Internal Assesment Test - II											
Sub:	**MARKETING RESEARCH ANALYTICS**							**Code:**		**20MBAMM304**	
Date:	**27/01/2022**	**Duration:**	**90 mins**	**Max Marks:**	**50**	**Sem:**	**III**	**Branch:**		**MBA**	

		Marks	OBE	
			CO	RBT
	Part A -Answer Any Two Full Questions (20*02=40 Marks)			
1(a)	What are different components of DSS?	[03]	CO1	L1

Internal Data / TPS:

A transaction processing system is a computerized system that performs and records the daily routine transactions necessary to conduct business. Examples are **sales order entry, hotel reservation systems, payroll, employee record keeping, and shipping**.

External Data:

Data collected from external sources and stored in the database

Data base / Data warehouse:

A Data base or Data Warehouse serves as a databank for DSS. It stores large quantities of data that are relevant to the class of problems for which the DSS has been designed. A DBMS separates the users from the physical aspects of the database structure and processing.

Data mining tools:

Data mining tools are used to discover patterns and relationships in the data in order to help make better business decisions.

User interface / Dialogue generation and management system:

It is a software for managing interface between the user and the system

(b)	Define Database and discuss different elements of Database.	[07]	CO3	L2

Data base:

- "It is an organized collection of data".
- "It is a comprehensive collection of related data organized for convenient access generally in a computer".

Components of Database:

1. Data
   1. Data is a collection of a distinct unit of information. This "data" is used in a variety of forms of text, numbers, media and many more. Talking in terms of computing. Data is basically information that can be translated into a particular form for efficient movement and processing.

2. DBMS

1. A software application that enables user to interact with the database, thus allowing user to insert, retrieve, update and delete.
        2. SQL Server, Oracle, MySQL, SQLite, MS Access, etc.
    3. Data base application
        1. Software program that helps to interact the databse using a query language.
        2. Web/Mobile/Desktop standalone application – e-commerce, online banking, online registration, etc.
   4. User

Elements of Database:

    1. Table (Relations)
    2. Rows
    3. Column
    4. Fields

(c) "Value is an essential characteristic of big data" – analyze this statement with the help of 6 Vs of big data. **[10] CO3 L4**

Yes Value is an essential characteristic of big data. To create and maintain different characteristics is the real task of maintaining big data. Different values associated with Big Data are as follows and are popularly known as six Vs of Big Data.

Big data is often described with the help of six Vs. They allow us to better understand the nature of big data.
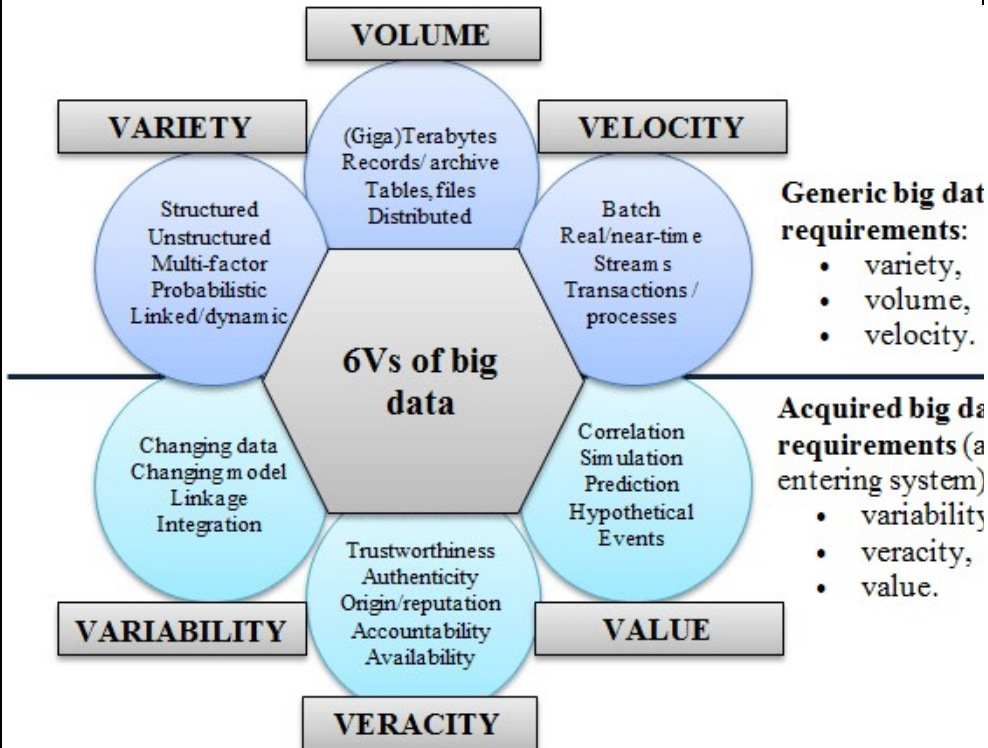
1. Volume

- As it follows from the name, big data is used to refer to enormous amounts of information. We are talking about not gigabytes but terabytes (1,099,511,627,776 bytes) and petabytes (1,125,899,906,842,624 bytes) of data.

2. Velocity

- Velocity means that big data should be processed fast, in a stream-like manner because it just keeps coming. For example, a single Jet engine generates more than 10 terabytes of data in 30 minutes of flight time. Now imagine how much data you would have to collect to research one small aero company. Data never stops growing, and every new day you have more information to process than yesterday. This is why working with big data is so complicated.

3. Variety

- Big data is usually not homogeneous. For example, the data of an enterprise consists of its emails, documentation, support tickets, images, and photos, transaction records, etc. In order to derive any insights from this data, you need to classify and organize it first.

4. Value

- The meaning that you extract from data using special tools must bring real value by serving a specific goal, be it improving customer experience or increasing sales. For example, data that can be used to analyze consumer behavior is valuable for your company because you can use the research results to make individualized offers.

5. Veracity

- Veracity describes whether the data can be trusted. Hygiene of data in analytics is important because otherwise, you cannot guarantee the accuracy of your results.

6. Variability

- Variability describes how fast and to what extent data under investigation is changing. This parameter is important because even small deviations in data can affect the results. If the variability is high, you will have to constantly check whether your conclusions are still valid.

2(a)	What is data warehousing?	[03]	CO1	L1

- A **Data Warehousing** (DW) is process for collecting and managing data from varied sources to provide meaningful business insights. A Data warehouse is typically used to connect and analyze business data from heterogeneous sources. The data warehouse is the core of the BI system which is built for data analysis and reporting.

- It is a blend of technologies and components which aids the strategic use of data. It is electronic storage of a large amount of information by a business which is designed for query and analysis instead of transaction processing. It is a process of transforming data into information and making it available to users in a timely manner to make a difference.

(b)	Illustrate different ways of gathering consumer data.	[07]	CO3	L3

Some basic data collection methodologies for Market intelligence are as follows:

Surveys

- Survey research involves a set of questions put together in a concise manner to gather data from the target market and analyze the same to create valuable market intelligence. The larger the group of people, the more reliable are the results. There are various methods in which surveys can be conducted depending on what information needs to be collected.

    1. **Online Surveys** – These are the best and one of the most economical methods to get data in a swift manner. Such surveys have been associated with unreliable data, but with newer tools coming into the market, this method has become very popular and reliable, to get real-time data fast. Furthermore, the majority of the target audience already prefers online communication; hence online surveys are the best method to gather market intelligence. **For example**, A mobile company wants to understand the competitor's position in the market to launch its own product in the same segment. A competitor analysis survey can be conducted to understand the competitor's position in the market, their product features, and their market share. Such information will enable the company to decide the right audience, the features, and

the correct pricing to capture higher market share.

2. **In-Person Surveys** – These surveys are one to one interviews which can be conducted in high traffic locations such as malls to gather required information. This also allows you to gather customer feedback as you have the advantage of showcasing a product or comparing products and gather valuable information. Such a method has high response rates; however, it is quite expensive as a skilled person is needed at every location with an appropriate device such as a tablet which tends to be costly. **For example**, A FMCG Company wants to launch a new product in the market for women. In-person surveys can be conducted in malls to understand the trend for particular cosmetic products and preference of its target audience. Accordingly, the product can be modified and launched in the market to have a direct impact on the demand of the audience.

3. **Telephone Surveys** – These surveys are comparatively less expensive as compared to in-person surveys but are costlier than mail surveys. Although, a number of companies use telemarketing and hence the consumer does not respond well due to constant badgering. Therefore, it gets very difficult to convince the consumer to take the survey, thus reducing response rates, as well as the quality of responses. **For example**, businesses need to understand public opinion about specific products, for instance – laptops. A telephone survey can be conducted with a set of questions that include product features, brand preference, price comfort, and many more, which can help the company to launch the right kind of product in the market.

4. **Mail Surveys** – These are one of the cheapest ways to conduct surveys, especially to a larger audience. Since the advancement in technology, people have stopped reading paper mails nowadays and hence the response rates for such a method are only 3-15%. However, in areas where technology is still inaccessible, such method is still dominant to gather required information from the audience.

Questionnaires

- A questionnaire is a series of questions asked in a printed or online format to conduct research. They can be used for qualitative as well as quantitative research and can be used to gather data from a large set of audience.

Polls

- Polls are somewhat like surveys; however, in such a method there is only one question to answer. Since it takes very less time to answer these, the response rate is extremely high.

Forms

- Forms are a set of questions asked by a researcher to collect very specific information required for the task at hand. Such a method does not include questions that will state opinions or feedbacks from the respondent.

Focus groups

- Focus groups are a set of people selected carefully to represent a target market. Using focus group surveys, a company can evaluate customer demands and opinions or even take feedback from the group. This enables to collect information that can be helpful to a company to penetrate that market or to launch a new product in an existing market. Usually, a moderator is required to ask the question to a set of people where a discussion unveils insights into that topic. However, focus group surveys can now be done online as well thus eliminating the need for a moderator. **For example**, A focus group is asked about their opinions to understand what would be the most ideal phone for them. A discussion amongst them will give the company information as to what dimension is most preferred in the market and what are the reasons. Reasons such as particular features of the product, screen size, the color of the phone, the speed of the operating system, pricing, etc. can give the company insights in which particular area they need to invest more and accordingly use this intelligence to capture higher market share.

Personal Interviews

- Interviews are generally an expensive affair but provide valuable, reliable information. Such a method is used to understand in-depth about a particular topic or a product. They are unstructured open-ended questionnaires and can last to an hour. However, since they are done on an individual basis, such a

method is not preferred to gather market information, as it will not represent the market as a whole. Although, interviews with subject matter experts can give you an understanding of the market trends in a particular industry if you are not well acquainted with such industry information.

Observation

- Sometimes the data gathered through other types will not give you reliable data or won't give you insights about the customer attitudes or buying behavior. In such a case the observation method provides you with information such as habits of the customer, buying patterns, customer preferences such as quality or price, etc. Understanding this information will enable a company to sell better and make changes in their products according to the demand. **For example**, Brands have cameras fitted in their stores, which are continuously recording and viewed later to understand the behavior of their consumers. Using this observation, a company can hack into unconscious buying behaviors or attitudes of the target market.

Field trials

- Field trials are like conducting experiments in real time. It involves placing a product in specific stores to understand customer response to the new product. It can be called a pilot run to test the product in the market. **For example**, A chocolate company wants to test a new product they want to launch. Hence a few select stores are provided with these chocolates to be tested with their target customers. These customers have to represent the target market and hence their feedback will enable the company to understand if the product will work in the market or not.

(c)	Show five real-time examples how marketers use marketing intelligence to solve marketing problems. Marketing intelligence covers a whole world of data and information. As we mentioned above, it includes information and insights about customers, competitors, problems, prices, and etc. Depending on the sources of the data to be gathered and analyzed and on the nature of your industry and market, there are many types of marketing intelligence. Here we will see the main of them. **Competitor intelligence** Nowadays, competitor intelligence is a critical instrument for effective marketing and business success. As you already guess, competitor intelligence is the process of collecting and analyzing	[10]	CO4	L3

information about competitors.

However, competitor intelligence **isn't the act of spying on the competition**. It's based on the ethical gathering of different types of information, including government records (that are openly available).
The Society of Strategic and Competitive Intelligence Professionals (SCIP) even provides a code of ethics for its members.
Typically, competitor intelligence activities help you form a picture of the competitive environment in which your business works, as well as build comprehensive competitor profiles.

Examples of topics, areas, and key points that your competitor profile should contain:

Competitors contact information (such as emails, website, addresses, phone numbers and etc.)
The company structure – is your competitor individually owned, incorporated, etc?
Mission statement – what are your competitor's philosophies and beliefs?
Are they direct or indirect competitors?
What are their products/services?
How high is their quality? How do customers perceive their quality? Are their customers satisfied?
How loyal are your competitor's customers?
What is the competitor news? Following your competitors on social media is a must-do thing.
How does their product development process work?
What are their available resources (both internal and external)?
What are their sales? What is the revenue? What is their sales team like?
What are their current and potential target market?
How do competitors distribute their products and services?
What are their customer service level and skills?
When it comes to collecting information about your competitors, it a best practice to uncover as much as you can. This will not only show you their profile but it will also help you learn how to be greater than them.

You can also collect valuable understandings and insights into industry trends.

Customer intelligence
In today world, only a deep customer understanding can drive your sales and revenue.

Customer intelligence is the process of gathering and analyzing information about your customers. The goal of it is to understand customer motivations, beliefs, intentions, preferences, and perceptions.

Customer intelligence is all about gaining insight into customers that is both valuable and smart.

It's the understanding of why customers buy (or not buy) particular products that allow you to meet customer demands and expectations.

Customer intelligence helps you create your customers' profile which includes geographic, demographic, psychographic, and socioeconomic characteristics. Also, it consists of creditworthiness and buying patterns.

Examples of topics and points that your customer profile should contain:

What is the age group of your customers?
What is their level of education?
What is their occupation?
What is their annual income?
Where do they live?
What is their marital status?
What are your customers' hobbies and interests?
What problem are they solving by using your product?
What are the concerns that may customers have about your company and business?
What can make your customers recommend your products to other people?
How much are they willing to spend on your types of products?
What are the best channels to reach your customers? (emails, social media, TV, in-store promotions, etc.)
Customer Intelligence is a must-needed approach that provides actionable business insight.

To succeed, you must know the various sources of customer intelligence and the clear answers to questions like above ones. They will help you get closer and closer to your customers.

Geopolitical Intelligence
The business environment is complex and globally interconnected.

Geopolitical intelligence is a process of collecting and analyzing information about the regional and/or global geopolitical aspects such as languages, culture, history, law, trade policies, and business practices typical for a country (or countries).

Geopolitical intelligence is more common for multinational and global enterprises that operate on several countries and need data and insights into different markets and locations.

To perform this type of market intelligence, large global companies may create an in-house team that performs geopolitical intelligence functions. Smaller companies often use outside services.

Examples of topics and points that your geopolitical intelligence should contain:

What is the risk of a major movement in the exchange rate in a country?
What are the political stability and the overall political system?
What are commercial laws and business regulations?
What is the domestic security environment? Is there encompassing war, crime, terrorism, or other security issues?
What are the business environment and the influence of societal and structural factors?
What is the Gross Domestic Product (GDP, Nominal) of the country?
What are the major International and regional organizations in the country?
Who are some of the country's leaders?
What are the country's major exports and imports?
Geopolitical intelligence helps businesses to understand the dimensions of global markets and environments so that they can identify opportunities and avoid risks.

Business leaders realize that understanding the complex geopolitical picture is an

important element, requiring interpreting the impact of changing economic conditions on business success.

Social Media Intelligence
Social media has transformed the way people communicate and interact with each other. Now, when people go looking for more information about a company or a product, they go to check the social media profiles.

These are good reasons why social media intelligence is becoming one of the key types of marketing intelligence.

Social media intelligence (SMI) represents the process of monitoring social media including social conversations. The information is then analyzed and used to make business decisions and take actions.

Social media intelligence goes far beyond just looking at and monitoring conversations that go online (including 'likes' and 'retweets'). SMI gives you deep insights into how your consumers perceive your company, products or brands.

Examples of topics and questions that your social media intelligence can help you answer:

What are your competitors doing?
What are your customers biggest problems and pain points?
What content is getting the most engagement?
What business opportunities are you missing? Is there something you hadn't considered about your customers?
Which customers are not happy with your products and why?
What are your customers' interests?
Which audiences love your products and why?
How can you gain new ideas?
Who are the key influencers in your industry?
How can you offer a better customer experience?
Who is talking about your company?
SMI is a powerful weapon in your hands. A successful social media intelligence strategy allows you to reach the right people at the right time with a great and insightful content and offers.

It opens many doors to marketing, research, and sales professionals. In so many ways, social media makes market intelligence more relevant and vigorous. You just need to know how to integrate it rightly.

Technology Intelligence
Leading companies have a very comprehensive structure of different types of marketing intelligence (including not only competitive, customer, and social media intelligence but also technology intelligence) to gather and analyze deeper information on environmental changes in order to improve their decision-making quality.

Technology Intelligence (TI) is the process of identifying and analyzing the technological opportunities and threats that could affect your business development.

TI involves a specific type of information and insights into the technology environment. In other words, TI helps you explore what's going on in the technology world and how

this information can be applied in your company.

With the new technologies coming faster than ever before, you need to know which ones can give you the most competitive advantage. You not only have to know what the new technologies are but how effective they can be.

Examples of questions that technology intelligence can help you answer:

What are the technology trends in your industry?
When is the best time to deploy new technologies?
What new technology skills need your employees to learn?
What are your competitors doing in technical aspect?
How innovative are your products and services in comparison with your competitors?
What are the biggest technology providers (such as universities, research institutes, national labs, etc) in your industry?
What are the current technical requirements and expectations of your customers?
What are the upcoming technology solutions that will dominate the market over the next years?
What are the key challenges of the innovation cycle of a product?
Technology intelligence allows you to identify and evaluate trends, perform historical analysis, estimate market demands, understand specific regulations, and even make technology predictions.

The good technology intelligence can provide you with a solid knowledge and support to plan and create your innovation path. Moreover, it can connect you to partners and project ideas beyond your geographical boundaries.

Product Intelligence
Product intelligence is gaining a strong popularity among marketers and sales professionals, especially those who are involved in the retail industry today.

Product intelligence is a process of collecting and analyzing information about your company's products and those of your competitors. The goal is to provide data-driven insights to your management team for product development decisions and innovation activities.

Although it covers areas from competitor and customer intelligence, product intelligence is considered as a separate type of marketing intelligence due to its primary focus – the product.

Product Intelligence is about a deep understanding of product features such as prices, ratings, promotions, attributes, distributions, availability, and etc.

Product Intelligence helps you sell more to existing customers, provide better customer service, support your other departments, testing concepts, tracking success, and more.

Examples of questions that product intelligence can help you answer:

What features are attracting users to your product at most?
In which geographic markets will a concrete product be the most successful?
How do customers like your product relative to competing ones?
What products are trending down?
What products are bought the most and why?

	What stores are struggling and why? What is the best price range for a particular product? What are the best distribution channels for a product? What are the best suppliers? There are cutting-edge software solutions for product intelligence that combine data from different company's systems such as enterprise resource planning (ERP), customer relationship management (CRM), product lifecycle management (PLM) and other data resources into one data place for analytics and insights. Sales is the machine that drives your business growth and optimizing your product understandings can lead to a great effectiveness and revenue results.			

3(a)	Write three pricing decisions marketers can make using marketing research data.
	Pricing is very important exercise for every marketer. Marketing research will help marketers to make pricing decisions in below areas:
	1. Competitor Parity pricing
	  In this type marketers conduct research on how competitors are finalizing the pricing for their products and based on that fix their products
	2. Ongoing pricing
	  It is a pricing strategy where based on the marketing research data on a regular basis marketers change price of the products
	  Ex: Everyday low pricing
	3. Pricing strategies also can be altered based on research data
		[03]	CO3	L1

(b)	"Consumer market research can serve a variety of purposes" – Explain • Help companies make better business decisions and gain advantages over the competition • Help marketing managers or executives make numerous strategic and tactical decisions in the process of identifying and satisfying customer needs • Remove some of the uncertainty by providing relevant information about the marketing variables, environment, and consumers. In the absence of relevant information, the consumer response to marketing programs cannot be predicted reliably or accurately • Provide insights that help guide the creation of a business plan, launch a new product or service, optimize existing products and services, and guide expansion into new markets • Determine which portion of the population will be most likely to purchase a product or service, based on variables such as age, gender, location, and income level • Reveal characteristics of a target market • Understand how consumers talk about the products in the market • Identify which consumer needs are important and whether the needs are being met by current products	[07]	CO3	L2
(c)	Check different applications of Marketing research with examples.	[10]	CO4	L4

1. Sales and Market Analysis

a. Determination of market potential:

- The market potential is the total amount of a product or product group which could be sold to a market in a specified time period and under given conditions. Market potential is applicable in case of a new product, a modified version of an existing product, or an existing product to be introduced in a new geographical market.

b. Determination of market share:

- In case of an existing product, a company may be interested to know the percentage share of the market which their brand commands.

c. Sales forecasting:

- Sales forecasting is an attempt to predict the sales level at a given point in the future on the basis of the existing information. Sales forecasting is applicable to both existing products as well as new products.

- The sales may be calculated either in units or in value.

- Basically, there are two types of forecasts short-term and long-term. The short-term fore cast takes into account seasonal variations, seasonal trends and cycles. The long-term forecast has its basis more in the growth pattern of the industry to which the product belongs and the business cycle operating in the industry.

d. Design of market segmentation studies:

- A market is a group of potential customers which has something in common. The common factor may be a geographical area, sex (after shave lotion is used only by men), age (toys for children under 5, between 5-7, etc.), physical characteristic (weak eyesight, over weight), income, life-style.

- Children comprise the market for toys. But in this broad category, the market can be viewed to be made up of many smaller markets or segments: one market for pre-school children, another for school-going children, one market comprised of educational toys, one for mechanical toys, one for electrical toys, one for indoor

games, etc. The choice before the marketing manager is whether to cater to the broad market of toys or to only one or two of the specific market segments. MR can help answer questions such as "To what extent should the market segmentation strategy be pursued?" and "What should be the basis for segmentation?"

e. **Test market:**

- This is a controlled experiment to predict sales or profit consequences of the various marketing strategies. It refers to trying out something in a particular market before extending it on a larger scale.

- You may have noticed advertisements for soaps, or snack foods which sometimes carry the message `available only in Hyderabad' or `available only in Calcutta'. The firm selling these products is probably test marketing the product. The results of the market test provide the research data for taking a decision whether to extend the marketing to other areas or drop the idea totally. Test marketing also yields information which helps to modify the product and marketing strategy to give it a better chance for success.

- Test marketing is used not only for new product but also for researching into the impact on sales of retail level promotional displays and promotional schemes such as coupons and discounts.

f. **Distribution channel studies:**

- Market research can be used to determine the most effective and profitable distribution channels for different types of products.

g. **Determination of market characteristics:**

- Research surveys can be conducted to collect information about the market characteristics which would help a new entrant plan his entry or help an existing company focus its strategy more sharply for increasing market share. Information can be collected on the number of brands competing in the market, state-of-technology prevailing in the market, geographical concentration and dispersal of customers, nature of outlets selling the products, number of such retail outlets, etc.

    h. **Determination of competitive information:**

- Research can provide information on the marketing strategies used by various competing brands and the `unique selling proposition' of each.

2. Product Research

This can be used for:

- Evaluation of new product ideas

- Testing for new product acceptance

- Evaluating the need for change in product formulation

- Testing package design in term of aesthetic appeal.

- Protection for the product, and ability to withstand transportation and stocking ordeals.

- Testing for product positioning. Should a new brand of tea be positioned on the basis of its fragrance and taste, or color and strength, or price?

3. Business Economics and Corporate Research

    a. **Studies of business trends:**

- Studies of business trends to determine industries with growth potential and those facing a stagnant future.

    b. **Pricing studies:**

- Pricing studies to estimate the demand level at different prices. Such studies reveal the extent to which customers are sensitive to price changes, and provide valuable clues to the market or in assessing the impact of price increase or decrease on the sales.

    c. **Diversification studies:**

- These provide information on the profitable new opportunities of business growth which a firm can consider for diversification. The diversification may be into totally new and unknown areas or into allied areas.

    d. **Product-mix studies:**

- If a firm is considering diversifying into allied product areas, it may like to find out the product-mix combinations which would optimize its existing resources and provide synergy for growth.

- A company in the business of cooking oil would like to do research into one or more of the following products for arriving at a `synergistic' product-mix: butter, vanaspati, ghee, spices, dehydrated foods, frozen foods, instant food mixes, custard powder, branded wheat flour and rice.

e. **Plant and warehouse location studies:**

- Research is also needed to determine the best possible location for setting up a new plant.
- Before arriving at a decision, a firm would need to research into factors such as availability of raw material and labour, proximity to market place, telecommunication and transport infrastructure, financial, taxation and other incentives applicable to each location.
- In case of warehouse location, you would research into movement patterns of goods to different cities, high sale potential areas versus low sale potential areas, number of checks for quality needed en route the destination to final customer,
- benefit of conducting these checks against the cost of acquiring and maintaining a warehouse and convenient rail/road connections.

4. Advertising Research:

a. **Audience measurement:**

- Audience measurement for advertisements appearing in different media such as newspapers, magazines, journals, radio, TV, outdoor hoardings, kiosks, bus side panels; etc. The objective of this type of research is to estimate the audience size of each media channel (e.g. press) and within that the specific media vehicle (India Today, Readers Digest, The Indian Express, etc.). Given the audience size, you would be interested in knowing its age, sex, socio-economic and cultural profile to focus your advertising strategy.

b. **Determining the most cost-effective media plan:**

- Each media channel has its unique advantages and disadvantages, and each media vehicle has its own cost structure. Research can be used to find out the best media vehicle by matching your product characteristics with the audience profiles of different media vehicles and the respective cost of advertising in these.

c. **Copy testing:**

- One approach for researching into the effectiveness of the copy is to test the following elements: basic themes, ideas, appeals headlines baseline, pictures, jingle, story sequence pre-testing whole advertisements in rough or finished form pre-testing the effect of repetition to simulate a campaign (all the above can be tested under simulated conditions) after the advertisements have been released, post-testing them individually in their normal media.
- The other approach for conducting research is to assess the copy or the entire advertisement/campaign for the following: assessing for its attention value, interest value and arousal, test for communication clarity; test for their effect on consumer attitudes, test for their effect on purchase behavior.

d. **Determining advertising effectiveness:**
- After the advertisements have been released, it is important to monitor their impact in terms of achieving the intended objective (s).
- To what extent has the advertising achieved its objective of creating brand awareness, creating corporate image, educating the customers about the product usage, and so on.
- The effectiveness is always determined in relation to the cost incurred.

5. Consumer Behavior Research:

- To determine who the customers of the product (men, women, children, working women, housewives, retired people) are and profile them in terms to their socioeconomic background, age, religion and occupation.
- To find out where the customers are located.
- To determine their motivations to purchase your brand of product.
- To determine their buying behavior pattern in terms of identifying sources of information and influence, and sequence of purchase decision.
- To find out the post-purchase satisfaction level of customers.

Part B - Compulsory

4		(02*05=10 marks)
		analyze

Case study - AMUL Girl: Staying Relevant in the Digital Age

"Amul" was formed in December 1949, as a part of a cooperative movement

by dairy farmers against the exploitation by Polson Dairy in Anand, Gujarat, India. The movement was conceived under the patronage of Sardar Vallabhbhai Patel (in 1946) and led by local leader Tribhuvandas Patel. It was carried forward by Verghese Kurien (Kurien) . Started from a small village named, "Kaira" (in Anand), the movement gained momentum and spread to major villages near Anand by 1949. The movement was called the Kaira District Cooperative Milk Producers Union Ltd. (KDCMPUL). The name was changed to "Anand Milk Union Ltd." in 1949...

AMUL GIRL IN PRINT ADVERTISEMENTS

Amul had been using the moppet in its advertisement campaigns since 1966 to instill an element of humor in its print advertisements. This resulted in a better customer connect for the company and in turn increased the brand value of Amul. The main elements of the Amul advertisements were the picture, the main text, and the slogan. The picture caught the attention of the masses, and helped ignite curiosity. ...

AMUL GIRL IN SOCIAL MEDIA

In January 2014, Amul launched the 'Har Ghar Amul Ghar' (every house is an Amul house) campaign to reach out to a new generation of consumers through Facebook, Twitter, and YouTube. Amul released a line of films that were only advertised on Youtube as it was easier to tell stories in a longer duration than within the time limits set by television. Those advertisements were emotional stories centered on typical families with funny twists. Commenting on the launch, R S Sodhi (Sodhi), Managing Director at Amul, said in 2014, "Our digital marketing activities and social media visibility initiatives are helping us to connect with youngsters and emerging generation of new consumers".

CHALLENGES FOR AMUL

Analysts opined that despite being popular, the challenge before Amul Girl was to stay relevant to the millennial generation. "Youngsters today ask for Go cheese, Amul is nowhere on their minds. Amul would need to rethink its strategies to get back on the platter of young Indians."

Questions

A.	Discuss different issues in this case and possible solutions
	
	After thorough analysis this case is opened to different issues like
	
	    1. Brand Repositioning
	       Solutions to this issue is about repositioning the brand AMUL which was a nostalgic brand of Indians is not sounding good to the millennial generation
	       The symbol of amul girl fadeout in the present animated world
	    2. Brand Contemporariness
	       Amul is very popular for his milk and milk based products but today somany variety of milk based products entered into the milk products category and are dominated by foreign players
	    3. Product Positioning
		[05]	CO1	L2

B.	Demonstrate the necessity of Marketing Research in this case. The immediate challenge in front of AMUL is to sustain its products at the maturity stage in its PLC by adding the required modifications. For this purpose AMUL required to conduct a market research to find out the weaknesses and opportunities to rejuvenate its brand and products	[05]	CO1	L3

Course Outcomes		PO1	PO2	PO3	PO4	PO5			
CO1:	Comprehend the objectives of Market research & its application in solving marketing problems	1a 2a							
CO2:	Appreciate different data collection methods, sampling design techniques, measurement methods to analyze the data				1b 1c 2b				
CO3:	Generalize and interpret the data with the help of various measurement techniques					3a 3b			
CO4:	To understand the emergence of new trends in research				2c	3c			

Cognitive level	KEYWORDS
L1	List, define, tell, describe, identify, show, label, collect, examine, tabulate, quote, name, who, when, where, etc.
L2	summarize, describe, interpret, contrast, predict, associate, distinguish, estimate, differentiate, discuss, extend
L3	Apply, demonstrate, calculate, complete, illustrate, show, solve, examine, modify, relate, change, classify, experiment, discover.
L4	Analyze, separate, order, explain, connect, classify, arrange, divide, compare, select, explain, infer.
L5	Assess, decide, rank, grade, test, measure, recommend, convince, select, judge, explain, discriminate, support, conclude, compare, summarize.

PO1 – Theoretical Knowledge; PO2 – Effective Communication Skills; PO3 – Leadership Qualities; PO4 – Sustained Research Orientation; PO5 – Self-Sustaining Skills.