

# Question 7.10

Business



Question 7. 10 Question 7. 10 Organizations have to analyze the impact of their marketing campaigns. Pepsi is a brand with an international reach. As a result, it has to ensure that its marketing campaigns generate a positive response in all its markets around the world. The 'Live For now' campaign is attractive for the western consumers. The western society is characterized by a culture that emphasizes consumption. Consequently, the campaign would be a success in the United States and Europe. However, it may fail to generate similar results in conservative societies. Pepsi can use focus interviews to identify if the campaign has generated a uniform response around the world.

The rise of technology has enhanced communication across the world. In addition, the cost of internet has fallen down. The use of focus groups can be implemented by embracing video-conferencing, telephone calls and online interviews. Pepsi can use all the three avenues to reach more participants. Video-conferencing has emerged as a major channel for communication across international markets. As a result, people can communicate from different parts of the world. The approach would also enable the market research team at the global office to collect important data that would reveal significant information about the issue. Focus groups provide a great opportunity to generate honest feedback from the audience (Warner, 2014). The video recordings can be analyzed to examine the facial expressions of the participants. Although the cost of video-conferencing equipment is relatively high, it is easy to set up. Furthermore, it can enable the marketers to reach a wide reach of customers in different parts of the world.

However, Pepsi will have to create an effective action plan for implementing this qualitative research methodology. Besides selecting qualified and

experienced partners, it needs to select an appropriate sample size. Focus groups are usually limited in number. They usually involve six to twelve participants (Bryman & Bell, 2015). The organization can interview three different focus groups in each market. In addition, it should pay attention to the demographic and cultural factors. The participants must be diverse. Demographic and cultural factors influence consumer behavior (Lamb, Hair, & McDaniel, 2012). They should also have the ability to respond to the questions effectively. The organization may have to hire translators in order to communicate with participants who do not speak English. It is important to remember that transparency and accountability are the most important elements in the use of focus groups in a research project (Carlsen & Genton, 2011).

In Ecclesiastes 7: 12, God says, “ For the protection of wisdom is like the protection of money, and the advantage of knowledge is that wisdom preserves the life of him who has it”. Consequently, business organizations have to make a deliberate effort to ensure that they understand their customers and the effectiveness of their marketing campaign. The problem involves finding a way for the organization to determine the effectiveness of its marketing campaign. The information will enable the organization to make important advertising decisions. For instance, it may decide to limit the campaign to markets where it is appealing while finding an alternative message in societies where it does not make the desired impact.

In conclusion, it is evident that the use of focus groups would be an effective approach in developing a global understanding of the issue. Although a majority of the interviews can be conducted through video-conferencing, the organization can also use online platforms. In addition, it can make random <https://assignbuster.com/question-710/>

phone calls to customers. However, this approach is undermined by the fact that the cost of making international calls is high.

#### References

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