**Marketing Research**

**December 2023 Examination**

**1. Apple Inc. sees a decline in sale of iPhone in India. They perceived that the new launches such as foldable smartphones by competitors are a threat to their products. They hire you in a role of market researcher and give a task to understand customer preferences for foldable smartphones. Develop a survey questionnaire that captures consumers' opinions and features, design, price, and brand reputation. (10 Marks)**

**Ans 1.**

**Introduction**

In the rapidly evolving world of technology, consumer preferences shift dynamically, influenced by innovations and market trends. Apple Inc., known for its pioneering innovations and impeccable brand reputation, has identified a potential decline in iPhone sales in India, attributing it to the surge in the popularity of foldable smartphones launched by competitors. The Indian market, characterized by its diverse consumer base and a vast demographic spectrum, necessitates a deep dive into understanding these preferences. A methodical market research approach can provide insights into why and how foldable

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**2. Fab India wants to introduce a new clothing line targeting millennial. As a market researcher, develop a questionnaire to conduct in-depth interviews with a representative sample of millennial to understand their fashion preferences, lifestyle, and purchasing behavior. List down the questions and analyze them using thematic analysis. (10 Marks)**

**Introduction**

Fab India, with its rich legacy in Indian ethnic wear, has an opportunity to tap into the burgeoning millennial market segment by launching a new clothing line tailored to their sensibilities. Millennial consumers, characterized by their unique blend of traditional values and contemporary outlook, are increasingly becoming pivotal in shaping market trends. It’s imperative for brands to understand the intricacies of their preferences in order to develop products that resonate with them. To achieve this understanding, in-depth interviews offer an exploratory approach, allowing a deep dive into their fashion preferences, lifestyle choices, and purchasing behaviors. Creating a comprehensive questionnaire for these interviews is the

**3. UrbanHomes Developers, a renowned real estate company, is exploring the idea of building a new and innovative housing project in the bustling city of Navi Mumbai, India. The vision is to create a modern living haven that combines contemporary design, sustainable features, and a vibrant community lifestyle. As the project's market researcher, the goal is to understand potential buyers' preferences, budget constraints, and location preferences to shape the development according to their needs and aspirations.**

**a. As a market researcher, design a survey based questionnaire to assess potential buyers' preferences, budget constraints, and location preferences for the new housing development. The survey must include both qualitative and quantitative questions. (5 Marks)**

**Ans 3a.**

**Introduction**

UrbanHomes Developers stands at the cusp of creating a potentially transformative housing project in Navi Mumbai. The success of this project heavily relies on meeting the desires, needs, and constraints of potential buyers. By marrying contemporary design with sustainable features and fostering a vibrant community lifestyle, the company envisions a modern living

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**b. Identify the Target Market and characteristics of ideal respondents. (5 Marks)**

**Ans 3b.**

**Introduction**

In the bustling landscape of Navi Mumbai, identifying the right target market becomes the cornerstone of success for UrbanHomes Developers' innovative housing project. By tailoring their offering to a specific audience, they can ensure a greater alignment between their project features and the aspirations of potential buyers. The ideal respondents' characteristics further