

Baskin robbins marketing research case study

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Baskin Robbins Case Study This case summarizes the marketing research to be performed for the logo redesign project of Baskin Robbins. Case Analysis Baskin-Robbins Brand Officer Ken Kimmel felt it was important to conduct this study because the frozen-food retailing industry had become more hostile to Baskin-Robbins in recent years. A few entrants such as Cold Stone Creamery and others had popularized the in-store experience. Cold Stone Creamery's sales were now almost 75 percent of Baskin-Robbins' sales. The contest has changed since the mid-1980s'.

Customers are more demanding about the hospitality experience.

They earn more money and they can buy comparable ice creams to Baskin-Robbins in grocery stores now. While BR's competitors are pushing this mix-in experience - a higher price theater experience. The main purpose of the Baskin-Robbins corporate study was to decide whether or not they should change their logo to gain a competitive advantage. They are also using this study to find out the implications of a change of logo, and a change in the way the stores are designed. The key questions the Baskin-Robbins brand team is addressing are: should the brand logo be changed to signal something new is happening at Baskin-Robbins?

If the logo is changed would there be synergy between the logo changed and the redesign interiors? Also, changing the interior of stores will offer a lot of complications with the franchisees.

A main concern is whether or not these franchisees would be willing to buy into the new ideas, considering that they have invested a lot into the franchise. The management of Baskin Robbins wants to change logo based

on the customer reaction towards old logo and new logo after showing the drawings of the new logo and new redesign of the stores.

The research design to be adopted should be exploratory research that can be based on the focus groups and direct interviews with the customer. Also observational research can be used to perform the research on how the customer reacts to the visits to the store and their reaction during the direct interview with the interviewer on the store and logo redesign. Approach for the research should be developed.

Approach can consist of multiple research options such as direct interviews, focus groups and observational research. Research design can include the form of the research for each of the approach.

A questionnaire can be designed to have direct interviews with the customers visiting the store. An observational form can be designed to capture the observations during the direct interviews. Secondary data have been collected for purposes other than the problem at hand.

These data can be quickly located and are not expensive. Syndicated data are the compiled data available from the external agencies that can be used for the marketing research problem. These data are available in bulk. The secondary and syndicated data can be used for the research.

Customer can be interviewed based on their location by an internet survey or a telephonic call to gather details about their perspective on Baskin Robbins old logo and their experience with the store.

Conclusion Marketing research plays an important role in decision making. Professionally done marketing research are practical provides a value to management. References California Intercontinental University - Quality Research in Consumer Behavior Study Guide Marketing Research: An Applied Orientation, Sixth Edition Help by Naresh K Malhotra