

**INDIAN INSTITUTE OF TECHNOLOGY ROORKEE**

**NPTEL  
NPTEL ONLINE CERTIFICATION COURSE**

**Marketing Research**

**Lec -06  
Introduction to Marketing Research**

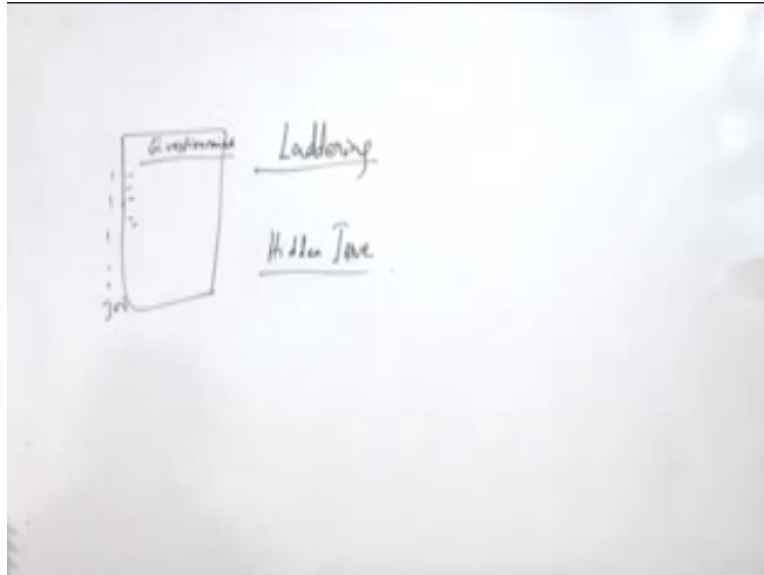
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Welcome friends so now we will talk as I said now we will after the you know we finish the first part we call it research now we will move into the after the ethno grapy we will move into the depth interview right depth interview focus group discussion and case study at three other ways of approaches of doing a qualitative research which is extremely important because the other own benefits art you know and certain stages may be an ethno grapy is required as we discussed earlier and sometimes and the case studies required.

To do a entire understand entire case or is if about a firm or an organization or anything and similarly group discussions you know focus group discussions basically or nothing but group discussions only so focused group as I said so anything so let see what is his depth interview generally students and researchers might sometimes get confuse that an interview is generally like an questionnaire you know we send a questionnaire are you know and schedule and try to collect information from respondent.

And then utilize this data for inferring something right but that is a case of interview or a questionnaire where we do not take another opinion of we take the opinion of rather a large number of pool of people right on a particular study on a particular area of research for example you maybe you have taken the interviews of let say you know through a questionnaire interviews of let say a questionnaire is a standard format.

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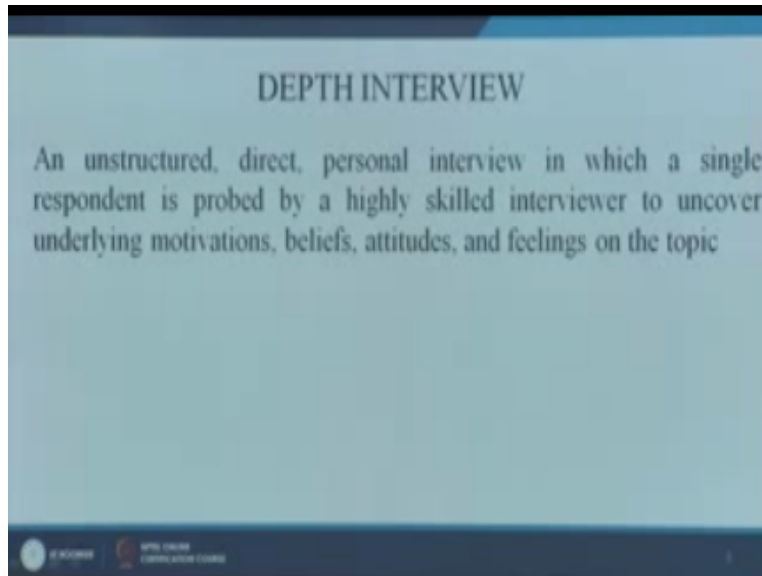


Right so a questionnaire right so you have taken about respondents are let say 1 to 300 let say right, so on the when you take 300 people's responses and then you use it that is a difference study but when we are saying a depth interview it means as you see on a television channels for example a where a anchor or a host takes the interview of the guest on a particular subjects so why it is done the point is where to understand sometimes there are issues there are topics on which we cannot ask large.

Number of people because sometimes of the lack of availability of knowledge also let us take who would be the best person to talk about the arms and ammunitions for example let say maybe the a army chief or even the defense minister right, or somebody of that caliber or that stranger right who has gone through this exercises of discussion and understanding the defense and it's equipments okay, so in such a conditions like energy requirement of a country in the future and all these things.

We use a case of this you know depth interview where we take few people their opinion and we take again in a very extensive manner right, so as you can see a depth interview.

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Could be an unstructured direct personal interview in which a single respondent is probed by a highly skilled interviewer, so now understand first a fall this is unstructured few it could be structured it is not keep there is always to be an unstructured way but mostly it is unstructured because unstructured where it is unstructured it is more flexible right, so you can bring a new thoughts you can change the direction of the study as per requirement right if you it is if you desires to add something.

Or delete something from your what you are earlier thought of then you can make those changes right and when which it says the respondent is a single respondent mostly so and generally is an expert in that or right and he is taken by an highly skilled interviewer, now this is a very important because sometimes you must have seen like the BBC correspondent right a person who is an expert and his highly skilled interviewer who can make really the say that they you know facing such interviews.

Are so adverse so tough that people break downright they have even nervous breakdown right so it depends on what kind of the skill the interviewer has right to uncover the underlying motivations the belief attitude and feelings on the topic okay.  
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**Depth Interview Techniques:  
Laddering**

- In **laddering**, the line of questioning proceeds from product characteristics to user characteristics.
- This technique allows the researcher to tap into the consumer's network of meanings.

Wide body aircrafts	↓	(product characteristic)
I can get more work done	↓	
I accomplish more	↓	
I feel good about myself		(user characteristic)

Advertising theme: You will feel good about yourself when flying our airline.  
"You're The Boss" (United Airlines)

So now how does one move into this you know way of interviewing let say so in interviewing when we interview in taken a in depth interview there are three things basically to start with we say the first is the laddering, now ladder laddering it is comes from the word ladder so write ladder is smoothing to on which through which you therefore which you climb right, so the line of questioning proceeds from the product characteristics to the user characteristics so it tells you how to move exactly right.

So this technical allows the researcher to tap into the consumers network of meanings for example a this is a study which was done by united airlines in fact right what will they do they wanted to know key what do people like do they like more a to aircraft which is very wide or width of the aircraft is not so important right so they found that people said most of the people like the aircrafts when they were more wide in shape and wide than they asked why do we like wide aircrafts.

Body aircrafts so the respondents the customer said I can get more work done now I do not know how it is connected but they said when it is wider we can do more work maybe there is an elbow space to move their arms and hands, I can accomplish more so I can get more work done I can accomplish more I feel good about myself, so if you see ultimately this is getting connected with success accomplishment and finally the status right.

I feel good about myself so well from the quoted characteristics the company has moved into the users characteristics so as a result the company came with advertising theme because the

advertising the way you connect with people right so you will feel good about yourself you will feel good about yourself when flying our air line you are the boss see he is in at airlines so I feel good about myself people have said so they said you are the boss, so the status symbol was crashed in a better by the company invented airlines, okay.

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Depth Interview Techniques  
Hidden Issue Questioning

- In **hidden issue questioning**, the focus is not on socially shared values but rather on personal "sore spots," not on general lifestyles but on deeply felt personal concerns

fantasies, work lives, and social lives

↓

historic, elite, "masculine-camaraderie," competitive activities

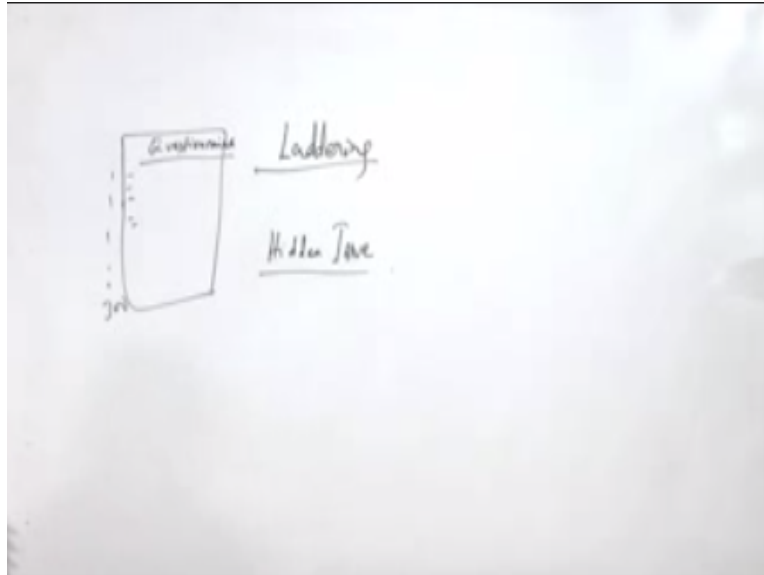
Lufthansa Airlines (Red Baron spokesperson), marlboro man

**Advertising theme:** communicated aggressiveness, high status, and competitive heritage of the airline.

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Second after you have those laddering you have the hidden issue question, now hidden issues.

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Now are the hidden issues okay, so now if you see the focus is not a socially shared values now in life as I said, we have certain desires we have certain interests, but some many of times we suppress them because of the fear of the society, because that people might laugh at us and certain things, so that is how I said there is a you know people are coming in the virtual world they want to at least enjoy them whatever they want to and all these things, right so that is the great potential is a new, is an area where people can really companies can work on.

So socially shared values but rather on personal sore spots the focus is not on the socially shared values but on the personal sore spots not on general lifestyles but on the deeply felt personal concerns, right. So many a times people are not able to reveal this. For example, you see fantasies what are my fantasies how, what kind of a work life, work life I am having I want or what kind of a social life I am thinking of, what kind right.

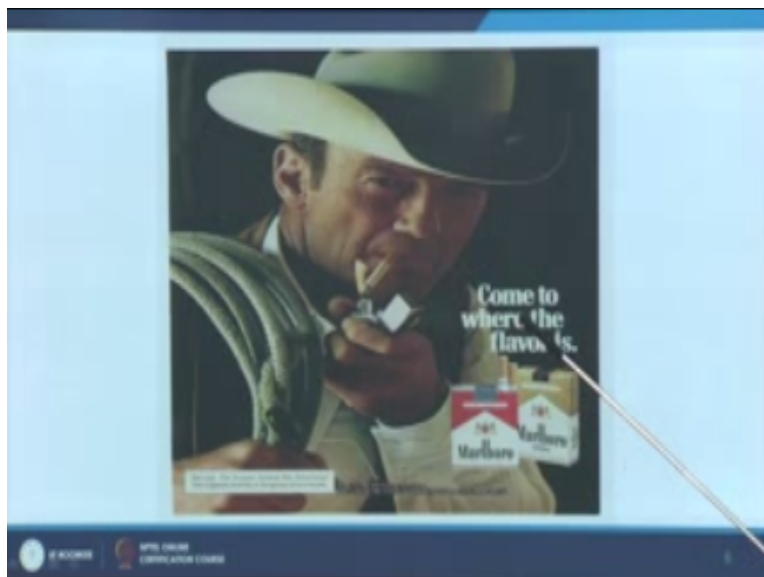
So people have different tastes some have got fantasies for historic things right, they want to have an elite, want to be like very elite and all right, it masculine approach or an aggressive approach and competitive activities. For example, they want they to be very competitive in nature, now these things are something which do not come in where is appropriately is which is very not very clear at the initial stage.

But this is something very highly hidden within the people right, so these things when Lufthansa airlines they did it, they did a study to find out they understood that people they what they did was Lufthansa airlines understood this that people wanted more masculine approach so they use

the red barons spokes person which was used in the world war II right, II or I I am not sure but in the world war so they use this kind of a red baron spokes person as a you know to reflect their personality right, of the airlines personality.

So what did was explained was basically it communicated the aggressiveness of the airlines, the high status symbol and the competitive heritage of the airline so it you know it gave a new personality to the airlines right, so this is how Lufthansa when they did it was very surprising that this actually help in improving their image in the market and thus their you know sales also improved. Second is who does not know about the famous Melbourne man right, so all the most of the super stars they have done this ad also right, so if you can look at this.

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The come to where the flavor is and why this ad became such a historical ad if you remember, if you see this man looks like a cowboy, he is got a kind of a rope or something on his shoulder now he is consuming a cigarette although the cigarette are band and I am not encouraging cigarettes, they are not healthy but this is how the company Melbourne started, right. So what they did was they thought that there in the underlying motivation of people is to look more masculine more ruff and tuff and that is what even sometimes women appreciate, right.

So to do this they connected the personality of a cowboy to anybody who is consuming the Melbourne cigarette as the result this ad this particular ad of this you know imaginary and the ad this which was supported the you know the ad which was supported by Melbourne with to this

product became a hugely successful campaign, Melbourne became one of the most successful products of the world, right.

So this is how qualitative research here understands what is your internal motivation, what is your internal desire and it uses those latent desires and winds it to the surface. The third is the symbolic analysis.

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Symbolic, now if you understand the word symbolic, symbolic means to that is something is symbolic so it represents something right.

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**Depth Interview Techniques:  
Symbolic Analysis**

- **Symbolic analysis** attempts to analyze the symbolic meaning of objects by comparing them with their opposites.
- The logical opposites of a product that are investigated are: non-usage of the product, attributes of an imaginary "non-product," and opposite types of products.

"What would it be like if you could no longer use airplanes?"



↓

"Without planes, I would have to rely on letters and long distance calls."

↓

Airlines sell to the managers face-to-face communication.

Advertising theme: The airline will do the same thing for a manager as Federal Express does for a package.



So what is done here is symbolic analysis attempts to analyze the symbolic meaning of the objects what is this object mean to you for example right, by comparing them with their opposites so it is compared against their opposites okay. so the logical opposites are for example non-usage of the products, attributes of an imaginary non-product opposites basically right. Let us take this few questions, again this was done by one of the airlines right, what it did what would it be like if you could no longer use airplanes so they are put the public at large into a situation.

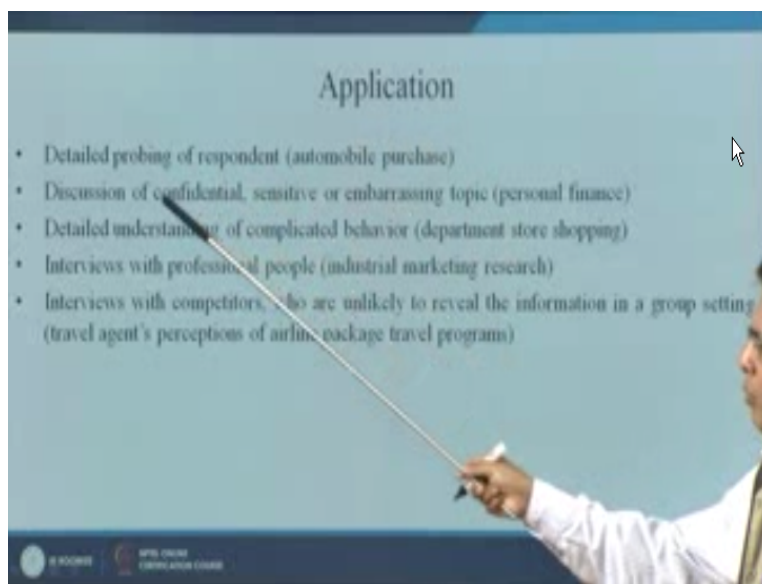
Okay, what would happen, now suppose somebody will, suppose I ask you this question what will be like if you could no longer use airplanes everybody you will have the own reply, somebody might think oh, how do we move you know where mobility will be affected, somebody will think how will things be transported so many different opinions would come. But some of the very interesting opinion is that came was without planes I would have to rely on letters and long distance calls that means this is, maybe this was the you know reply which has been most often said by with the public the responds.

So when they said this without planes I would have to rely on letters and long distance calls, that means airplanes are not only transporters of people but also they have been largely understood as the transporters of the communication things like letters and you know information. So airline is now this airlines started selling to the manager's face to face communications, okay. So they,

what did they do they created an advertising theme which said the airline will do the same thing for a manager as federal express thus for a package.

So they said, the managers are the people who basically fly, basically right company cooperate managers and all, so they said it will exactly do the same do a manager what federal express does to a package that is a safe delivery. So by saying this they connected the symbolic meaning of safety and in way into the mind of the you know the consumer the potential consumer so this is the another important thing that comes out of the depth interview okay.

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Now some of the applications again let me just go through it detailed probing of the respondent for example automobile purchases what do they looking in while by I tell you very interesting example of detergent a detergent company wanted to understand what do house wife look in when they purchase a you know detergent so when they in fact this is not a part of the exactly depth interview it was the case of the focus group which may be I will go next.

But similarly what they found was the people are buying a particular product for very, very different reasons sometimes they are symbolic reasons sometimes they have got a hidden you know meanings to that and that is how the product is becoming popular sometimes we say like for example Michael Jackson had also used this product.

So that becomes more symbolic in nature and people start loving the product more that is how the reason is celebrity endorsement becomes very popular in marketing research okay and marketing discussing of a confidential sensitive or embracing topic for example your persona finance right contraceptors detailed understanding of the complicated behavior why how do people buy why do they buy when do they buy.

Even mechanical devices let me tell you are utilized to understand okay what happens when people look at a particular thing now for example the size of the now people that gets little expanded so when it get expanded automatically that means the person has become is liking it and it is getting effected.

So liking or surprised whatever could be but it is getting effected right interviews with professional people industrial marketing it is phase of B2B research were all the respondents, respondents are highly educated right and this respondents are every professional driven so you have to have an in depth interview to understand about your research for example why do manufacturing firms are firms are outsources for example is a topic.

Now that cannot be answer by everybody so they may be the purchase the sourcing manager are somebody can tell you okay what do they look in when they outsource a particular component or a product right interviews competitors were likely to receive the information in group setting now competitors would obviously never you know diverse their ideas on a open platform in a interview or something.

So sometimes in such cases a group setting is required to do that which will be doing in the next may be in the focus group right.

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**CASE : SONY PLAYSTATION 3**

Depth interview was used to determine consumer attitude and purchasing motivation towards the Playstation 3


**Key insight of product:**

- Friends came together and spent an evening working together through a game or playing against each other
- Challenging games require more critical thinking and decision making. They felt like a puzzle rather than a game
- Some games are suited to adult only, so one don't like playing a "kid game", but taking part in a high quality gaming experience

**Marketing Implication**

- Set up gaming kiosks in nightclubs in large cities such as New York to attract adults
- Target magazine such as Wired, Sports having more mature adds
- Advertise through sitcoms such as *Friends* with Joey and Chandler playing games on Playstation 3

With such high demand of Sony products, the company realizes that it must continue to learn more about consumer behavior pattern. Insight developed by this techniques can be used in hypothesis development etc.



So as I was let me explain you with the Sony play station 3 case right how depth interview was used to determine the consumer attitude and purchasing motivation towards the play station 3 right so now what are the keys insights so when they depth interview of those people who are basically using those products they found at friends are coming together and spending evenings to play again each other right challenging games required more critical thinking and decision making right because they were more difficult to do so it seems more like a puzzle rather than a game so the whole game now became more like a puzzle right.

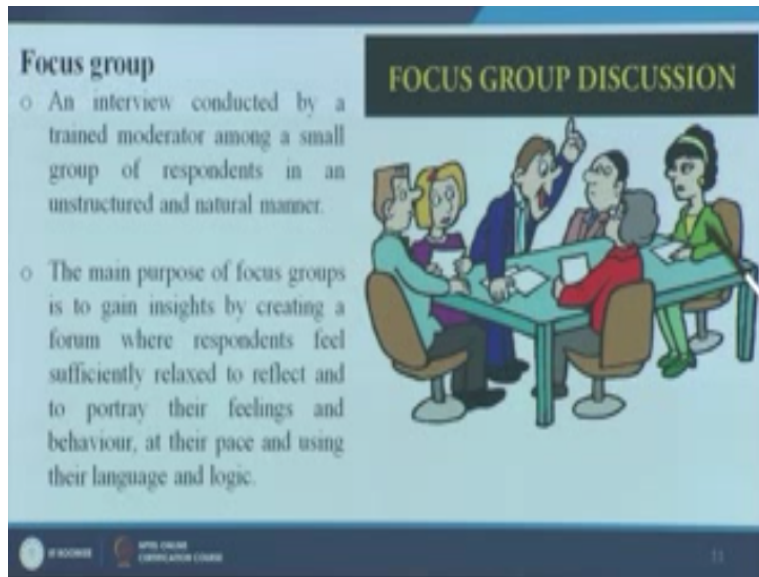
So some and some games were suited to adults only children's were not unable to play so one does not like playing a kid game because you know they found at inside was that one does not like playing a kids game in kids game are taken to be very inferior so but taking part in a high quality gaming experience.

This is what people wanted right so what are the marketing implications out of it so the company is you know setting up this a set up game kiosks in night clubs in large cities to attract adults to play right some of this games okay so this only play station the target magazines such as wired sports started having more matured adds to attract the adults towards the Sony play station 3.

Advertisement was also absorbed done through some of the programs it comes such as very popular the friends right and which that was shown Joel and chandler were playing games in the play station 3 so which such that high demand now the company easier that it was continued to

learn about the consumer behavior pattern so depth interview help them not only to understand insight but also to make it a better marketing experience for the consumers okay.

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**Focus group**

- An interview conducted by a trained moderator among a small group of respondents in an unstructured and natural manner.
- The main purpose of focus groups is to gain insights by creating a forum where respondents feel sufficiently relaxed to reflect and to portray their feelings and behaviour, at their pace and using their language and logic.

**FOCUS GROUP DISCUSSION**

The slide features an illustration of five people (three men and two women) sitting around a table in a meeting room. One man is pointing upwards, and another is holding a pen over a document. The slide also includes a logo for 'WPI ONLINE CERTIFICATE COURSE' and the number '11' in the bottom right corner.

Now let us after this will go to the next important thing that is in a quality research focus group discussion as I said a focus group as you see same like group of people sitting together and discussing about a particular issue of interest okay so there is a trained moderator the trained moderator is basically moderating a whole group right and the main purpose is gain to gain the insights by creating a forum where respondents feel more relaxed and they can come out of the own so they can speak up something which otherwise they would not have said.

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Group Size	8-12
Group Composition	Homogeneous, respondents, prescreened
Physical Setting	Relaxed, informal atmosphere
Time Duration	1-3 hours
Recording	Use of audiocassettes and videotapes
Moderator	Observational, interpersonal, and communication skills of the moderator

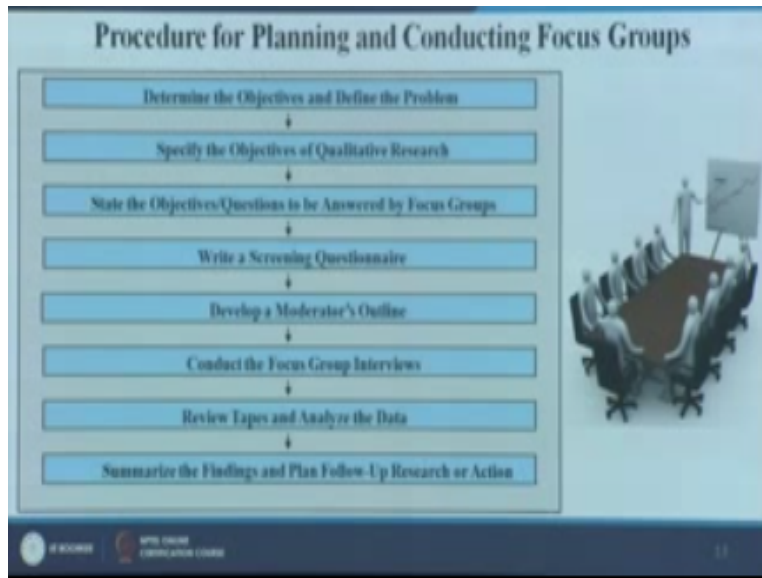
The slide features a light blue background with a dark blue header and footer. A hand-drawn black arrow points from the right side of the slide towards the 'Physical Setting' row of the table. The footer contains logos for '© 2008' and 'APPA COURSE CENTRAL ASIAN COURSE' on the left, and the number '12' on the right.

So how it is done the characteristics are group says basically 8-12 so it is small group so as I said that the number of samples are very limited one has to very careful in selecting this 8-12 people because you do not have an option of having more right so the group composition is mostly were homogeneous in nature and prescreened that means each of the respondents has been already tested before right physical setting is very informal and relaxed it is; the time is duration is 1 to 3 hours. Why it is kept in 1 to 3 hours?

There is a big reason initial time may be first few minutes people might not be able to come out on the road right. So that is why it is very longer time period and audio and video cassette used to record. May be what does they say their modulation of voice because and that to aggression their nature and then how basically they are behaving.

The body language and all those things have to be recorded right. Moderator is basically observational he is observing right, he is helping keeping the momentum going of the discussion and it entirely depends on the communication skills okay.

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So what are the let say, how does it what are the steps, first is to define the problem, what are we going to do. Let us say in the focus group discussion, what are we going to conduct? What is the objective of interest okay? Then is specify the objectives of the qualitative research right state the objectives of the questions to be answered, so you see, obviously when you are doing focus group you need to be very clear that you do not deviate out of the path completely.

So if you get too much distracted then it is a problem, then you may be not get the objectives done properly. Then the moderator to do this first of all you has to have a proper questioner kind of thing, I have few questions in mind. What do you want? So to do this the moderator should have his own outline. So outline is nothing but the boundary, within which the moderator has to keep the discussion and not go out of it right and then conduct the interview, focus groups interviews and then the discussion interviews. And then finally we review the tape and analysis the data and summarize the findings okay.

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## Moderator

- An individual who conducts a focus group interview, by setting the purpose of the interview, questioning, probing and handling the process of discussion.
- A **moderator** leads and develops the discussion.
- This individual may be the researcher handling the project.



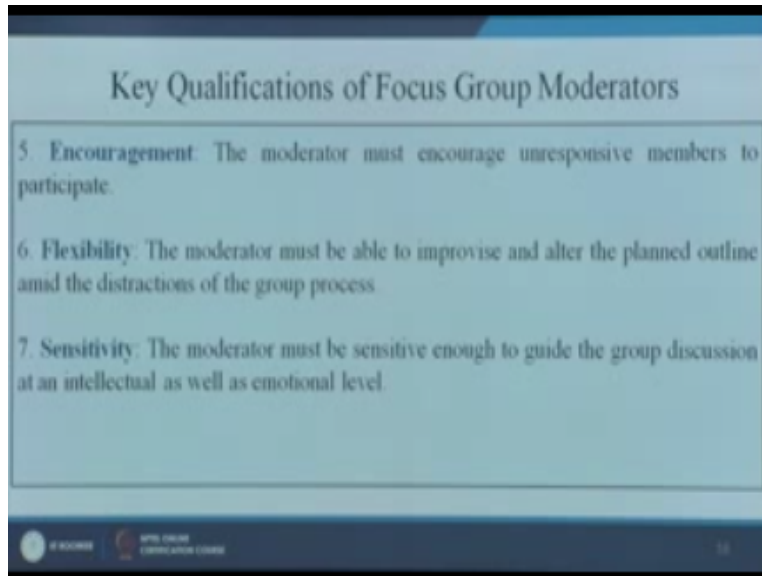
The illustration shows a group of six people sitting around a light blue table. One man in a dark suit is standing and pointing upwards, likely the moderator. Five other people (three women and two men) are seated around the table, looking towards him. The background is a light blue gradient.

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As I said the moderator leads and develops the discussion, he initiate the discussions basically right.

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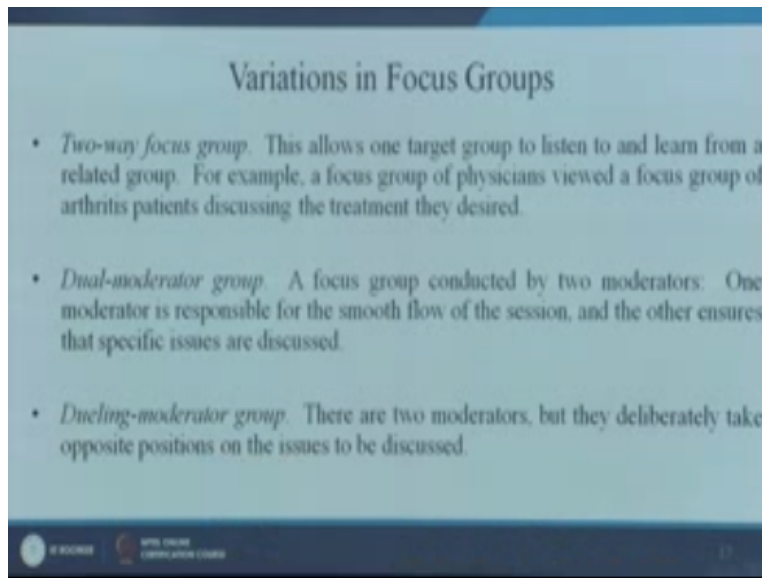


Now some other key quality one has to be extremely you know well because he has to be kind, he has to be permissive; involve the rest of the people and he must encourage talking about more specific things rather than the generalized comments. So there are some other qualifications of the moderator. He should be encouraging the participants right he should be very flexible because flexibility if it is there then interpret better things that discussion.

And the moderator must be able to improvise and alter the planned outline right, that means what if it is required, then you should be able to be flexible enough to slightly change and keep the like as if you are holding the steering, you are driving the car, so you should be able to change the direction, as if and when required okay. And as I said it has to be the moderator must be sensitive enough to guide.

Some people are not emotionally very sound and they are very sensitive, so they have to be taken care of, somebody might not be very literate, or might not be very outspoken, so they have to be balanced all these things. So it can be two way focus group right, where one group listens.

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And then speak up, for example physicians viewed a focus group of arthritis patients right, discussing the treatment are desired. Now the patient wanted a particular kind of desired which they were discussing among themselves and doctor suggests listening to them. So when they are listening, they could have come out with what people actually like, what actually people want.

Now this is the medicine, so we cannot say what patient want that we have to give, but in case of a let say a product, if the manufacturers are looking at it, they can observe the people and think then what they should be giving to the public to the consumer right. Dual moderator group is where two moderators are there, one is responsible for the smooth flow and the other only ensures that the specific issues are discussed because sometimes in a flow, there is the possibility that you might missed the question.

So the second moderator basically he ensures that these list of questions are not missed okay. Now what is dueling group? This is very interesting dueling group is sometimes what happens in the classroom you must have seen that one group or one person is very dominate, he speaks something and others are not able to speak, they might be you know just keeping silent. So what happens the two moderators but the deliberately take opposite positions. So when they take opposite positions.

Suppose the moderators say that A is good right and some people do not like it but they cannot even oppose the moderator or somebody who is vey dominating, so the other moderators say

why is a good? When he says this happens the people who are not supporting A they feel there is also the possibility for them or a chance for them to speak up.

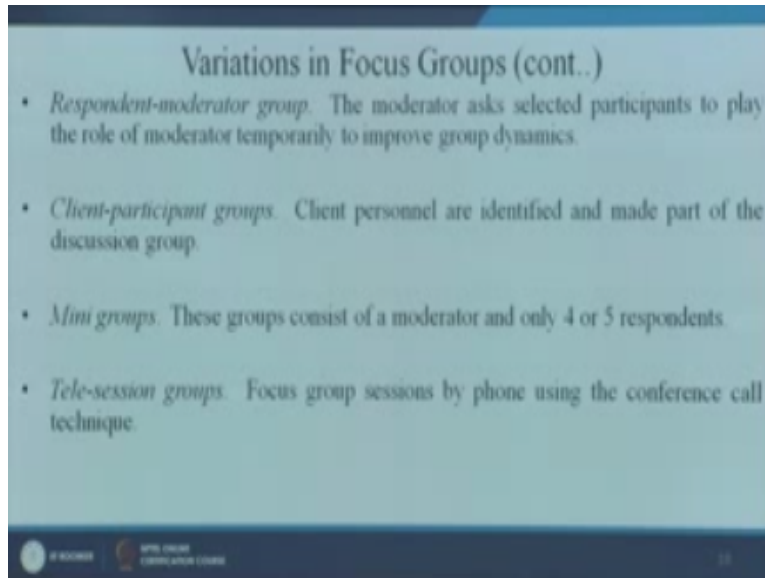
So this what happens in the dueling moderating group now responded moderate the moderator also selects participants to play the role of moderate temporary to improve group dynamics so he is like in a in interviewer the interview and interviewer both change their position what would happen suppose if I if the other person alertshiminstead of the interview to allow him to ask the question it is exactly like that so the client participants client personal the company personal then they the part of the discussion group.

Now this also is done in the case study also some times what we do is we ask the client to be a part the discussion so the part he can very well bring the real thing in to the discussion by the begin the reality is the that happens the discussion more richer and the people speak on more and the more realistic manner right instead of hypothesis things and instead of the assuming things the real speak more realistic thing they think more realistically.

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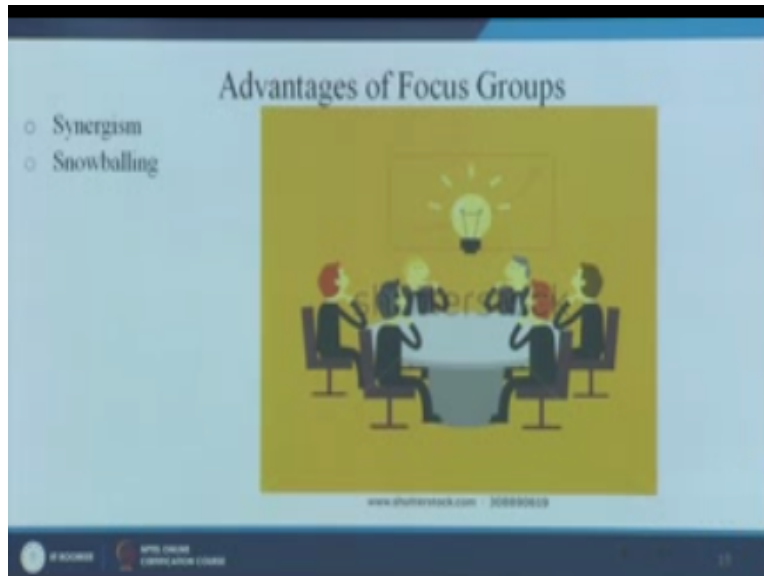
### Variations in Focus Groups (cont..)

- *Respondent-moderator group.* The moderator asks selected participants to play the role of moderator temporarily to improve group dynamics.
- *Client-participant groups.* Client personnel are identified and made part of the discussion group.
- *Mini groups.* These groups consist of a moderator and only 4 or 5 respondents.
- *Tele-session groups.* Focus group sessions by phone using the conference call technique.



Many groups are small group so the which are done in the basis of the phone sometimes conference call or the call technique online forces are good and becoming very popular now a days now these are very popular in the difference in the space and the distance it is becoming important and the globalize world that to bring in the people in the different nation together becoming very important so advantage of the focus group right.

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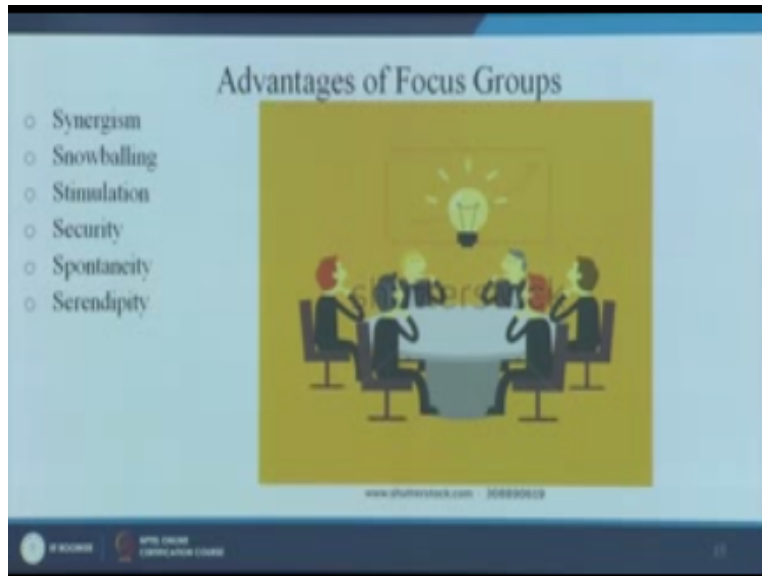


It the whole issue and the lot of the emery and the lot of the thought purpose snow balling in the little it allows the group to the start the discussion and bring in the more new thought connecting to it right stimulate the thought purposes when the people generally are ideal them but once they discussion start they become more energized and then they get stimulated right.

So that means what happens you are secured so that security feeling is that whatever I am saying I am okay with it that the group is the compatible group that is why the security of my thoughts right and the obviously you are speaking on a what happen in the many a timeshare you are give inn the time and the responded in the give in the time and then you liked to the bring in the you are like to in the challenge in the intension what you can do is he can for example you should understand this.

When the spontaneity comes the true picture comes in the time you can may be play with your word are you can change your words and the real thing might not come but due to the spontaneity in the group discussion the naturally the spall out okay.

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And then like how great in the way in the how much of the great thing are the ideas are coming in to which as coming might be coming suddenly in the group discussion and the scientific and the final structure which I am saying is you are within staying within the boundaries of the discussion and not going out of the discussion so this is the some of the advantage of the focus group okay speak with the biggest advantage of the you see what you have done in the research and the lot of the time and the within the group discussion.

And the ten people you can do may be the multiple group discussion and like that I am come out the and there after group discussion and the ten then people each and then fifty people you are getting the information in the two times easily what you have not collected in the montstime right that it is very important advantage so the disadvantage of the focus group is for the example in the utilized it is not conclusive.

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### Disadvantages of Focus Groups

- Misuse(exploratory not conclusive)
- Misjudge (client and researcher bias)
- Moderation
- Messy

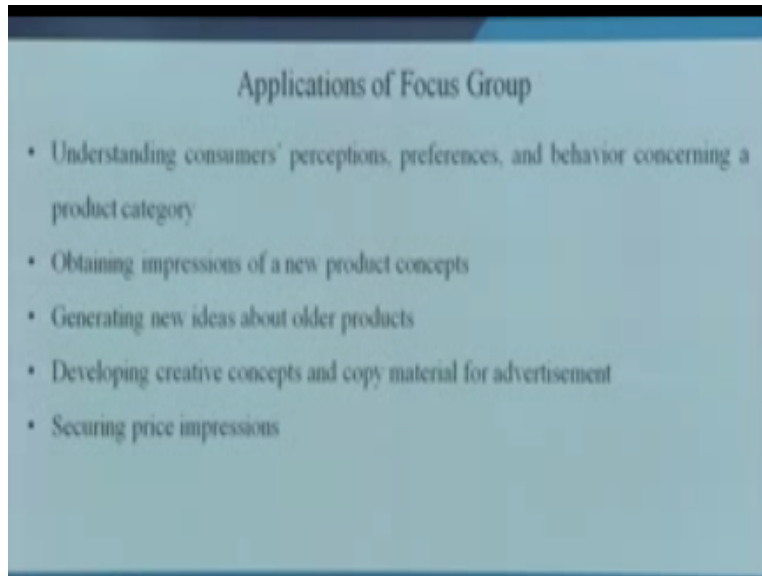


The illustration shows two stylized human figures standing on either side of a stack of five horizontal bars. The figure on the left has a speech bubble that says 'Four', while the figure on the right has a speech bubble that says 'No Three'. This visualizes the discrepancy in perception or counting that can occur in a focus group setting.

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It is just expletory so that is the sometimes and that is also come in the depends on the moderator and then it will be in the moderate and then it will be complicate in the whole thing so basically depends on how effectively the discussion goes on right then and how effectively and the dissection making and then it is some time the whole objective is the mis-presentated may be possible.

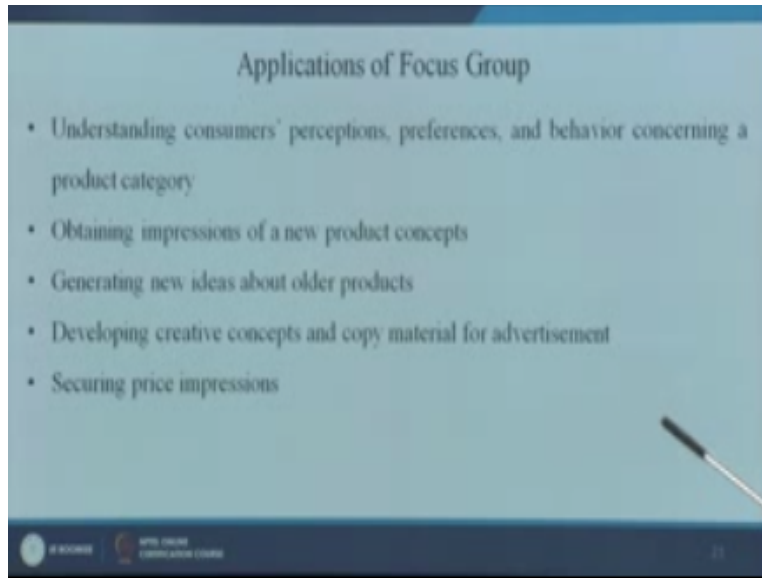
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So now if you see here and then you are seeing that in the like that in the saying that is four and that is this angle is four and that this angle is three so that the repetition is might be a questionable thing right it can happen but then do understand one thing is very important that the focus groups are very powerful techniques to understand how people would behave and then in group and what they would tell comes out very naturally and there are some times very great ideas right.

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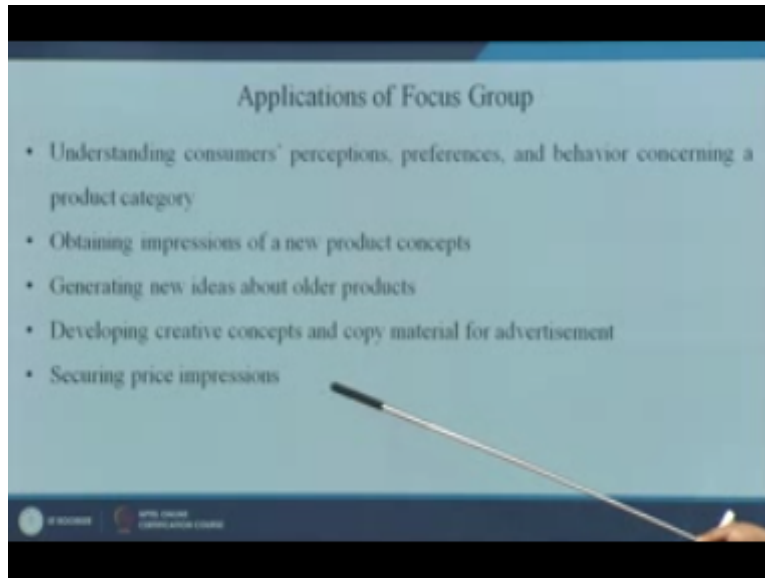




Application is for consign like and the consumer perception preferences all this thing obtaining impression about a new product concept the generating and ideas as I was saying I just forget was telling about the detergent when they do the focus group to understood about what do women like when they see by a detergent they do the focus group discussion.

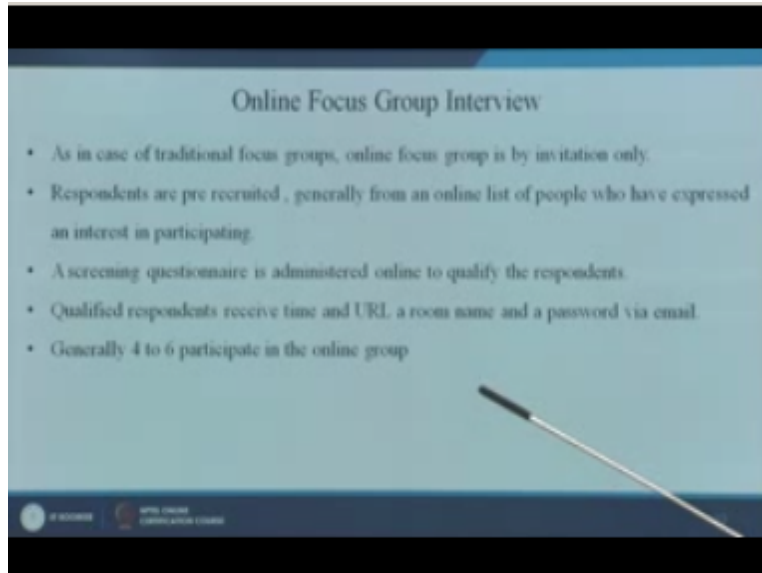
And people started speaking about price, quality, fragrance all this that and finally they came to luminous conclusion that the most important thing was actually the discharge of the colored water sorry the color of the discharge water so the water that is been discharged as although let's say after washing the cloth or the water left out in the bucket or in the washing machine now the water that is getting discharged the darkness of it says that this detergent is taking out more you know dirt out of the clothes and thus it is a very stronger detergent right so this kind of ideas only come through in a focus group right so price impressions.

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What are the right prices for a product so sometimes a company might be thinking we are having a fantastic product so we should price very high but the consumers does not feel so and that only comes when they make a argument a debate a discussion over it right.

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Online focus groups are nowadays I as I said it is a small groups which are respondents are pre recruited from an online list of people who have expressed interest in participating and questionnaire is already given to them so that they know on base of their qualify and they are already told everything the rules how they can answer because in online they do not have the way the voice or something so they are given the methods how they can answer the questions and all so everything is explained. so this is an you know

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So this is an you know photo a screen shot of a online focus group discussion where people are discussing about a particular object of marketing research right and they opinions are will be recorded the transcript will be recorded at the end okay.

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Characteristics	Online Focus Group	Traditional Focus Group
Group size	4 to 6 participants	8 to 12 participants
Group composition	Anywhere in the world	Drawn from local area
Time Duration	1 to 1.5 hours	1 to 3 hours
Physical setting	Researcher has little control	Under the control of researcher
Respondent identity	Difficult to verify	Can be easily verified
Group dynamics	Limited	Synergistic
Use of physical stimuli	Limited	Variety of stimuli can be used
Client travel cost	Nil	Can be expensive

So I do not want to take too much of time here it is a small group as I said it is a small time but it is very difficult to verify and the researcher as very little control over here right whereas here the control is very high in a traditional group and this is difficult to verify because we cannot sometimes because of the you know respondent is not there the participants is not there with us so it becomes very difficult right but otherwise this is a very advantage is very cheap and it is a very economically driven right it is very economical to do a online survey.

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The image shows a presentation slide with a light blue background and a dark blue header. The title is 'Case Studies: Mall of Atlanta Focus Group'. Below the title, there are two sections: 'Objective' and 'Method & procedure', each followed by a list of bullet points. A thin black line with a small arrowhead is drawn across the slide, starting from the top right and pointing towards the 'Objective' section. At the bottom left, there are two small circular logos, one of which appears to be the University of Georgia logo.

### Case Studies: Mall of Atlanta Focus Group

**Objective**

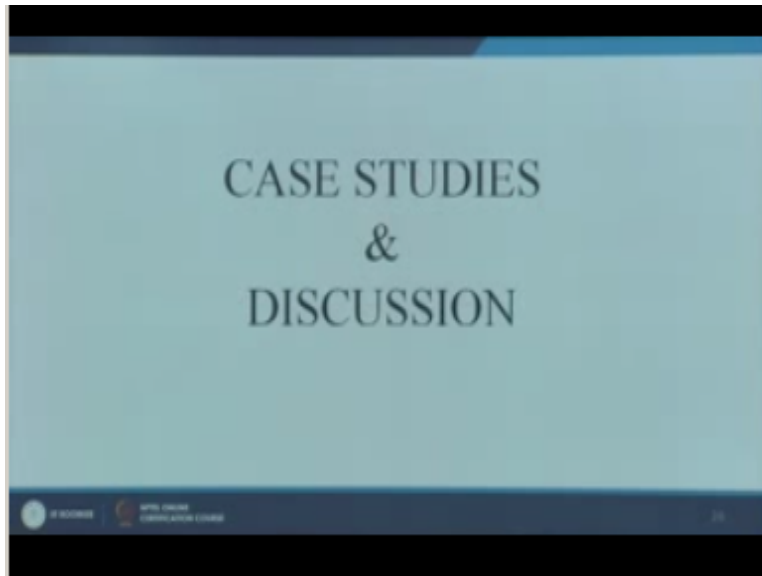
- To understand shopping mall expectations of the youth segment.
- To determine this group's perceptions of the recent weekend visit.
- To analyze the perceived brand identity of the mall based on individual experience.

**Method & procedure**

- Reactions were solicited for the Mall experience from 60 youth who attended the Mall on weekend prior to group discussion.
- Six focus groups were conducted, each with 10 respondents consisting of equal number of male and female.
- Current focus groups were conducted at a local focus group facility.
- Youth were given \$30 and instructed to visit the Mall without any knowledge that they would be participating in discussion when they visit again.

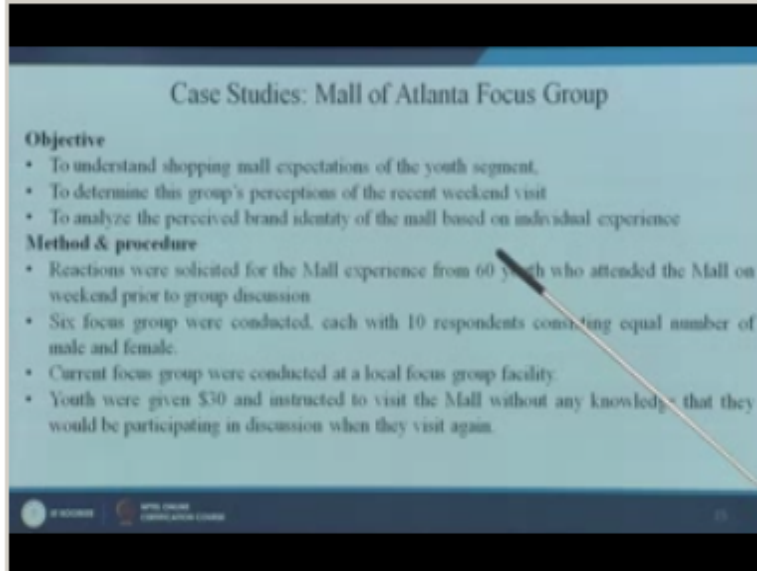
So this is the case where in the Atlanta mall of Atlanta the objective was to understand the shopping expectations mall of the youth segment to determine their expert perception about the weekend visits and to determine the perceived brand identity of the mall so the company did a focus group discussion okay what was the method reactions were collected from 60 youth right now how did they do in a six focus groups were conducted as I was saying just while back little while back with 10 respondent consisting equal number of male and female equal male and equal female so 10 and 5 okay current focus groups are conducted at local focus group facility the youth were given 30 dollars and instructed to visit the mall without any knowledge that they would be participating initially.

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So what is happened so when they did it they found that after the group discussion after the focus group discussion they found that people where spending this 30 dollars that they were given how they would be spending they wanted to also have a feel of it right so they understood that they were spending and mostly they were trying to limit within they budgets and they were not trying to go beyond they budgets so that means what one thing was that people when they were visiting a mall they wanted to not to spend too much right that was one of the findings.

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And they thought that the branded identity of the mall was actually very refreshing right very refreshing and it was a good experience right so all these things when they did by doing this they could understand that what exactly they were expecting from the mall the mall owners so the mall owners did one more thing they started they stopped the some kind of a you know discrimination on the bases of dresses dress code.

And all so that was stopped and they started creating more points of refreshment you can say refreshment and of recreation by having more fast food joints you know where fruits were available or fountains created fountains so that the entire thing was that the people will feel more relaxed right so this was an outcome of the focus group discussion which if somebody would have done a constitute research would not have been possible to find out so that is why it becomes very important to go through a quailed research okay thank you very much for the day

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