

**K.J. Somaiya Institute of Management Studies & Research**  
**Course: PGDM-Marketing (Batch 2017-19), Tri-IV**  
**Sub: Marketing Research**  
**(End Term Examination)**

**Time: 3 Hours**

**Marks: 50**

**Date of Exam: /09/2018**

**Note:**

- 1. All Questions are compulsory.**
- 2. From Question 3, attempt any ONE.**
- 3. Elaborate your answers with use of suitable theoretical concepts and relevant industry examples.**

**QUESTION 1 (20M)**

**Case: Cold-Pressed Juices: It's No Pulp Fiction!**

Why would someone willingly give up real food and switch to sludgy green juice? Shabnam Pal, fitness expert and cold-pressed juice convert tells us, "Juicing isn't as tough as it's made out to be. It's an excellent way to detox without losing your energy. And take it from someone who's been doing it for almost a year now - juicing will leave you feeling lighter, rested, bright-eyed and with lovely looking satin skin."

*'Juice does not have to be part of your diet. It could be your diet.'*

Let's be clear about one thing, juicing does not mean that you gulp down a carton of packaged juice for lunch. It involves drinking juice that's been extracted from fruits or vegetables and abstaining from food. It's like spring cleaning for your body. It helps you wash out dirty toxins, regain balance after a spree of unhealthy eating or give your body a jump-start to health.

'Cold-pressed juicing', the latest in-vogue way of juicing is when the vegetables or fruits are first crushed and then pressed to get maximum yield. Dr. Simran Saini, dietician at Fortis Hospital believes that "in a technique like cold-pressing the fruit or vegetable is exposed to minimum heat, almost zero oxidation and thus the juice is more fresh, pure and nutrient-rich. The fruit enzymes are well retained and you have the actual goodness and taste of the juice as you would feel while eating the fruit". Red cabbage, kale, broccoli, spinach, figs, tomatoes, cauliflower, lemon, ginger, carrots, you'll find all kinds of vegetable and fruit concoctions today. The only catch is that these juices are extremely expensive. But cold pressed juice manufacturers are betting on the fact that consumers having read the advantages of cold-pressed juices would be willing to pay extra to put their health back on the right track.

In order to understand if the perception of marketers was right, a research was conducted to understand perceptions towards healthy juices as alternatives to fruits and vegetables. The total sample size was 140. Majority of the sample belonged to younger age group (67% were between 18-35 years of age) and the sample was evenly split between male and female.

Given below are a few outputs. Please go through the outputs and answer the

following questions

**Output 1 - Important factors while buying Juices: Ranking Method used (lower the rank, better the preference)**

Attribute	Mean Rank
Nutrition	1.52
Good for health	1.6
Quality certification	1.8
Freshness	1.65
Taste	2.0
Price	2.2
Recommended by Doctors/nutritionists	2.8
Brand Name	3.2
Convenience in consumption	3.5

**Output 2 – Broad benefits sought by consumers from juices as an alternative to fruits/vegetables : Factor Analysis used.**

- The final factors accounted for 74% of the variance in the data
- The Kaiser-Meyer-Olkin (KMO) measure was 0.85

	Component 1	Component 2	Component 3
Weight Mgmt	0.904		
Good for children	0.899		
Recco by nutritionists	0.896		
Real benefit of fruits and veggies	0.84		
Disease free life	0.82		
Fresh taste wo preservatives	0.672		
Post workout	0.668		
Serve to guests		0.844	
Easy to store and consume post purchase		0.798	
Widely available		0.76	
Reg promo and offer		0.74	
VFM		0.72	
Variety of flavours			0.835
Has diff combo of exotic fruits			0.799

**Output 3 – Drivers of preference for juice over fruits/vegetables : Multiple Regression and Factor Analysis used.**

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.020	.069		58.372	.000
1 REGR factor score 1 for analysis 1	1.153	.069	.688	16.719	.000
1 REGR factor score 2 for analysis 1	1.051	.069	.536	15.240	.000
1 REGR factor score 3 for analysis 1	.091	.069	.046	1.321	.188

a. Dependent Variable: Overall Preference for Healthy Juices; R Square = .634

### Output 4 – Current communication plan for a Cold Pressed Juice



- A. Combine output 1,2 and 3 to derive the key insights regarding benefits sought by consumers for preference of cold pressed juices over fruits/vegetables
- B. Why has the researcher used factor analysis and multiple regression?
- C. Based on your inferences, how would you redesign the communication plan for the above brand? What would be the positioning tag line, the visual imagery used and the benefits communicated in your plan? Justify

**QUESTION 2. (20 M)**

**OnePlus 6 vs Apple iPhone X: can David take on Goliath?**

You were asked to compare the OnePlus6 and the iPhone X on various criteria. As part of the secondary research on the two phones, you were encouraged to read reviews on the two phones.

Given below is the output of a survey done amongst smartphone users, on what do they use their smartphones for. The survey was administered among the age group of 15-40 years, amongst a sample size of 175 in Mumbai.

Some demographic details: Cluster 1 largely consisted of consumers belonging to age group 15-25, while cluster 2 and 3 had consumers in age group of 25-40. Cluster 1 had higher frequency of watching movies; while cluster 3 had highest percentage of people eating in fine dine restaurants followed by Cluster 2.

Go through the output given below.

Attributes	Cluster1	Cluster 2	Cluster 3
I like to stream videos, edit photos, or download and watch movies on my smartphone	3	4	5
Multitasking between messaging, streaming videos and checking my mails is important to me	4	4	5
My smartphone should help me take great pictures of me with my friends and loved ones	5	4	4
My smartphone should be able to quickly download a large number of apps	4	5	4
i am ready to pay a fortune for a premium smartphone experience	3	3	5
Aesthetics are very important to me – my smart phone should be light and nimble	3	4	5
I require that my smartphone should have great charging technology – my phone should be able to charge from empty to more than half quickly	3	5	4
I get excited with extra features like fingerprint sensor, face unlock etc	3	5	4
Music is really important to me, I want good quality speakers	4	4	4
I mainly use my smartphone for browsing social media apps	5	3	3
Instant access to software updates is really important to me	3	4	5
I use my smartphone extensively for heavy online games	5	3	3

**Distance between Final Cluster Centres**

<b>Cluster</b>	<b>1</b>	<b>2</b>	<b>3</b>
<b>1</b>		9.45	7.2
<b>2</b>	9.45		5.9
<b>3</b>	7.2	5.9	

- A. Rate OnePlus 6 and iPhone X against each other on a few criteria (please base your answer on secondary research)
- B. Refer to the output of the cluster analysis. Are the three clusters unique? What are the key characteristics of the three segments?
- C. Of the above three clusters, who would be the ideal target audience of OnePlus 6?
- D. Does it make sense for OnePlus6 to use a differentiated approach to appeal to the three segments or should OnePlus6 focus only on one cluster?

**QUESTION 3 (10M) - ATTEMPT ANY ONE**

You were asked to view the official ad of OnePlus 6. The marketing team at OnePlus, requires you to gauge the effectiveness of the ad on the following aspects:

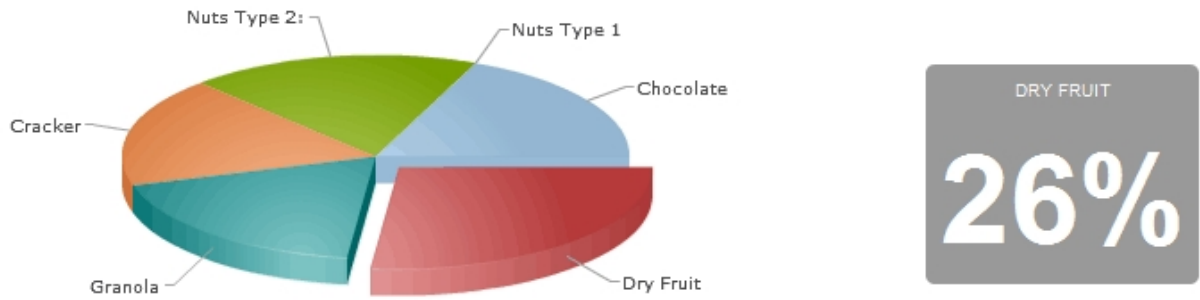
- 1. **Ability to break through the clutter (stand out from other brands)**
- 2. **Key visuals/scenes remembered by consumers**
- 3. **Association with brand**
- 4. **Key benefits**

Design a suitable advertising test for the above brief. You would need to prepare the brief by specifying the following:

Target Audience, Methodology used, and Flow of Questions. Please write the following as one page brief for the client. Use of flowchart, text boxes etc. indicating anticipated outputs and metrics is desirable.

**OR**

Refer to the output given below. This is a standard output for a certain type of test used for new products. Discuss the methodology and how the findings of this kind of research are useful for the new product development team. Elaborate on relative importance and average utility.



### Relative Importance

Feature	Relative Importance	Level (Average Utility)			
Chocolate	18.63%	Yogurt Chips	Dark Chocolate Chips	Milk Chocolate Chips	M&M's
		0.550	0.500	0.667	0.167
Nuts Type 1	0.00%	Sesame Seeds		Sunflower Seeds	
		0.500		0.500	
Nuts Type 2:	18.94%	Peanuts	Almonds	Walnuts	
		0.833	0.500	0.325	
Cracker	17.39%	Pretzel Pieces	Rice Crackers	Graham Cracker pieces	
		0.667	0.417	0.200	
Granola	18.63%	Almond Flavor	Coconut Flavor	Apple Cinnamon	
		0.750	0.625	0.250	
Dry Fruit	26.40%	Cherries	Apples	Apricots	Pineapples
		0.875	0.167	0.667	0.167

**END OF PAPER - ALL THE BEST**