

# Baskin robins

[Business](#), [Marketing](#)



Baskin Robins Introduction Secondary data is very crucial to organizations as it shows information concerning past practices related to a certain industry. When an organization plans to implement a specific strategy, secondary data provide the basis for implementation decision making (Smith and Albaum, 2005).

#### Question 13

Baskin-Robins would use secondary data that examine other organizations that have changed their logo in the past to determine the effect the change had on their customers. Moreover, Baskin Robins can use Syndicated data that relate to its industry. Syndicated data is a collection of information related to a specific industry that is collected and classified by market research firms (Proctor, 2005). Organizations within that industry can then access the information for a certain fee. Basin-Robins require syndicated data concerning organizations within its industry, especially those that serve the same or similar market. The information must be based on organizations that have changed their logo in the past. The effects the change had on customers' purchasing patterns and overall sales and profitability can guide Basin-Robins on deciding whether changing the logo is a worthwhile venture or not. The secondary and syndicated data would serve to give insights on the viability of changing the logo for Baskin-Robins.

#### Question 14

Qualitative research provides information on changes that have been effected in organizations in a certain industry. The information obtained through qualitative research on competitors would inform Baskin-Robins on the expected reactions from customers upon changing its brand. Moreover,

the impact of the reactions on profit margins and sales volume can be estimated using the qualitative research (Kolb, 2008). There are customers who have established an identity with the existing brand. These customers may be reluctant to accept the new brand. Changing the brand without considering its impact on such customers may be detrimental to the organization's performance. On the other hand, the research can insightfully establish the need for brand change. The brand change may bring in more customers and persuade existing ones from seeking competitors' products by taking care of their changed tastes and preferences.

#### References

Kolb, B. (2008). *Marketing Research: A Practical Approach*. California: SAGE Publications Ltd.

Proctor, T. (2005). *Essentials of marketing research*. New Jersey, NJ: Financial Times Prentice Hall.

Smith, S. M., & Albaum, G. S. (2005). *Fundamentals of marketing research*. California: SAGE Publications Ltd.