

## **Research for Marketing Decisions**

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**Lecture - 09**

### **Step #2 Developing an approach to the problem Examples**

Look at this one, the one which is on the screen, I have given it to you. So if you just remember in the first class I said it is marketing doctor you know why I said that because you can compare both of the processes what a medical doctor does and what a marketing doctor does market researcher does and you see there is complete similarity that is why I said marketing doctor just look at what is happening it is one of the ways to create an impression in your mind that what is the research process, you have that please read it please read it one by one you know compare read by comparing it with each other and you will see it is possible that medical doctor some of the terminology you will not understand but you can ask somebody who is sitting with you so medical doctor the patient, okay just read this and compare both you will see the similarity in both the processes. Marketing doctor they focus more on statistical testing while the medical doctor they are like dealing with chemistry at the end of So yes, but the same research process is going on. Again, I have not written all the components, neither I have broken all the components of research question, just for demonstration sake, just for showing you how similar are the processes it is given.

Just look at the first page itself, the next one we will be doing. That is for entire service quality problem, I have written step number one in detail and step number two. So, read that as well before we get started with the problems. Just able to recall one of the professor, Professor Hare, he was doing one consulting assignment in America for a restaurant. So, they did all this market research process.

In the end, the solution they suggested was that the restaurant, you know, patronage was coming down, but they identified that one of the one of the welcome drink the woman used to the accompanying woman with a male whenever they used to enter the restaurant

they used to like that particular drink very much it was not a welcome drink I would say that was a paid drink but that drink they used to like very much the woman when they used to enter when couples are coming or families are coming and so on. The solution proposed was offer that drink as a complimentary for the woman and because generally women in the family they decide which restaurant we will go to the sales will increase and that is what happened. So you need to also go there at the place for which you are solving the problem to observe and see things, more things than what you get from the, you know, doing all the market research activities. Personally going, doing the observation is also very, very important.

That is what I wanted to say. The solution can come from anywhere. So after you have read marketing doctor and medical doctor, please read this one for the service quality. It is in detail, the step number one and step number two. right ? When we break it into hypothesis we are you know claiming a unproven statement we know that we have to collect data to either to prove or you know reject this particular statement. Start working on the restaurant situation, where the probable cause is given you have to write the management decision problem, marketing research problem, components,

and then identify the theory from the theory try to break components into research question and hypothesis. For both class assignment 1 and 2. So the first situation is the probable cause for the restaurant decreasing sales is poor physical environment of restaurant. Management decision problem is already defined. Now you need to write down the marketing research problem, break it into components and then look at use your mobiles, whatever device you have.

to identify the constituents of physical environment of a restaurant. First of all write the marketing research problem. So, start writing the marketing research problem for this over physical environment of restaurant. So, these then comes under place in the four phases. See service in case of services, yes it will it will be the place because it is service. Service is given produced and consumed at the same place which is a restaurant yeah that is don't tell dimensions because when we talk more

when we go much deeper into academics then we talk about you can take constituents watch what constitute this is right one could also add in that what is its impact on sales but whatever you stated is right that is one way of stating it very good. Now the ones who have stated it correctly or near correctly please break it into components determine and compare. We will come to that as well see why people how people react to different kind

of ambiances the that could also be one of the part of this activity wherein we also conduct an experiment to say to see how people react to different physical ambience but you have to understand that you have to sometimes when you are doing experiments you have to create that different ambiances which will take a lot of money and effort. Can you create those to conduct the experiment ? Or you will have to work out different ways maybe take people to different environments and get to know their perceptions about them one could do that as well that could also be one of the let's say if this would have been about the poor packaging then one of the experiment we would have done later is maybe we it is easier to design different packages right once you have poor packaging quality poor package

is the probable cause you do the marketing research problem, break down the poor packaging packaging would have many many things related to labeling, color, text, font uh the shape of the label and so on packaging would have and the how it is how easily it can be opened, how easily it can be closed and so on various things, once you get an answer where is the problem design three packages, four packages conduct an experiment which one will be acceptable, you can do that but that will come after you do the descriptive research that is what we are doing experimental research, causal research we can follow after descriptive but you are right about that. No, no, don't write null, just write one hypothesis. But before that, you need to break it down to components. What are the components?

Competitors are the competitors. What are the components of the marketing research problem? First, you have to break the marketing research problem into its components, before directly looking at the constituents. Determine and compare the physical environment of ABC restaurant with respect to competitors. Right ?

Then you will break it down into who are the competitors, one component. What are the constituents of physical environment of a restaurant? Compare ABC restaurant with competitors on physical environment. Compare ABC restaurant with competitors on constituents of ABC or on constituents of physical environment. Then you will write components.

What are the demographics and psychographics of the customers that visit these restaurants? Are these customers same the ones who visit all these restaurants? Can we segment these customers based upon demographics and psychographics? So all there are

6-7 components. Then you have to go to developing an approach to the problem to the Google Scholar and type the probable cause.

Physical environment of restaurant. You will get some good papers, journal papers click on any first result, second result look at that journal paper you will get the constituents of physical environment of a restaurant not only constituents but their definition also and how they are measured also everything you will get, first of all you have to look at the theory then you have to look at the context of the problem whether it is about the geographical location or the physical environment which means is it about the how it appears from inside, outside and so on not much about the location. So but just be focuses focused on the probable cause focus on the probable cause, write down all these components, once you have written go to google scholar and type the probable cause physical environment of restaurant you will get some papers first result, second result click on that download the paper will directly get what are the constituents of physical environment of a restaurant if something is missing read those constituents something is missing you think it is important add that also that will be not objective evidence because for objective evidence you need to get

the missing variable from some other report that has proven that to be one of the constituents that impact physical environment but in this case let's say if you have an idea that something is missing which is crucial you can still add it up into that into those variables that you get from the paper and then it is your job once you add to define it. See in this paper, the first result is itself when you type in Google Scholar, you get these constituents, facility aesthetics, facility aesthetics, ambience, lightning, table settings, layout, service staff. So you got these. If you look at their definition, definition itself is given. What is facility aesthetics?

Facility aesthetics means architectural design, interior design and decor. Likewise, layout, spatial layout refers to the way in which objects are arranged within the environment. You have everything. Ambience is one of the, so you, lightning is another. So, see what is their definition and you would also get to know how they are measured also in terms of the

questions statements so these are the statements, we will we will focus on the questions or statements at the later part of this course but the benefit of you know looking through google scholar is that you will get a paper in which those constituents would already be given being given their definition would be very very precise and clear and their

measures would also be measure is required because you need to measure these at the end of the day and we look at them, so so did you get this idea ? Once you have these six constituents you might get some other paper as well you can now break the component into research questions and write the research questions. Now move to the second exercise which is about the poor salesman skills and write the marketing research problem for the second situation. Poor selling skills, so write down the marketing research problem, after you state this step number two you will be able to identify first that physical environment is a problem or not because you will see whether it received overall score is low then you will know from the constituent which one is the problem and then that is the one you are going to improve so what is the marketing research problem ? Yeah, now. Need not be required.

Comparison may not be required because you can either put the comparison or need not because even if you get obtained the score only of the salesmen of weekly in company and you see the scores are less that uh would be a you know answer that the salesmanship skills are not good so you need not always compare as well depending upon your resources and time you have you can here choose to compare or not to compare. So see when you are going to measure you will be measuring in such a way that you will obtain your answer. If the skills are low you are saying if let the industry skills are also low yeah so there that will be a problem that the benchmarking whether it is the problem with industry sales people or only these sales people that problem you will get but depend that's what that's why I said that depending upon the effort and time you have you can also take the comparison with the industries, overall industry salesman and do it. If time is not there only do it with their salesman and wherever let's say the score on the selling skills there are 10 types of selling skills in two three it is very low work on that, depending upon the time resources but yes you can compare it if the time and effort allows No, first of all we need to put on the, measure the selling skills.

Once we know where is the problem, then that solution, that will be part of solution, they train on these skills. No, determine the factors, no, determine what are the determine determine the different types of or what are the selling skills, salesmanship skills that help them perform in their work setting whatever so in that for for a vacuum cleaner because of the direct sales so it will be different from technology sales and so on so and then you need to look at direct sales uh in the google scholar direct uh sales selling skills or salesmanship skills you will get the skills same exercise you will have to do. You write the constituents so in this case the selling skills uh so selling skills can be of various types

there can be present sales presentation skills you know how you address the objection that is a skill, how you start a conversation that is a skill, so there are so many you know how you adapt to the demands of the customers, how you adapt your presentation how you how much you can improvise

you know to resolve customer that could also be a skill. So identify those skills from the Google Scholar and if something is missing add and then take it forward. Whatever the short don't write if you can complete this page that much is enough I don't need you to add additional sheets into it right for the Kellogg whatever is demanded in that particular sheet for the physical environment and salesmanship skills also and there is a big brother's case that also you need to solve. Thank you everybody. Have a nice day!