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**Unit I: Nature and Scope of Research**

**Case Study: Market Research by Dabur India Ltd.**

**Background**  
Dabur India Ltd., a leading FMCG company, sought to expand its herbal product range. To identify potential products and understand customer preferences, the company initiated market research in 2020.

**Scenario**  
The research team defined the problem as identifying gaps in herbal skincare products for urban markets. The objective was to determine customer needs and preferences for herbal skincare solutions.

**Research Process**

1. **Defining the Problem**:
   * “What are the unmet needs of urban consumers in the herbal skincare segment?”
2. **Formulating Objectives**:
   * Assess market demand for herbal skincare products.
   * Evaluate competitors’ products and strategies.
3. **Sample Design**:
   * A stratified random sampling technique was used to target 500 respondents across metro cities.
4. **Data Collection**:
   * Questionnaires and interviews were conducted to gather consumer opinions.
5. **Scaling Techniques**:
   * A 5-point Likert scale was used to measure customer satisfaction and preferences.

**Outcomes**  
Dabur successfully launched a new herbal skincare line tailored to urban markets, leading to a 15% increase in market share.

**Discussion Questions**

1. How did Dabur’s research process ensure actionable results?
2. What are the benefits of using a stratified sampling technique?

**Unit II: Methods of Data Collection**

**Case Study: Customer Feedback Survey by Zomato**

**Background**  
Zomato, an Indian food delivery platform, wanted to improve user experience by understanding customer attitudes toward its delivery services.

**Scenario**  
In 2021, Zomato conducted a large-scale customer survey to identify pain points in its service delivery process.

**Methods**

1. **Observational Methods**:
   * Delivery times and customer interactions were monitored.
2. **Survey Methods**:
   * A structured questionnaire was designed, focusing on delivery speed, food quality, and customer service.
3. **Attitude Measurement Techniques**:
   * Semantic differential scales and Likert scales were used to measure satisfaction levels.

**Sample Design**  
A random sample of 10,000 active users was selected across tier-1 and tier-2 cities.

**Outcomes**  
Based on the findings, Zomato reduced delivery time by 20% and improved customer support, leading to higher retention rates.

**Discussion Questions**

1. How did Zomato balance observational and survey methods?
2. Why is sample design critical in survey-based research?

**Unit III: Advanced Statistical Techniques**

**Case Study: Statistical Analysis in Reliance Jio’s Customer Data**

**Background**  
Reliance Jio, a telecom giant, aimed to segment its customer base for personalized marketing. In 2022, the company used advanced statistical techniques for data analysis.

**Scenario**  
Jio’s research team analyzed usage patterns to identify distinct customer segments.

**Techniques Used**

1. **T-Test and Chi-Square Test**:
   * Compared user satisfaction across various plans.
2. **Cluster Analysis**:
   * Grouped customers based on data usage and preferences.
3. **Factor Analysis**:
   * Reduced the dimensionality of data to identify key factors influencing customer loyalty.

**Software**  
SPSS was used for statistical analysis, ensuring accurate and actionable insights.

**Outcomes**  
Jio created targeted marketing campaigns, resulting in a 25% increase in plan upgrades.

**Discussion Questions**

1. What role did statistical techniques play in Jio’s customer segmentation?
2. How does factor analysis simplify complex datasets?

**Unit IV: Report Writing**

**Case Study: Infosys Summer Internship Report**

**Background**  
Infosys, a leading IT services company, requires its interns to submit detailed summer internship reports. These reports are used to evaluate the interns and their contributions.

**Scenario**  
In 2023, an intern worked on a project titled "Improving Employee Retention through AI-Driven Insights."

**Report Layout**

1. **Research Proposal**:
   * Objectives: To identify retention challenges and propose AI-based solutions.
2. **Categories of Report**:
   * Analytical and research-based report.
3. **Layout and Parts**:
   * Executive summary, introduction, literature review, methodology, findings, and recommendations.
4. **Presentation**:
   * A well-designed PowerPoint presentation was delivered to the HR leadership team.

**Outcomes**  
The intern’s report received appreciation for its actionable recommendations, some of which were implemented in Infosys’ HR strategy.

**Discussion Questions**

1. Why is the structure of a research report critical for its impact?
2. How does a research proposal guide the entire project?