Assignment 2: Nectar Fruit Juices

The objective of this assignment is to assess your ability to analyse questionnaire data, using the results to help improve management understanding. You should provide a report describing the analysis and your recommendations. There is no need for any references in this assignment though in a fuller piece of research you would be expected to compare the results derived from your own empirical data and the experiences and theory from the literature. The report should be no more than 1200 words, in addition to tables and graphs.

Submission date: 4pm Monday 15 February 2010 via the essay box outside room 3Y3. Your work should clearly state your programme, module (IBUP04) and student registration number (but <u>not</u> your name).

Background

Nectar Fruit Juices (NFJ) have produced a successful range of fruit drinks for many years, sold in many of the major supermarkets in the United Kingdom. However, in recent years NFJ have been losing their market share. The last NFJ Board meeting discussed possible action and there was considerable support for redesigning much of the product range such that it would appeal to the modern consumer sensitive to the environmental, social and health consequences of their purchasing decisions. The majority of the NFJ directors were very enthusiastic and believed that despite the inevitable higher costs that this would entail, such a move would regain the company's market share. However, a few directors are more cautious and requested that some market research be undertaken so that NFJ could develop a better understanding of the customer demand and the factors influencing their choices. Reluctantly, the Board agreed to commission a questionnaire based survey before committing the company to this Product Re-engineering Initiative (PRI). Your task is to analyse the results and provide a report for NFJ in time for the February 2010 Board meeting.

The survey

The survey was undertaken in a number of the supermarkets stocking both NFJ and other fruit juices. The questionnaire is attached. Each student has their own personal data set consisting of 198 responses: your data set can be obtained by using the Excel file Nectar Fruit data generator available on webCT. Follow the instructions on the Excel sheet and transfer your data into the SPSS file Nectar Fruit, and save on your own directory.

Tasks

1. Using a rich picture and/or a cognitive map, discuss the factors that influence:
   − a customer's decision when buying fruit drinks
   − NFJ's market share and profit

   Identify the scope of your present analysis, given the available data. Also identify any important missing data that you think should have been collected for this study.

2. Using SPSS, analyse your data set. It is expected that all students will provide relevant graphs, tables and basic statistical measures (e.g. means and frequency counts). You should interpret these graphs and tables to help NFJ Board decide whether the PRI is a good commercial prospect. Perhaps the data can help provide detailed insights that could provide some particular focus for the PRI?

3. Those students who have some statistics background, i.e. those also taking Quantitative Management Techniques will be expected to make more use of their statistical knowledge, e.g. undertaking appropriate statistical tests, in addition to providing graphs and tables.

Assessment criteria

The marking of your report will consider:
   − your use of a rich picture and/or a cognitive map
   − selection and presentation of appropriate tables and graphs
   − use of standard statistical measures
   − use of statistical tests (as appropriate given your background)
   − interpretation of tables, graphs and statistics in language appropriate for managers
   − development of clear recommendations based on the survey evidence
   − recommendations for further research
   − English language and the logical organisation of your report

General Report Guidelines

Reports usually contain the following sections:
   • summary, briefly describing the objective of the study, the methodology and noting the key results and recommendations;
   • contents, listing the various sections;
   • a description of the analyses, including the key results;
   • a consideration of the management options;
   • a description of further analyses that could be useful;
   • conclusions/ recommendations;

- appendices containing the more detailed results (in sufficient detail that the logic of your analyses can be checked);

Include:

- page and section numbers;
- section headings to guide the reader;
- tables and graphs, clearly labelled with meaningful captions; it is often best to place key figures in the main body of the report (though if you have many figures these might be placed in an appendix);
- interpretations of your analyses intelligible to the average manager, i.e. do not just present results but explain the analyses and the significance of the results for the business in every day language.

Avoid the use of the 1st person: statements such as "I think…", "I estimated…" tend to make the report sound too personal and less objective.

NECTAR FRUIT JUICES SURVEY

This questionnaire is designed to help us understand the factors you consider when buying a fruit drink. The taste is obviously critical but are there other factors which influence your choice? Please answer the questions truthfully. There are no right or wrong answers.

		Tick One	**Code**
1	To which of the following racial or ethnic groups do you belong?		
	White/European	☐	___
	Asian	☐	___
	West Indian	☐	___
	African	☐	___
	Other	☐	___
2	Are you male or female?		
	Male	☐	___
	Female	☐	___

3   What is your current household income before tax and other deductions?   £
_____

4   What was your age last birthday (in years)?
_____

5   How many fruit drinks does your household buy each week? (a standard drink is 0.3 litres)
_____

6   Please indicate whether you agree with these statements about factors that might influence your decision to choose a fruit drink: (1) strongly disagree, (2) disagree, (3) undecided, (4) agree, or (5) strongly agree. Circle one answer only for each statement.

		SD	D	U	A	SA
(a)	"Food miles", the distance travelled by the ingredients to get the product to my shop, is important.	1	2	3	4	5
(b)	I think that organic food and drink is best.	1	2	3	4	5
(c)	I do not worry about health recommendations (e.g. fat, sugar and salt content).	1	2	3	4	5
(d)	I always consider taste and whether my family will enjoy the drink.	1	2	3	4	5
(e)	Price is always significant.	1	2	3	4	5
(f)	I am concerned about social issues such as employee conditions.	1	2	3	4	5

7   Please indicate the type of fruit drinks that you buy. (1) never, (2) rarely, (3) sometimes (every month) (4) often (every week), or (5) very often (more than once per week). Circle one answer only for each statement.

		N	R	S	O	VO
(a)	Citrus: orange, lemon grapefruit	1	2	3	4	5
(b)	Apple or pear	1	2	3	4	5
(c)	Berries: blackcurrant, raspberry	1	2	3	4	5
(d)	Exotic: any unusual flavour	1	2	3	4	5
(e)	Spicy	1	2	3	4	5
(f)	Sports' themed	1	2	3	4	5
(g)	Other	1	2	3	4	5