

Marketing Analytics - Exercise 4

FAQs on Quiz

1. You may use calculators during the quiz.
2. You will not be tested on topics/notes that were not covered in class.

- 1 Those categories where the retailer is a preferred provider offering consistent, competitive value catering to the needs of everyday shopper are called:
 - a Routine
 - b Destination
 - c Seasonal
 - d Convenience
 - e a and b

Attributes	Levels	Part-Worth	Importance	Relative Importance %
Brand	AirMaster	4.7	9.4	33.6
	Kunst	-4.7		
Capacity	1600	0.3	0.6	2.1
	1500	-0.3		
Oil Change	Long	3.3	6.6	23.6
	Medium	-3.3		
Life Span	5	1.2	2.4	8.6
	3	-1.2		
Efficiency	High	0.5	1.0	3.6
	Average	-0.5		
Price	\$200.00	2.5	8.0	28.6
	\$350	1.5		
	\$500.00	-4.0		
Total			28.0	100.0

Table: Results of a Conjoint Analysis study for Vacuum Pumps. (Average for all respondents).

- 2 Answer the following questions based on the above results of a conjoint analysis study.
 - a Enhancing the brand's equity should be one of the most important priorities for the Kunst Marketing Manager. True or False _____
 - b If Air Master is able to Match Kunst on all attributes, including price, no customer will be willing to purchase Kunst. True or False _____
- 3 A technological innovation provides the flexibility for the Kunst team to either:
 - (1) Option 1: decrease their pump price from \$ 350 to \$ 200 or
 - (2) Option 2: increase its efficiency from Average to High.
 Whichever option the team chooses, the absolute profit per pump in dollars will remain unchanged. Based on the information provided, we can conclude:
 - a Compared to increasing efficiency (Option 2), the option to reduce price (Option 1) will yield higher profit margin.
 - b Choosing option 1 over option 2 will result in decline in sales revenue.
 - c For the average customer the utility of the product is the same for both option 1 and option 2.
 - d All of the above
 - e b and c

- 4 The appropriate data/research to measure consumer acceptance of a new competitive item that is sold in an innovative new package type is:
- a Qualitative Research: Conduct focus groups, recruiting users of the new product
 - b Consumer Panel data on product Trial and repeat purchase
 - c Product sales trend
 - d Quantitative Research: Conduct a Survey targeted to households that have purchased the new item to understand drivers of trial
 - c Conduct cross-purchase analysis to understand if users of the client's product are also buying the new item.

	Dumex	Enfalac	Lactogen	Mamex	Nan 1	S26	Similac	Avg
Does not cause allergy	12	12	5	8	22	25	19	14.7
Does not causes diarrhoea	16	15	7	11	22	29	20	17.1
Helps baby's brain development	11	12	6	6	17	28	19	14.1
Gives Immunity	10	10	6	8	18	27	17	13.7
Does not causes constipation	13	13	6	8	23	23	20	15.1
Good for the heart	10	10	5	4	18	23	16	12.3
Easier to digest	14	12	8	7	22	28	20	15.9
Not too heaty	12	13	6	9	22	22	19	14.7
Good for my baby's vision	10	12	5	6	14	22	15	12.0
Premium Quality	12	15	4	6	23	36	24	17.1
Value for money	20	11	5	9	22	23	17	15.3
A name mothers trust	20	18	3	9	27	38	27	20.3
Dissolves more easily	15	16	8	12	23	31	22	18.1
Closest to breast milk	6	10	3	6	21	22	20	12.6
Average For Brand	12.9	12.8	5.5	7.8	21.0	26.9	19.6	15.2

Table: Image ratings (top 2 box %) for some infant formula brands

- 5 Based on the above table compute the image profile score for Nan 1, for the following attributes

Gives Immunity _____
 Value for Money _____
 Closest to Breast Milk _____