

Consumer Behaviour & Technology

The Consumer Research Process

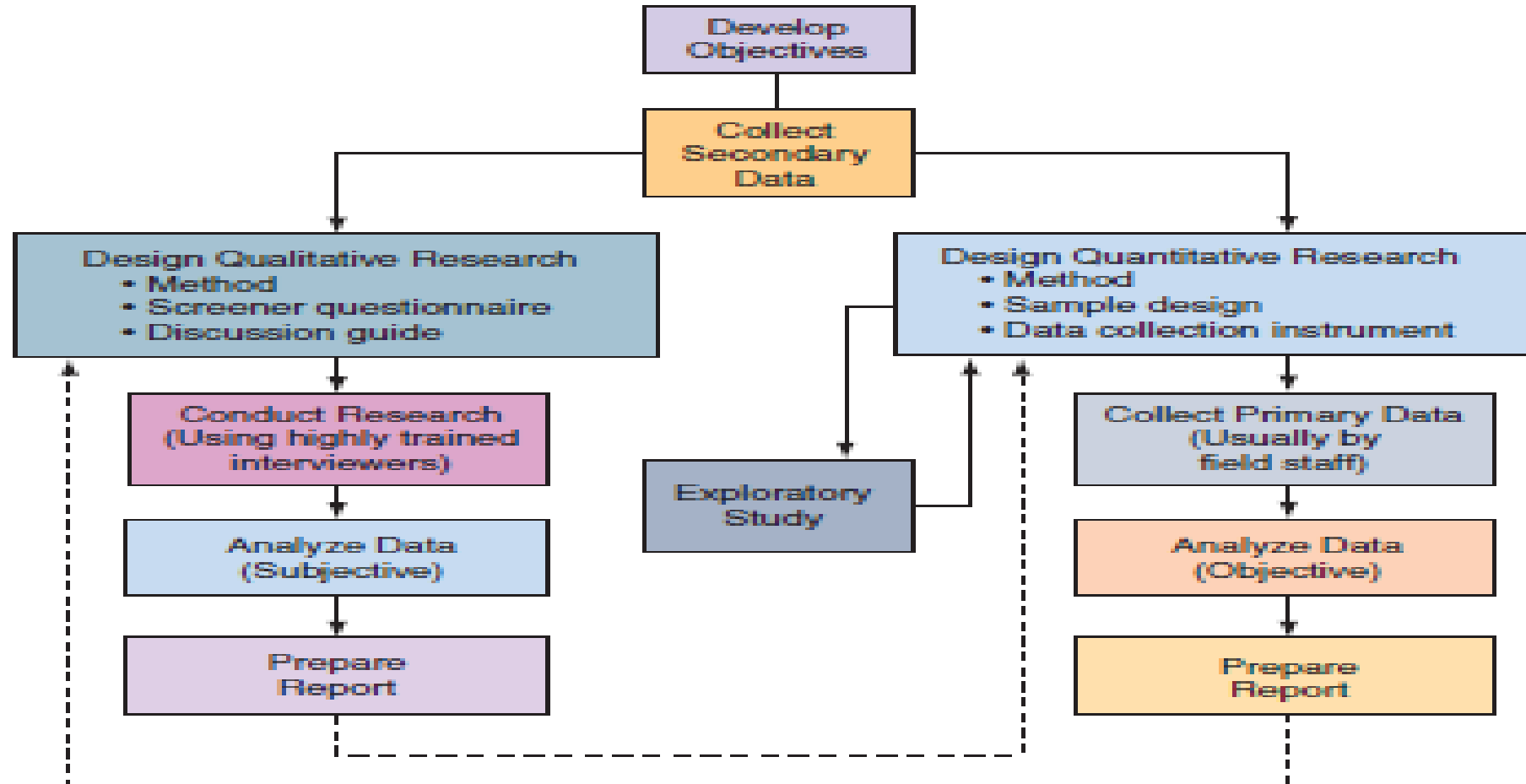
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The Importance of the Consumer Research Process

- Marketers must understand customers to design effective:
 - marketing strategies
 - products
 - promotional messages

The Consumer Research Process



The Consumer Research Process

- Secondary research
- Primary research
 - Qualitative
 - Quantitative

Developing Research Objectives

- Defining purposes and objectives helps ensure an appropriate research design.
- A written statement of objectives helps to define the type and level of information needed.

Secondary Data

- Data that has been collected for reasons other than the specific research project at hand
- Includes internal and external data



Types of Secondary Data

Internal Data

- Data generated in-house
- May include analysis of customer files
- Useful for calculating customer lifetime value

External Data

- Data collected by an outside organization
- Includes federal government, periodicals, newspapers, books, search engines
- Commercial data is also available from market research firms

Designing Primary Research



Qualitative Collection Method - Depth Interview

- Also called one-on-one interview
- Usually 20 minutes to 1 hour
- Non-structured
- Interviewer will often probe to get more feedback (see following slide for probing)
- Session is usually recorded

Qualitative Collection Method - Focus Group

- 8-10 participants
- Respondents are recruited through a **screening** questionnaire
- Lasts about 2 hours
- Always taped or videotaped to assist analysis
- Online focus groups are growing

Qualitative Collection Method - Projective Techniques

- Research procedures designed to identify consumers' subconscious feelings and underlying motivations
- Consist of a variety of disguised "tests"

Common Projective Exercises

Technique	Description
Word Associations	The researcher has a list of words, some of them to be studied and some just as “filler.” The researcher asks the respondent(s) to react, one-at-a time, to each word by stating or (in a focus group setting) writing on a pad the first word that comes to mind, and to explain the link.
Sentence Completion	The researcher has a series of incomplete sentences that the respondent(s) needs to complete with a word or phrase.
Photo/Visual for Storytelling	The researcher creates/selects a series of photos of consumers, different brands or products, range of print ads, etc., to serve as stimuli. The respondents are asked to discuss or tell a story based on their response to a photo or some other visual stimulus.
Role Playing	Is quite similar to storytelling; however, instead of telling a story, the participant(s) will be given a situation and asked to “act out” the role(s), often with regard to a product or brand, or particular selling situation.

Qualitative Collection Method - Metaphor Analysis

- Based on belief that metaphors are the most basic method of thought and communication
- Zaltman Metaphor Elicitation Technique (ZMET) combines collage research and metaphor analysis to bring to the surface the mental models and the major themes or constructs that drive consumer thinking and behavior.

Designing Primary Research



Data Collection Methods - Observational Research

- Helps marketers gain an in-depth understanding of the relationship between people and products by watching them buying and using products
- Helps researchers gain a better understanding of what the product symbolizes

Data Collection Methods - Experimentation

- Can be used to test the relative sales appeal of many types of variables
- An experiment is usually controlled with only some variables manipulated at a time while the others are constant
- Test markets are conducted on a single market area
- Experimentation can be conducted in laboratories or in the field

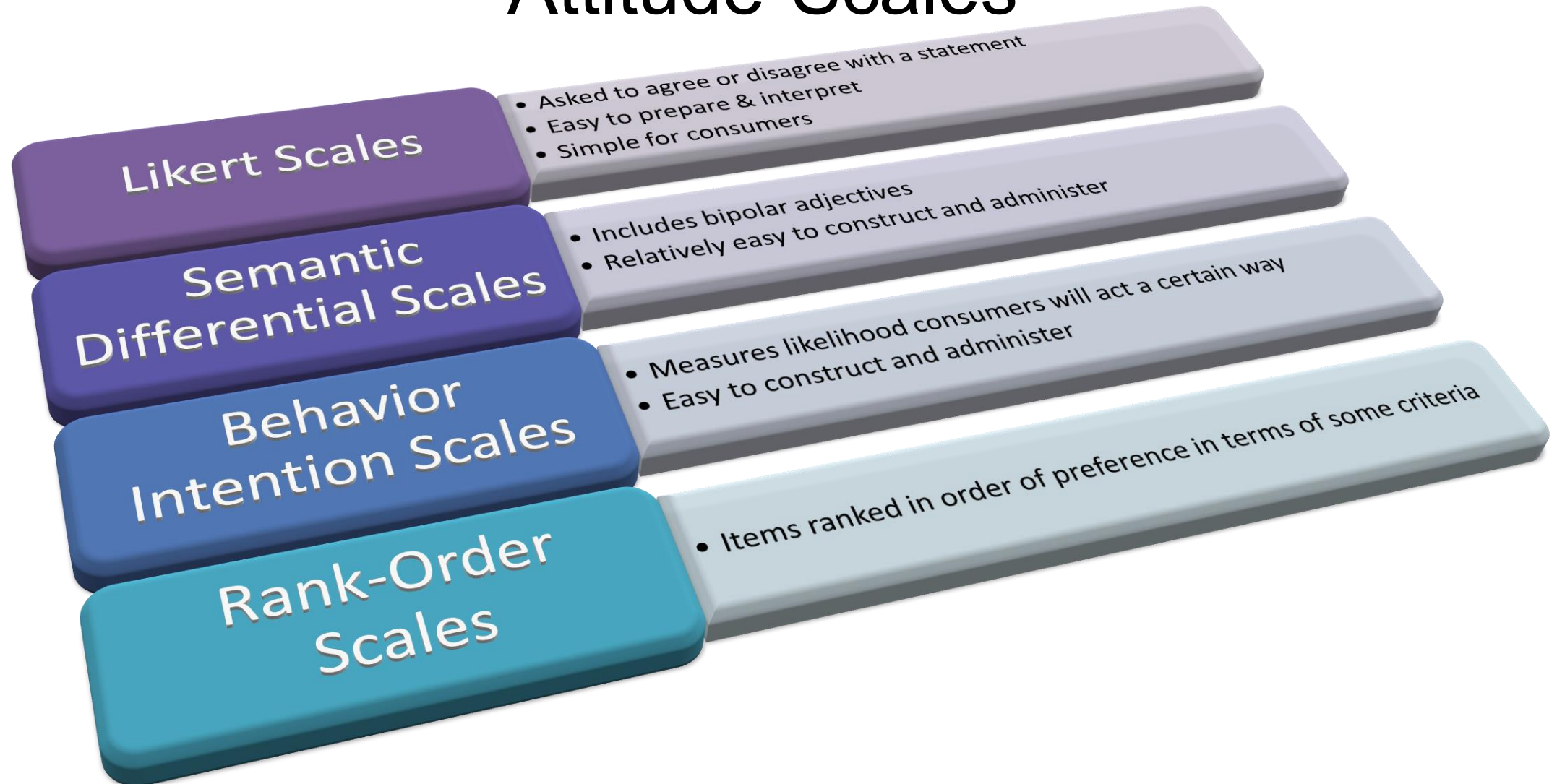
Data Collection Methods

	Mail	Telephone	Personal Interview	Online
Cost	Low	Moderate	High	Low
Speed	Slow	Immediate	Slow	Fast
Response rate	Low	Moderate	High	Self-selected
Geographic flexibility	Excellent	Good	Difficult	Excellent
Interviewer bias	N/A	Moderate	Problematic	N/A
Interviewer Supervision	N/A	Easy	Difficult	N/A

Validity and Reliability

- If a study has validity, it collects the appropriate data for the study.
- A study has reliability if the same questions, asked of a similar sample, produce the same findings.

Attitude Scales



Customer Satisfaction Measurement

- Customer Satisfaction Surveys
 - Analysis of Expectations versus Experience
- Mystery Shoppers
- Customer Complaint Analysis



Sampling and Data Collection

- Samples are a subset of the population used to estimate characteristics of the entire population.
- A sampling plan addresses:
 - Whom to survey
 - How many to survey
 - How to select them
- Researcher must choose probability or nonprobability sample.

Data Analysis and Reporting Findings

- Open-ended questions are coded and quantified.
- All responses are tabulated and analyzed.
- Final report includes executive summary, body, tables, and graphs.

Thank You



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