

Module - 2

CONSUMER BEHAVIOR

Sangeeta Sahney

**Assistant Professor,
Vinod Gupta School of Management
Indian Institute of Technology
Kharagpur, India
Email. sahney@vgsom.iitkgp.ernet.in**

LESSON - 4

MARKET RESEARCH AND CONSUMER BEHAVIOR II

Instructional Objectives

After completion of this lesson, the student shall know about:

2.5 The Consumer Research Process

2.5 CONSUMER RESEARCH PROCESS:

Marketers need to have knowledge about the environment in which they operate. The environment could be both at a micro level and at a macro level. Market research focuses on study of the consumer and the environment. Consumer research focuses on the consumer and his consumption behavior. Companies could either conduct consumer research through services of their in house marketing information systems or out source the activity to marketing research consultants.

The consumer research process can be studied as a 5 staged procedure. The various stages are not mutually exclusive; neither are these essentially sequential. However, for purposes of ease, such a procedure exists. The various stages of the research process are as follows:

- a) Defining the problem or the research objectives
- b) Developing the research plan
- c) Collecting data, both primary and secondary
- d) Analyzing the data
- e) Preparing a report and presenting the findings

a) Defining the problem and state the research objectives:

First, the marketer has to define the research problem. The problem definition entails questions like “What is the problem?”, “What are the various issues?”, “What information is needed?” etc.

Research may be conducted to solve problems or fight threats once the problem has arisen. This is termed as an Actual State Type or AS Type of problem solving. The approach is essentially towards being “active” ; i.e. engaging oneself in solving the problem that has already arisen and, acting after the problem has occurred. Research may also be conducted to identify opportunities or fight threats that are foreseen. This is termed as a Desired State Type or DS Type of problem solving. Here the researcher is being “pro-active”; i.e. engaging oneself in solving the problem in anticipation, much before the problem occurs.

Example:

Let us discuss how the two approaches are different to each other using an example. Assume you are the Vice President (Marketing and Sales). Your company produces paper products and stationery and has been a market leader since a long time. Of late there have been concerns about environmental protection and recycling. The market is sensitive towards environmental issues and people are getting conscious.

- Actual State Type Problem Solving:

Action: You fail to read the pulse of the market. Another company enters the scene with recyclable paper and stationery products.

Effect: You begin to lose sales, and thereby market share to this entrant who is selling recyclable paper.

Now, you feel that a problem has occurred and you need to act now (reactive)

Thus you go in for consumer research.

- **Desired State Type Problem Solving:**

Action: You realize that you need to adhere to regulatory norms.

Effect: So you prepare to introduce recycled paper products.

You go for consumer research to understand the probable consumer reaction to such products. You are being proactive.

Second, the research problem should be conceptualized and the objectives should be defined; the reasons as to why the research is being undertaken should be defined. The objectives should be defined neither too narrowly nor too broadly. The objectives can be any one or more of the following: explanation, prediction, insight generation and discovery, hypothesis testing, monitoring of environment etc. Each of these are discussed below with examples.

i) **Explanation:** to explain events and identify reasons of occurrence.

- Example: Sudden fall in the sales of gold jewellery at Tanishq especially when the prices of gold have been stable in the world market.

ii) **Prediction:** to predict occurrence of events in future.

- Example: Sales forecast of a new flavor of Amul chocolates

iii) **Insight generation and discovery:** to gain newer insights

-Example: Study aimed to look out for new segments/markets for current product; i.e. market development.

iv) **Testing of Hypothesis:** to test relationship between variables or set of variables.

- Example: Test relationship between price of a Sony Plasma and consumer perception of the brand or quality.

v) Monitoring of marketing environment: to identify opportunities and threats; assess performance of self; self monitoring.

- Example: Study aimed at self assessment of performance; or customer awareness and attitude towards your product; or scope for newer segments.

Depending upon the research objectives, the researcher may go for a Quantitative Study or a Qualitative Study.

Third, the researcher also needs to identify the type of study that needs to be undertaken depending upon the research problem and the objectives. Research studies are of various types, viz., Descriptive, Exploratory, Causal, Correlation and experimental. The first three types are the more commonly used techniques. Each of these is discussed below.

i) Descriptive: This is the most commonly used type of research study. It seeks to ascertain the degree, extent or magnitude of occurring events or phenomenon and variables under study; It also seeks to identify the causes of such occurrence. Such a research study helps describe the characteristics of the variables under study and is also used in testing of hypothesis. The research design is structured and formatted unlike exploratory studies. The methodology includes surveys, interviews and observations. Example: Study of market potential of notebooks (laptops).

ii) Exploratory: The objective of such a study is to gain insight and deeper understanding of the object of study, the person, object, situation etc. Its is aimed at earthening deeper to find out the nature of the problem and suggest possible solutions. The approach helps formulate problems and generate hypothesis. In this way, this type of research design may act as a prelude to more elaborate and extensive study. The research design is flexible and dynamic and is developed as one progresses through the research study. The methodology includes surveys, interviews, observation, focus groups, and case studies. Example: Study of consumers' likes, preferences and attitudes towards electronic goods.

iii) Causal: The purpose of such a study is to test a cause-and-effect relationship between two variables, independent and dependent (Cause: Independent variable), (Effect: Dependent variable). It is used for testing of hypothesis. The methodology

includes surveys. Example: Study of impact of different advertising appeals on sales of a product.

iv) Correlation: The purpose is to analyze as to whether a relationship exists between two variables and if so, to what degree. The relationship may not always be a causal one, i.e., correlation may not always imply causation. Such a study is used for testing of hypothesis. The methodology includes surveys. Example: Study of relationship between change of season and sale of products.

v) Experimental: The experimental study is similar to causal research in terms of establishing a cause-effect relationship among the groups of subjects; But the cause (independent variable) is under the control of the researcher. This type of research study is used where there is time priority i.e. cause leads to effect; there is a causal relationship i.e. the cause will always lead to the same effect; and, the degree of the correlation is great. It is used for testing of hypothesis. The methodology includes surveys, interviews, observation. Example: Study of consumers' reactions to four different varieties of breakfast cereal.

The decision to choose a particular type depends on the research problem and the research objective. Sometimes for different phases of the same research project, the researcher may need to adopt different types.

b) Developing the research plan:

Once the problem has been conceptualized, the researcher has to develop the research plan. The research plan contains details on the data sources, research tools and techniques, sampling plan and, contact methods for data collection

i) Data Sources:

There are two data sources: primary and secondary. The researcher can gather either or both of these. Generally, the researcher starts a study with secondary data sources, and then moves on to primary sources; secondary data provides a starting point for research.

-Primary sources: This is data which is freshly collected for a specific research study. It is collected through research instruments, tools and techniques specifically designed for the research problem; they can take the form of questionnaires, interviews and observation. The advantage is that such data is more pertinent to the research problem. The disadvantage is that it is costly in terms of money and time.

-Secondary sources: Secondary data is data which exists already; paper sources (books, journals, reports etc.) as well as electronic sources (CD-ROMS, online databases, internet). Such data is collected by studies conducted earlier and is not gathered for purposes of current research. It could be obtained through published data and reports. The advantage is that such data is easy to gather and is readily available; longitudinal studies can also be possible. published reports and data possess credibility. The disadvantage is that validity may be questioned, and the sources need to be legitimate.

ii) Research tools and techniques:

In case of primary data, the major tools and techniques are surveys (questionnaires and interviews), focus groups, observation, behavioral measures and experiments. These methods would use questionnaires, which may be structured or unstructured.

-Survey Research: Surveys are the most popular of all techniques for data collection as far as the field of marketing is concerned. They are conducted over a sample to learn about customers' awareness, liking and preferences for an offering or a brand. They may also be undertaken to measure customer satisfaction. The findings from such surveys are then generalized to the entire population (in our case, the market). Hence, the sample should be chosen with care; it should be adequate, appropriate and representative. The sample may be chosen randomly or purposively. The major instrument used for surveys is through administration of the questionnaire; interview technique may also be used. The questions framed may be structured and formatted or may even be unstructured. They may be open-ended, closed ended, dichotomous, multiple choice, rating scales, ranking scales etc. Questionnaires may be administered personally or by postal mail, electronic mail or even on telephone. Surveys are used in quantitative research.

Example: Conducting a survey to test customer awareness and reaction about a new advertisement campaign.

- Focus Group Research: As the name suggest, this kind of research is conducted over a group of people through a moderator. The moderator focuses on the group of people, numbering 6-10, who are carefully selected purposively based on demographic, psychographic and/or behavioral considerations. The group members are asked questions about a product and the 4 Ps and they are even involved in discussions related to the research problem/issue. Through discussions, the moderator is able to gain insight into the group members' emotions and feelings, attitudes, underlying motivations and interests etc. These sessions are recorded for further analysis. The technique is used commonly during pre-testing of product in the market before it is launched; provides insight into product acceptance in the market. Focus group research is used in qualitative research.

Example: Why do customers prefer a higher priced branded electronic good as compared to a lower priced local one?

-Observational Research: As the name suggests, this research technique is based on observing people, and drawing conclusions. The technique helps gain an insight and an in-depth understanding as to how people behave in the marketplace by carefully watching them buying and use products and services. These customers could be current customers or potential customers; they are observed in the marketplace while they are involved in the buying activity. The consumption pattern is observed. The technique could also be applied to test customer verbal and non-verbal reactions to product offerings (features and benefits, quality, aesthetics etc), price (increase/decrease, discounts and allowances, exchange, warranties and guarantees), distribution (stores, layout, ambience, attitude of staff etc) and promotion (advertising, sales promotion etc). The observations may be overtly or covertly; in the case of overt observations, the participant is aware of the objectives of the study and knows that he is being observed; in the case of covert observations, the person is unaware that he is being observed and that his actions are being recorded by the researcher personally or through hidden cameras and recorders (mechanical and electronic devices: videos, closed circuit TVs; technological devices: credit cards, shopping cards, online shopping and automated phone systems). Observational Research is used in qualitative research.

Example: Why do they ask for the competitors' brand rather than your brand?

- Behavioral Measures: The customer reactions in terms of their behavior are interpreted through customer databases and the store scanning data. Customers' actual responses in terms of "purchase" are recorded and analyzed; the assumption is that there is a difference between customer's intention to buy and actual purchase. So actual behavior is recorded and analyzed. This is regarded as more reliable than questionnaire surveys and is used in both quantitative and qualitative research.

- **Experimental Research:** This type of research technique is the most time consuming, but most scientifically valid and reliable approach towards conducting research studies and solving problems. It studies the cause-and-effect relationships between independent (cause) and dependent (effect) variables; the researcher alters/manipulates one or more variables, and controls and measures any change in other variables. In controlled settings, where the sample is treated as a test group, the variables under study are altered/manipulated and the reactions of the sample are recorded; thereafter these findings are generalized. This is used in quantitative research. The technique is commonly used in test marketing for pre-testing of the product before launch.

Example: Study consumer reaction (in terms of impact on sales) due to changes made in product features, price, or advertisement appeal or store layout etc.

In case of secondary data, the researcher could access: company reports (published and unpublished), industry reports, trade journals, government reports, research articles and journals, magazines, books etc; also CD-ROMS, Internet, Online databases.

Primarily, quantitative studies include questionnaires and experimentation as tools for study while qualitative studies use questionnaires, case studies, as well as observation.

Questionnaire:

A questionnaire is a research instrument with a set of questions that is administered to the respondents. The questions are framed keeping in mind the research problem; the questionnaire is pre tested for reliability and validity before it is finally administered. Depending upon the nature of research, quantitative or qualitative, various kinds of questionnaires are prepared; they may be structured or unstructured; and they may use varying scales.

- Structured questionnaires: A list of questions that are to be asked are prepared, well structured and formatted into a questionnaire. These questions are capable of quantification. The same questionnaire is administered to the entire sample, and after it is filled up by the respondent, the researcher collects them and analyzes the responses.

- Unstructured questionnaires: The questionnaires are unstructured; While a few questions are listed and given to the respondents, many questions/issues emerge as the respondent is filling up his responses. Thus, the questionnaire takes the form of a schedule. It is much more flexible and idea generating than the structured questionnaire.

The questionnaires should not be too long. The questions should be clear, precise, simple to understand and free from ambiguities. The questionnaire may contain open-ended questions or closed-ended questions or both; They may also use various kinds of scales: Rating scales, Likert scale, Semantic differential, Dichotomous, Multiple choice, Word association, Sentence completion, Story completion, Projective techniques, Metaphor Analysis.

Quantitative research makes use of questions that use Rating scales, Likert scale, etc and may be Dichotomous or Multiple choice types. Qualitative research uses forms like Semantic differential types, Dichotomous types, Multiple choice types, Word association types, Sentence completion types, Story completion types, Projective techniques, and, Metaphor Analysis.

iii) Sampling plan:

Keeping in mind the research objectives, the researcher needs to prepare the sampling plan. A sample is a part of the population or the universe that is chosen to represent the whole. Sampling is the process by which a sample is chosen. The sampling plan consists of three main constituents:

- Sampling unit: A sampling unit is the element (s) that could be considered to be chosen in a sample; it is a basic unit of study. The issues for consideration in consumer research is the target population, i.e., who is to be surveyed?

Example: A research study to test the causal relationship between tooth decay in children and the use of Colgate toothpaste. Now, school going children aged 4-12 years would be the population or the universe; If we restrict the study to the city of Delhi, then school going children aged 4-12 years in the city of Delhi would be the target population. Any child from a school in Delhi between the age of 4-12 years, could be the sampling unit.

- Sample size: The size of the sample affects the reliability and validity of the results and so sample size should be carefully decided upon. Also the sample must be representative of the universe so as to obtain reliable and valid results and be able to draw generalizations. The issue for consideration is the number of people to be surveyed.

- Sampling procedure: The issue for consideration here is that how should the sample be chosen, whether through a randomized probability sampling or through a non-probability sampling procedure. Probability sampling is a sampling procedure where every unit in the universe/population has an equal chance of being chosen in the sample. The various types of probability sampling are simple random sampling, systematic random or interval random, stratified random sampling, and cluster sampling. Non-probability sampling is a sampling procedure where every unit in the universe/population does not have an equal chance of being chosen in the sample. The various types of non-probability sampling are convenience sampling, judgmental sampling, purposive sampling, quota sampling, and snowballing.

iv) Contact methods for data collection:

The respondents may be contacted personally or on telephone, postal mail and email.

- Personal: Interviews, Schedules: The researcher may contact the respondent personally and interview him. He may also provide the respondent with the questionnaire and assist him filling it. This is called a schedule which is a more versatile method. The interview may be structured (questions are predetermined) or may be unstructured (issues come up for discussion as the interview progresses). The advantages of interviews and schedules is that this tool is very versatile; it is flexible, and takes the form of two way communication. It allows more detailed questions to be asked. The researcher asks questions from the respondent and records the answers. If the respondent has any doubts or queries, the researcher can help the ambiguities. Incomplete responses and questionnaires can be followed up. Infact, may a times, the researcher is able to gain a lot of insight on personal feelings, perception and additional knowledge through observation and non-verbal communication. The response rate is higher than the mailed questionnaires. This technique is also called mall intercept, if conducted in a market place. The disadvantages of such a technique are that it is time consuming and expensive and it could suffer from bias and distortion.

-Telephonic Interviews: These are similar to personal interviews but here the respondent is interviewed on telephone. *Advantages* are that this tool is flexible and versatile like personal interviews; it allows more detailed questions to be asked. It is possible to cover large samples across large geographical territories. Respondents can be reached in a short period of time. Data can be collected quickly. The researcher asks questions from the respondent and records the answers. If the respondent has any doubts or queries, the researcher can help the ambiguities. Incomplete responses and questionnaires can be followed up. The response rate is higher than the mailed questionnaires. The *disadvantages* of such a technique are that it has to be planned in a manner that the length of the call is short. Sometimes, the respondent refuses to comment and hang up. He may also give responses that need not be true and correct.

- Questionnaire by Post: The researcher mails the questionnaire by post. Along with the questionnaire, he encloses a forwarded letter (stating the purpose) and a self-addressed stamped envelope so as to increase response rate. The advantages of such a technique is that the questionnaire is highly structured and standardized, and thus, the responses can be easily measured and scaled. They are free of bias and distortion. They can spread over large geographical areas and large samples, making the sample representative. However, the technique suffers from disadvantages also. The technique is expensive in terms of time and money. The response rate is slow and time taking. Rate of non-response is also very high. There is no control as to who completes the questionnaire. Unlike interviews, it is not possible for the researcher to be face to face with the respondent and clear off ambiguities. So the researcher has to be careful while framing questionnaires: they should be simple, easy to understand and free from ambiguities. If not, the participants could misinterpret the questions and answer wrongly.

- Questionnaire by Email: The conduct of surveys online through the internet has come into use increasingly by researchers. The questionnaire can be posted online by the market researcher or the company on the company website or on frequently accessed websites. The researcher may also mail the questionnaire electronically, with a request to the respondent to fill up the questionnaire and send it back the email. The advantages are that the questionnaire is highly structured and standardized. Because the questionnaire is standardized, the responses can be easily measured and scaled. They are free of bias and distortion. An online survey is easy to administer and saves on time and money. It can spread over large geographical areas and large samples, making the sample representative. The disadvantages of such a technique are that the response rate is slow and time taking. Rate of non-response is also very high. There is no control as to who completes the questionnaire. Unlike interviews, it is not possible for the researcher to be face to face with the respondent and clear off ambiguities. So the researcher has to be careful while framing questionnaires: they should be simple, easy to understand and free from ambiguities. If not, the participants could misinterpret the questions and answer wrongly.

c) Collecting data, both primary and secondary: After the objectives of the study and the research plan are laid out, the market researcher goes on to collect data. The data is collected from primary and secondary sources. To start with, the researcher accesses secondary data and then moves on to collect primary data. He may use any of the tools and techniques depending upon the research plan. This is a time consuming stage of research. With advancement of technology, data collecting methods are improving day by day.

d) Analyzing the data: After the data is collected, it is analyzed and interpreted. The major question is “What conclusions can be drawn”? Both statistical and non-statistical tools are used for analysis.

For descriptive data analyses, the following tools are used:

- Parametric analysis: Central tendency (mean, median, mode), Dispersion (Standard deviation, variance, Range, Shape of curve: Skewness, Kurtosis)
- Graphical method: Bar chart, Histogram, Line graphs, Pie chart
- Tabular method: Frequency distribution tables

In case of inferential data analyses, which requires testing of hypothesis, the researcher needs to make an assessment of the kind of data collected. Data collected on interval/ratio scale, qualifies for parametric tests, while that collected on nominal/ordinal scale qualifies for non-parametric tests. Parametric analysis includes t test, z test, paired sample t test, independent sample t test; Non-parametric tests include Chi-square, Mann-Whitney U, Kolmogorov-Smirnov etc.

Mathematical models, decision models and simulation techniques, may be applied to obtain results and propose frameworks. Case studies may also be developed.

e) Preparing a report and presenting the findings: Lastly, the report is prepared and the findings are presented to the marketing department. The report should comprise (i) summary/ abstract (ii) research problem (iii) objectives (iv) methodology (v) findings (vi) conclusions (vii) recommendations (viii) limitations. The report should be short; it should be precise and related to the research problem only; Unnecessary details should be avoided. The research problem should be addressed with the solution. Limitations of the study if any should spelled out. Recommendations should be clearly delineated. If required along with the written report, an oral presentation may also be made.

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FAQS (FREQUENTLY ASKED QUESTIONS):

Ques 1 Discuss the Stages of Consumer Research.

Ans. Stages of Consumer research:

- Defining the problem or the research objectives
- Developing the research plan
- Collecting data, both primary and secondary
- Analyzing the data
- Preparing a report and presenting the findings

Ques 2 What are the different types of research studies?

Types of research studies with examples.

a) Descriptive:

- most commonly used type of research.
- it seeks to ascertain the degree, extent or magnitude of occurring events or phenomenon and variables under study; and, also identifying the causes of such occurrence.
- it helps describe the characteristics of the variables under study and is also used in testing of hypothesis.
- the research design is structured and formatted unlike exploratory studies.
- **methodology:** surveys, interviews, observation

Example: Study of market potential of notebooks (laptops).

b) Exploratory:

- its objective is to gain insight and deeper understanding of the object of study, the person, object, situation etc.
- its is aimed at earthening deeper to find out the nature of the problem and suggest possible solutions.
- helps formulate problems and generate hypothesis.
- that way, this type of research design may act as a prelude to more elaborate and extensive study.
- the research design is flexible and dynamic and is developed as one progresses through the research study.

- methodology: surveys, interviews, observation, focus groups, case studies

Example: Study of consumers' likes, preferences and attitudes towards electronic goods.

c) Causal:

- its purpose is to test a cause-and-effect relationship between two variables, independent and dependent (Cause: Independent variable), (Effect: Dependent variable).
- it is used for testing of hypothesis.

- methodology: surveys

Example: Study of impact of different advertising appeals on sales of a product.

d) Correlation:

- its purpose is to analyze as to whether a relationship exists between two variables and if so, to what degree; the relationship may not always be a causal one, i.e., Correlation does not always imply causation.
- it is used for testing of hypothesis.

- methodology: surveys

Example: Study of relationship between change of season and sale of products.

e) Experimental:

- similar to causal research in terms of establishing a cause-effect relationship among the groups of subjects;
- BUT the cause (independent variable) is under the control of the researcher.
- This type of research study is used where there is time priority i.e. cause leads to effect; there is a causal relationship i.e. the cause will always lead to the same effect; and, the degree of the correlation is great.
- it is used for testing of hypothesis.

- methodology: surveys, interviews, observation

Example: Study of consumers' reactions to four different varieties of breakfast cereal.

Ques 3 Differentiate between the following:

- a) Primary sources of data and Secondary sources of data
- b) Probability and non-probability sampling

Ans 3 a) Primary sources of data and Secondary sources of data

Primary sources of data

- Data which is freshly collected for a specific research study.

- It is collected through research instruments, tools and techniques specifically designed for the research problem; they can take the form of questionnaires, interviews and observation.

Advantages:

-More pertinent to the research problem.

Disadvantages:

-It is costly in terms of money and time.

Secondary sources of data

- Data which exists already;
- It was collected by studies conducted earlier and is not gathered for purposes of current research.

- It is obtained through published data and reports.

- Paper sources (books, journals, reports etc.) as well as electronic sources (CD-ROMS, online databases, internet) .

Advantages:

-Easy to gather; readily available.

-Longitudinal studies may be possible

-Published reports and data possess credibility

Disadvantages:

-Validity may be questioned.

-The sources need to be legitimate

- Generally, the researcher starts a study with secondary data sources, and then moves on to primary sources; secondary data provides a starting point for research.

b) Probability and non-probability sampling

Probability sampling

- a sampling procedure where every unit in the universe/population has an equal chance of being chosen in the sample.

- Types of probability sampling: simple random sampling, systematic random or interval random, stratified random sampling, cluster sampling.

Non-probability sampling

- a sampling procedure where every unit in the universe/population does not have an equal chance of being chosen in the sample.

- Types of non-probability sampling: convenience sampling, judgmental sampling, purposive sampling, quota sampling, snowballing.

Ques 4 Write short notes on the following:

- a) Experimental Research
- b) Focus Group Research:

Ans 4 a: Experimental Research:

- This type of research technique is the most time consuming, but most scientifically valid and reliable approach towards conducting research studies and solving problems.

- It studies the cause-and-effect relationships between independent (cause) and dependent (effect) variables; the researcher alters/manipulates one or more variables, and controls and measures any change in other variables.

-In controlled settings, where the sample is treated as a test group, the variables under study are altered/manipulated and the reactions of the sample are recorded; thereafter these findings are generalized.

-Used in quantitative research.

-Example: Study consumer reaction (in terms of impact on sales) due to changes made in product features, price, or advertisement appeal or store layout etc.

- Commonly used in test marketing for pre-testing of the product before launch.

b) Focus Group Research:

- As the name suggest, this kind of research is conducted over a group of people through a moderator.
- The moderator focuses on the group of people, numbering 6-10, who are carefully selected purposively based on demographic, psychographic and/or behavioral considerations.
- The group members are asked questions about a product and the 4 Ps and they are even involved in discussions related to the research problem/issue.
- Through discussions, the moderator is able to gain insight into the group members' emotions and feelings, attitudes, underlying motivations and interests etc.
- These sessions are recorded for further analysis.
- The technique is used commonly during pre-testing of product in the market before it is launched; provides insight into product acceptance in the market.
- Used in qualitative research.

-Example: Why do customers prefer a higher priced branded electronic good as compared to a lower priced local one?

SELF EVALUATION TESTS/QUIZZES:

Section A True/false:

1. The objective of descriptive studies is to gain insight and deeper understanding of the object of study, the person, object, situation etc.
2. Interval/Ratio Scale qualifies for parametric tests.

Section B Fill up the blanks:

1. The two data sources are _____ sources and _____ sources.
2. The two types of sampling are _____ and _____.
3. The most commonly used type of research is that of _____ studies.
4. _____ are the most popular of all techniques for data collection as far as the field of marketing is concerned.
5. _____ research is commonly used in test marketing for pre-testing of the product before launch.

Section C Short answers:

1. Name any two tools that can be used in qualitative research.
2. Mention the five stages of the consumer research process.
3. What is the difference between AS and DS Type of Problem Solving.
4. Mention the three constituents of a sampling plan?
5. Mention any two types of questions that are used in questionnaires when qualitative research is conducted?
6. What should a research report format contain?

KEY

Section A True/false:

1. False
2. True

Section B Fill up the blanks:

1. Primary, secondary
2. Probability, non-probability
3. Descriptive studies
4. Surveys
5. Experimental

Section C Short Answers :

1. Depth interviews, focus group, projective techniques, observation.
 2. i) Defining the problem or the research objectives; ii) developing the research plan; iii) Collecting data, both primary and secondary; iv) Analyzing the data; v) Preparing a report and presenting the findings
 3. Actual State Type or AS Type: this is being “*active*” ; i.e. engage oneself in solving the problem that has already arisen.
Desired State Type or DS Type: this is being “*proactive*” ; i.e. identify opportunities or fight threats that are foreseen.
 4. Sampling unit, sampling size and sampling type.
 5. Semantic differential, Dichotomous, Multiple choice, Word association, Sentence completion, Story completion, Projective techniques, Metaphor Analysis.
 6. Summary/ abstract; Research problem; Objectives; Methodology; Findings; Conclusions; Recommendations; Limitations.
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