

MODULE 2: MARKET RESEARCH AND CONSUMER BEHAVIOR

LESSON III – MARKET RESEARCH AND CONSUMER BEHAVIOR I

Ques 1 Establish a relationship between Market research and Consumer Behavior?

- a) Marketing Research → understand and predict Consumer Behavior
- b) Consumer Research → process and tools used to study Consumer Behavior
- c) Marketing research → Consumer Research

Ques 2 Discuss and differentiate between the traditional approaches to studying Consumer Behavior?

i) Positivist Approach: also known as modernism

- earliest approach to studying consumer behavior.
- treats the study of Consumer Behavior as an applied science; the paradigm lays emphasis on science as a means of explaining behavior.
- lays emphasis on the causes of consumer behavior; these causes are directly related to effects.
- treats consumers as “rational”; and consumer decision making as one of “rationality” or “rational decision making and problem solving”; consumers make purchase decisions after collecting information and weighing all alternatives.

ii) Interpretivist Approach: also called post-modernism or experientialists

- also called post-modernism.
- lays emphasis on understanding the customer better.
- treats consumer decision making process as one which is “subjective.”

POSITIVIST	INTERPRETIVIST
Consumer actions based on cause and effect relationship can be generalized	A cause and effect relationship cannot be generalized; consumption patterns and behaviors are unique; <i>these are unpredictable.</i>
Consumer actions can be objectively measured and empirically tested	Consumer actions are unique and different both, between two consumers, and/or within the same consumer at different times and situations.

	<i>Cannot be objectively measured, empirically tested and generalized.</i>
Focus: <i>to predict consumer behavior</i>	Focus: <i>the act of understanding the consumption rather than predicting the act of purchase</i>
Methodology: Quantitative	Methodology: Qualitative
Large samples	Small samples

Ques 3 Write a short note on the current approaches to studying Consumer Behavior?

b) Current approach: 'Dialectical'

'Dialectical': dialectics considers all forms of human behavior, including consumption;

i) Materialism:

- consumer behavior is shaped by the 'material environment' eg. money, possessions etc.

ii) Change:

- consumer behavior is 'dynamic' in nature; it is always in a process of continuous motion, transformation and change.

iii) Totality:

- consumption behavior is 'interconnected' with other forms of human behavior, like personal self and the surrounding environment.

iv) Contradiction:

- views changes in consumer behavior as arising from its internal contradictions, like moods, emotions.