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Mr. Speice

Independent Study & Mentorship

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Product Proposal

Introduction and Statement of Purpose

Comprising a significant portion of international marketing, brand management is crucial to understanding and analyzing how different markets perceive a company's product or service. Especially at the international scale where the headquarters of a company are far away from different markets abroad, it is quite important to create a solid grasp of the customer base so that products and services are appealing in even a competitive market. Given the extent of globalization in today's economy, however, undertaking the task of creating a uniform perception of a brand is much more difficult, since different cultures react to products and services in discrete manners.

After creating a survey that measured the discrepancy in consumer brand perception and a company's target brand perception in participants from the United States, Mexico, and India, analyzing the results made it clear that different factors of demographics and a company's method of market penetration creates a big difference in how people see a product. However, a recent psychological phenomenon that I have been researching is how often times, people answer to opinion-based surveys based on how they want to be perceived and/or what they believe to be

the “right” answer. Thus, this bias can often skew data in terms of surveys, which have an integral part in brand management.

In order to truly understand this phenomenon, I will research why the human brain works in such a manner, and after conducting primary research, I will design methods of surveying that can counteract this bias in order to truly help companies receive accurate results. In order to test how effective my new method of survey research is, I will distribute a simple survey to people in the Dallas/Fort Worth Area to see the difference in their responses when answering to traditional survey questions and the survey questions that I will design. After accumulating all of this data and analyzing it, I hope to then share my results with the public by explaining my findings in a research paper and also by organizing a presentation for the Pizza Hut marketing team where I will talk about the inherent bias that people have when answering to surveys and how to overcome this problem.

Review of Skills and Research

In order to successfully see this project into completion, I will need to gain a better understanding of the inherent bias that people have towards themselves when answering surveys. This portion of marketing and brand management delves more into market psychology, in which studies about the human brain are used to help companies learn more about their target market. I hope to use resources such as the *Journal of Consumer Marketing* and *Psychology and Marketing* in order to further my understanding. In addition to this new research that I will conduct, I can also use some of the resources from my past experiences in my mentorship. During the International Brand Conference that I attended on February 5th, I was able to network

with professionals from a brand consulting company. As a result, I can get into contact with them to learn more about the survey bias phenomenon and create a plan.

In terms of the skills that I will be utilizing to complete this project, I will be synthesizing different academic resources and working with professionals in market psychology to create a preliminary understanding of survey bias. Then, after receiving my results from the survey, I will analyze the results to create a solid conclusion about the differences in the way that people responded to traditional survey questions and the “creative” survey questions that I created. Next, I will evaluate whether or not the results from the survey support or refute my original research. Finally, I will be synthesizing my findings into a research paper and presentation to share with the public so that I can meet my ultimate goal of helping others.

Methodology

To start off, I will ask my mentor to give me the contact information for the representative from the brand consulting company that was present at the International Brand Conference. I will call the representative and ask them for guidance after I explain my final product to him. If he says yes, this will be an extra resource that I can use to expand my understanding. In the case that this does not work out, I will still continue with conducting research using academic journals about Marketing Psychology. After gaining an ample understanding, I will work with my mentor and her co workers to create survey questions that are able to surpass an individual's inherent bias and tap into his or her subconscious thoughts about a specific brand. I hope to design about three different categories of survey questions. Next, I will pass the survey out to people in the Dallas/ Fort Worth area. I will keep the scope of the survey

brief so that more people are willing to participate. After gaining about 150 participants, I will then start analyzing how different the responses from each question were from other types of questions. Then, I will formulate my findings into a research paper and create a presentation for the Pizza Hut marketing team to explain my research. In order to get the presentation organized, I will talk to my mentor in the beginning stages of my project to see what the procedure for setting up a presentation is like.

Materials

The materials that I will need for my final product are basically a computer with internet access so that I can conduct my research and make my survey. In addition, for my presentation, I will need to have access to an overhead projector, tables, chairs, and a printer so that I can hand items out to people who show up. Since I also plan on recording the presentation, I will also need a camera with enough space and a tripod that can effectively capture my presentation. To obtain these materials, I can borrow a device from the Reedy Library or I can buy one from an electronics store.

Conclusions

Overall, with my final product I hope to combine my love for psychology with my newfound interest in marketing and see how the two topics correlate with one another. In the beginning of the year, I wanted to study neuroscience but I didn't think I could ever find a career in it. However, after realizing that market psychology is a growing field in today's economy with increasing relevance due to global brands overtaking smaller brands, I have been able to see the implications that this field has. In addition, when taking surveys that are opinion-based, I have always wondered about the high percentage of error rate, but after learning about how the human brain can sometimes subconsciously bias information, I realized how high the error rate must be in reality.

As a result, by designing survey questions that are able to surpass the inherent bias that the human brain has towards opinionated questions, I can help large companies create a more efficient method of surveying that will allow them to obtain more accurate results. My product will also benefit the community at large because through my seminar, I can raise awareness about this inherent bias and I can also help individuals develop their personal brand by using my knowledge from throughout the year and conveying it to others.

Product Calendar

Date	Task
2/12	Obtain contact information of the brand consultant and call
2/12-3/20	Conduct research about survey bias
3/20-3/22	Design three different types of survey questions
4/15	Design survey
4/15 - 5/4	Obtain results from the survey
5/4 - 5/11	Write research paper about the results obtained
5/11 - 5/12	Make presentation for the Pizza Hut Marketing Team and update Ms. Timea Domokos to make sure that it makes sense
5/12 - 5/20	Practice my presentation and work on my skills
5/21	Share my findings with the Pizza Hut Marketing Team; (this day may switch to the week of May 21st depending on the team's availability)
5/22	Write a reflective paper over my presentation to analyze my overall final product and presentation