

CASE EIGHT

nEbO: From Data to Actions

These teaching notes were prepared by Zheng Xiaolin and Lau Geok Theng.

Case Objectives

- To identify different marketing research approaches and data.
- To design effective marketing research to help make effective marketing decisions.
- To analyze and convert the research results into findings and recommendations.

Case Synopsis

- nEbO was the first youth lifestyle club in Singapore under a special project of NTUC Club, offering members an expansive list of activities and benefits. This special project committee was set up within NTUC Club to create a special union membership for Singaporean youths.
- nEbO was designed to be run by the youths and for the youths. Events specially catered to youths. It would be the first time that NTUC Club would be creating a membership specially targeted at youths.
- Even though nEbO had done well in signing up new members since its launch, NTUC Club was facing the management challenges to improve itself. The Club was wondering what type of marketing research approaches and data would be most useful for them to make right marketing decisions.

Case Questions and Answers

Question 1

What are the management challenges facing NTUC Club? What research questions arise as a result of these management challenges?

- NTUC had to determine how best to reach out to non-members to improve its membership sign-up rate. NTUC had to satisfy its existing members to extend their

membership when expiry. NTUC had to keep up with current youth trends to engage youths effectively.

- As a result of these management challenges, the questions about what types of marketing research approaches and data would be useful arise. What secondary information would be useful and where these can be obtained? What exploratory research would be carried out? Whether observation and focus groups are useful? Is carrying out a descriptive research worthwhile?

Question 2

Given the research questions you have identified in Question 1, what research design is appropriate to answer these research questions?

- For secondary information, NTUC Club could search for up-to-date information under the right categories that specifically targeting the project. NTUC Club could make use of the internet, youths' magazines and youths' movies to understand the current trend and best meet youths' requirement.
- For exploratory research, NTUC Club could watch how young people spend their spare time. Or it can observe the youth in person, to discover how they behave in their social life. Besides, in order to explain the young people's behavior, NTUC Club can conduct questionnaires, by asking them about their attitudes and behaviors. NTUC Club could form focus groups, consisting of past, existing and prospective members, and ask their opinion about nEbO, how they enjoy the membership and what specific events they would like to engage but nEbO neglected.
- For descriptive research, NTUC Club could conduct a large sampling, reaching a large group of young people and get their needs and wants.

Question 3

Examine the initial questions proposed by the tertiary student for the online research. Are there any problems with these questions? How can these questions be improved?

- There are non-mutually exclusive answers for question 1. What answer does a person use membership privilege card 5 times a month choose? The questions should be changed that the answers are mutually exclusive.

- There are two questions in one problem for question 2 and 5. How can the people answer if they have heard of but are not interested in the community? Or they like the design but not the navigation of nEbO website. To improve, the two questions should be asked separately.
- There is ambiguous question problem for question 5.1. Different people have different understanding of “highly”. To improve, the question should delete the word “highly” and leave the degree bar to respondents to check.

Question 4

Examine the selected research results from the online survey. What conclusions can you draw? What recommendations would you propose to the management of NTUC Club based on these results?

- From “Popular Activities During Free Time” result, we can see that more young people favor indoor activities, such as watching TV, movies and surfing internet. Hanging out with friends is most popular showing young people’s strong need of social belongings. Based on this result, NTUC Club could conduct a market campaign, to appeal young people in groups, such as their membership cards could get further privilege when they are used in groups. Once one person in his/her social group signs up the membership, the fellows are more likely to follow.
- From “Events favoured by respondents” result, “Exclusive movie screenings/marathons” , “concerts by international artistes” and “ Food Fairs” gained overwhelming response. NTUC Club could organize this kind of events more often to draw the youths’ interest.
- From “Computer Gaming Competitions”, only youths among 11-16 years old have higher portion of interested respondents than non-interested ones. Only a minority of respondents above 17 are interested in it. Based on this result, NTUC Club should know that there is an age-segmentation in computer gaming competition. They shouldn’t expect every young person would love to engage in such event.
- From “ratings of nEbO website functions”, every aspect of the website gained an above-average rating, especially the functions to convey the content of nEbO. NTUC Club could use this survey to keep their good aspect and improve their relatively weak ones.

- From “Usage of Membership Privileges”, result shows that members are more attracted by certain membership privileges, such as “Wild wild wet” and “Costa Sands Resort”. However, the usage was only about half. NTUC Club could conduct a marketing campaign to encourage their members to use their membership privileges more often and make full use of the capacity.
- From “Effectiveness of Types of Advertisement”, we could see that the most effective advertisement is TV ads and Magazine ads, and the least one is MSN ads. Based on this information, NTUC Club could focus their advertise approach through the specific media and reduce those ineffective one to cut advertisement cost.