MARKETING RESEARCH AND INSIGHTS

SECTION A - COMPULSORY

According to the World Bank, two thirds of the world population live on less than $10 per day. In Ghana, approximately 88% of the workforce is employed in the informal sector. This segment of the population lacks access to insurance cover and are semi to fully illiterate. The cost relating to illness, injury or loss of a family member could eradicate any savings they have made, and further trap them in a cycle of poverty. Traditional insurance policies are largely inaccessible to this segment. Considering the vulnerability, these customers need insurance cover to protect themselves and their family.

Sankofa Insurance Ltd is the leading insurance company in Ghana that focuses on low- income customers in Ghana specifically, Greater Accra, Ashanti, Western and Northern regions. Sankofa use mobile money for payment of premiums and claims. It has yield growth with 42,000 customers.

Sankofa Insurance Ltd have records of registered customers and persons who visited and do not register. In 2021, premium of customer dropped drastically to 30% as 40% of the customers stopped doing business with Sankofa. Only 5 new customers were registered for the whole year.

The company requires marketing research to;

    a. Determine market awareness and attitude towards the insurance policies
    b. Determine reasons for high churn and low retention
    c. Determine customer and potential customer attitudes and preference with regard to policies.

The company is willing to spend GHS 300,000 on the research project.

Question One

You are a Research Executive in a market research agency and have been asked by Sankofa Insurance Ltd to address the following:

    a. **Identify** appropriate further **information** that you could require from Sankofa prior to writing a proposal. **(6 marks)**

    b. Having made reasonable assumptions regarding answer to the information in part 1a, produce a research proposal that addressing each of the issues indicated in the following table:

Background to provide the context for the research	5 marks
Marketing research objectives and rationale supporting them	5 marks
Methodology with some indication of why the methods proposed are appropriate, type of interview, a clear statement on sampling and some comment on data analysis	10 marks
Reporting, Timeline, and general costing you need not to be precise Any issues you believe are important	14 marks
Total	**40 marks**

SECTION B - Answer THREE (3) questions only.

Question 2

Candant Company Limited (CCL) is a producer of Coco milk, a new cocoa-based beverage produces in the Ghanaian market. Management decided to take precaution on usage before producing in bulk. The following are some insights generated after 5-hour management meeting.

i.   The leading cocoa-based beverage is Vilo.
ii.   Cocoa-based beverage is heavily consumed in Tema, specifically in community 5.
iii.   Respondents should be persons who purchase as well as consume any cocoa-based beverage.
iv.   Respondents should be persons who have consume cocoa -based beverage within last 4 weeks.
v.   Although children under age 18 consume cocoa-based beverage, but they cannot not be interviewed.
vi.   Test product should be given to respondent in the blind form with codes assigned to each product.
vii.   Each respondent should test the two products for easy comparison.
viii.   Management could increase production if Coco milk score 40% on preference.

You are a Senior Research Executive in a market research agency and have been asked to prepare in-hall test questionnaire to address the issues made by Candant Company Limited. The questions must cover the following segment:

Demographic information	3 marks
Screening questions	2 marks
Main questions	12 marks
Comparison questions	3 marks
Total	**20 marks**

Note that each question carries 1 mark.

Question 3

Owing to recent high prices and weak Ghanaian currency against the dollar, Backlook Company Ltd, a producer of malt drink, is considering closing down some of it mechanise in order to break even. However, they are keen to understand what the likely impact of closure will be on the Ghanaian market. Your research agency has proposed a project which uses stratified sampling, based on age, gender, employment status and consumption behaviour. Although the authority is impressed by the proposal, they are concerned that the costs are too high. They have asked your agency to consider making the following changes to the research proposal to help reduce costs.

a) Reduce the sample size

b) Reduce the number of quota controls in the sample

c) Shorten the questionnaire

What is the possible impact of each of the above changes on the usefulness of this quantitative survey? Identify the issues which the client needs to understand before any cost-cutting measures are taken. Illustrate your answer with examples.

(20 marks)

Question 4

Dolando Company, which manufactures and sell a range of women's footwear in Ghana which to develop a new style of packaging for its Anowa brand. Innovative packaging is a critical differentiating factor in the footwear market, and this may explain Anowa's fall in market share, as it has been using the style of packaging for over five years.

Desingers have now come up with Anowa new design concept, but before proceeding with any of these designs the company requires a programme of marketing research to:

i.   Determine market awareness and attitude towards Anowa brand and existing package.

ii.   Determine customer and potential customer attitude and preference regarding the new design concepts.

You are a Research Executive in a market research agency and have been asked to design a **discussion guide** and appropriate **project technique** for use in a series of group discussion to address the research objective of the project.

(20 marks)

Question 5

Sentel, in medical technology industry had develop an 'integrated diagnostic tests' to use at home incorporating state of the art controls to control diabetics. These devices will be able to monitor a range of ten different conditions such as diabetes, cholesterol, and blood pressure all in the one kit.

Initially, the R&D (research and development) focus will be on designing tests. The level of investment required will be high so a full launch will be required. Hence this Sentel is keen to explore the Ghanaian market. It wants to find out more about who would buy and use the tests and the kind of tests that are currently available.

    (a) Discuss your secondary research plan, setting out a series of research objectives and identifying the type and range of source(s) of information that could be used. **(10 marks)**

    (b) Identify some of the limitations of secondary research and indicate what you could do to overcome these limitations. **(10 marks)**

Question 6

The Marketing information system is a set of procedures in an organized way, routines of information handling, and reporting methods that are designed to provide the required information for the marketing decision-making process.
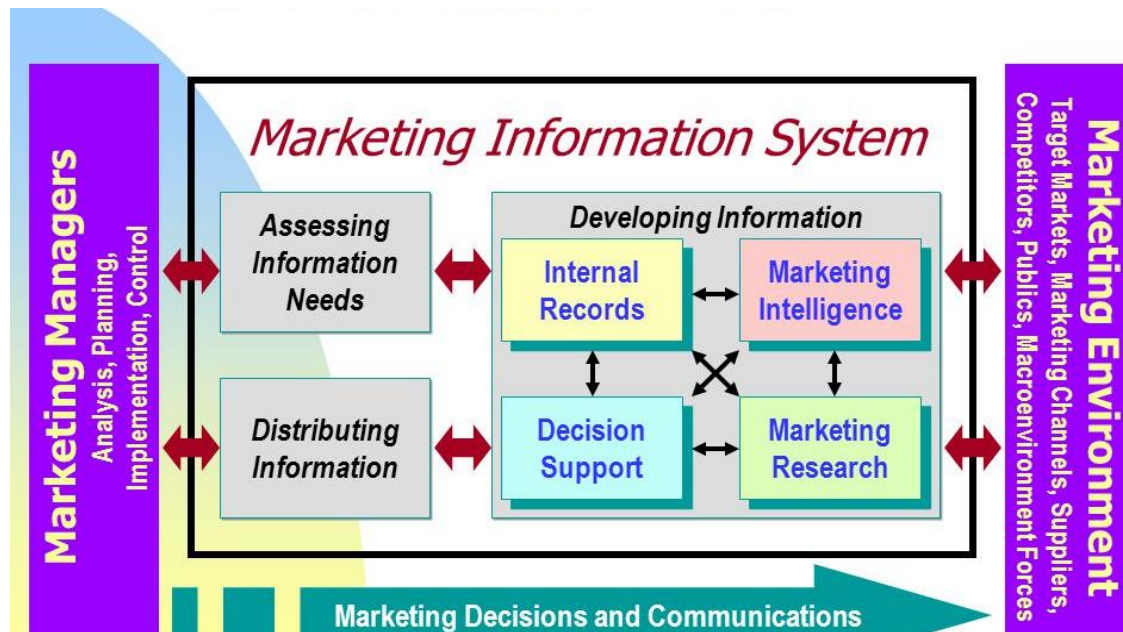

Figure 1

Management of Zota company Ltd, producers of Morita Seasonings, had read much about Marketing information system above, but they are really confused about a decision they should made on the following **TEN** different findings.

Information	Internal Records	Market Intelligence	Market Research
Base (n) (number of persons)	2000	500	500
Percentage	%	%	%
Morita is very expensive	35%	50%	90%
Morita is used to castrate animals	60%	45%	5%
Taste of Morita has changed currently	10%	20%	50%
Competitors have reduced their seasonings by 10%	2%	34%	40%
Morita has low shrimp taste	4%	53%	45%
Morita gives heart attack after usage	1%	30%	0%
Morita causes infertility among some men	2%	4%	24%
Morita have high salt content	8%	10%	2%
Morita is very difficult to dissolve in stew	5%	5%	2%
Quantity in the pack is reduced nowadays	6%	5%	1%

You are a Research Executive in a market research agency and have been asked to advise Zota company Ltd on decision of each of the ten findings. **(20 marks)**