

"A man is
great by
deeds, not by
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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Consumer's perceptual dimension in Chick-Chicken

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Please contact the corresponding authors if you would like to access the full case.

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Consumer's perceptual dimension in Chick-Chicken

Abstract:

Kiran Sarkar, the new marketing manager at Chick-Chicken, noticed a lot of overlap between the questions that gathered feedback from customers about their dining experience and the questions that gathered feedback from employees about their working conditions. Kiran reasoned that unless the multicollinearity was removed, it would be difficult to gain insight into the true impact of diners' perceptions and attitudes towards restaurants on their decision-making. Therefore, she will be unable to advise the three company heads on an individual basis and recommend an effective marketing strategy for Chick- chicken due to the high degree of multicollinearity between the variables. If she can combine these correlated variables into different perceptual dimensions, such that these perceptions are independent to each other, then she could be confident that there are multiple groups of variables to consider that will have underlying multiple dimensions of consumers' perception. Then, the opinions of customers and employees could be considered independently of one another. She can then watch as customers and workers react differently to shifts in these perceptual dimensions. This is made possible by factor analysis. The case deals with how to evaluate the variables for doing factor analysis, analysis and interpretation of fundamentals of factor analysis and how the underlying perceptual dimensions evolves through geometric and cosmetic manipulation of the derived factors.

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