking option. Which segments are ideal for Cornitos?

QUESTION 3 (Attempt Any One)   (10 Marks)

A) You were asked to run Multi Dimensional Scaling on SPSS with data on Apparels.
   Study the output below and explain what the X-Y dimensions are. Does an MDS help
   Marketer or do you believe that it is too subjective leading to misinterpretation?

Derived Stimulus Configuration

Euclidean distance model
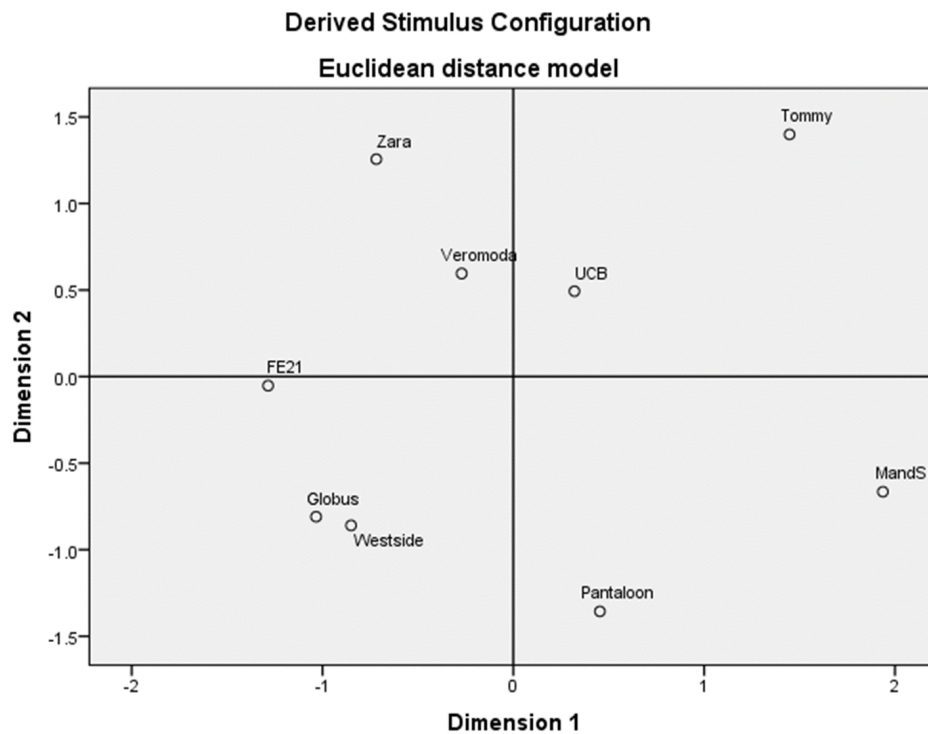
OR

B) You were asked to research on Ombre, Tie Dye and Splat Hair. Were these trends or
   fads? Suport your answer with what you read and researched through Google Trends.
   Discuss how L'Oreal listened to potential customers and emerging online trends to
   develop a brand or a product for the identified trend.

**************ALL THE BEST*****************