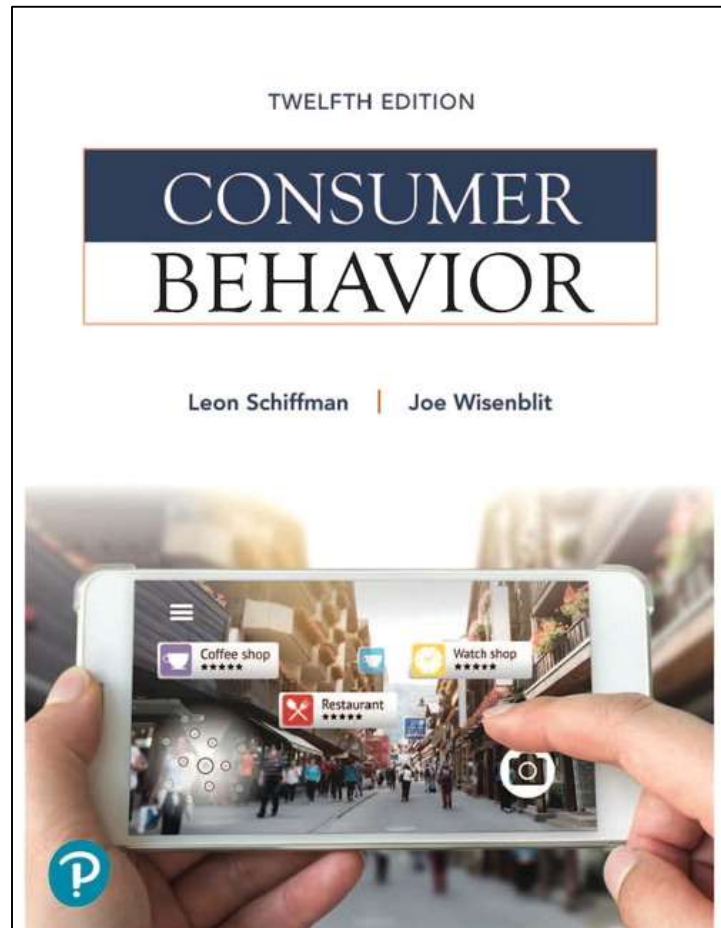


Consumer Behavior

Twelfth Edition



Chapter 16

Consumer Research

Learning Objectives

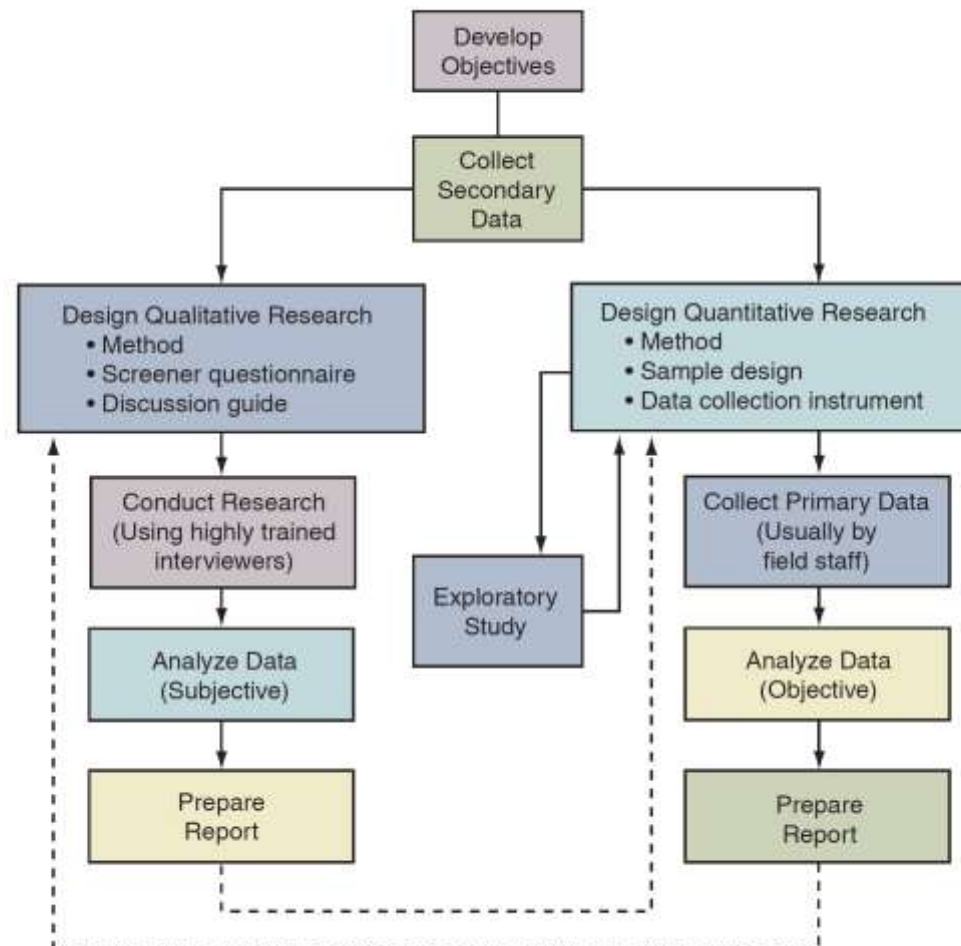
16.1 To understand how to conduct exploratory research and review secondary data.

16.2 To understand the purpose and tools of qualitative research.

16.3 To understand the purpose and tools of quantitative research.

16.4 To understand how to combine qualitative and quantitative research, sampling, and data analysis.

Consumer Research Process



Learning Objective 16.1

16.1 To understand how to conduct exploratory research and review secondary data.

Exploratory Research

Defined

An examination of resources and materials that had already been collected and can be of value to the research at hand and consists mostly of reviewing secondary data.

Secondary Data (1 of 3)

Defined

Information that was gathered previously and not in the course of the study presently undertaken.

Secondary Data (2 of 3)

- Internal secondary data
- External secondary data
 - Government secondary data
 - Periodicals
 - Syndicated market research
 - Consumer panels

Discussion Question: **What are the advantages and limitations of secondary data?**

Secondary Data (3 of 3)

Advantages

- May provide solution
- Helps clarify and redefine objectives of the primary study
- Helps identify difficulties that are likely to occur in full-scale study
- Cheaper and quicker than primary data

Limitations

- Categorization of units may not match what researcher seeks
- It may not be accurate; errors may have been made in data collection and/or analysis
- Data could be out of date

Learning Objective 16.2

16.2 To understand the purpose and tools of qualitative research.

Qualitative vs. Quantitative Research

- Purpose: New ideas for products or promotional themes → qualitative research (focus groups, depth interviews)
- Purpose: Count number of consumers who match demographics or psychographics of target market → quantitative research (surveys, observational studies)

Qualitative Research

- Rejects idea that consumers are rational decision makers
- Motivational researchers – consumers either unaware/unable to express motives
- Small sample sizes – not generalizable to population
- Ideal for initial ideas (promotional campaigns, products, positioning)

Motivational Research

Defined

A “term of art” that refers to qualitative studies conducted by Dr. Ernest Dichter in the 1950s and 1960, which were designed to uncover consumers’ subconscious or hidden motivations in the context of buying and consumption.

Key Methods

- Depth interview
- Focus groups
- Projective techniques

Depth Interviews

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

Discussion Guide

Defined

A step-by-step outline that sets out the line of questioning the researcher needs to cover with the respondent in a depth interview, or a group of respondents in the case of a focus

Focus Groups

- 8-10 participants
- Respondents are recruited through a screener questionnaire
- Lasts about 2 hours
- Always taped or videotaped to assist analysis
- Often held in front of two-way mirrors
- Online focus groups are growing

Projective Techniques

- Unconscious associations
- Ambiguous stimuli
- Underlying motives projected onto stimuli

Learning Objective 16.3

16.3 To understand the purpose and tools of quantitative research.

Quantitative Research

- Acceptance of products, brands, promotional messages
- Capture satisfaction/unmet needs
- Predict future needs or behavior
- Experimentation, surveys, observation
- Descriptive and empirical; can be generalized if appropriate sample

Validity

Defined

A measure has validity if it does, in fact, collect appropriate data needed to answer the questions or objectives stated in the first (objectives) stage of the research process.

Reliability

Defined

A measure has reliability if the same questions, asked of a similar sample, produce the same findings.

Observational Research

- Human observation
- Mechanical observation
- Physiological observation

Causal Research

- Relative sales of many types of variables
- Test marketing
- Lab experiments

Discussion Questions

- What might direct marketers test in experiments?
- How can they use the results?

Surveys

- Personal interview surveys
- Telephone surveys
- Mail surveys
- Email surveys
- Internet surveys

Contacting Respondents

Table 16.1 Contacting Respondents

| | 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 |

Questionnaires

- Open-ended questions
- Closed-ended questions
- Considerations
 - Avoid leading questions
 - Avoid two questions in one
 - Questions must be clear
 - Use words that consumers routinely use
 - Ensure respondents can answer the question
 - Ensure respondents are willing to answer the question
 - Questions' sequence

Attitude Measures

- Likert scales
- Semantic differential scales
- Behavior intention scale
- Rank order scales

Customer Satisfaction

- Customer satisfaction surveys
- Mystery shoppers
- Complaint analysis

Learning Objective 16.4

16.4 To understand how to combine qualitative and quantitative research, sampling, and data analysis.

Sample

Defined

A presumably representative subset of the population under study that is used to estimate the entire population's characteristics.

Sampling

- Probability sample
 - Simple Random Sample
 - Systematic Random Sample
 - Stratified Random Sample
 - Cluster (Area) Sample
- Nonprobability sample
 - Convenience Sample
 - Judgment Sample
 - Quota Sample

Sampling Plan

Defined

A plan that specifies whom to survey (the sampling unit), how many to survey (the sample size), and how to select them (the sampling procedure).

Quantitative and Qualitative

- Example: New online dating service
 - Secondary data: population statistics
 - Sampling unit defined
 - Focus groups undertaken
 - Quantitative study to attach numbers to findings from focus group
- Research report

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