



# Types of Marketing Research

Consumer Research

# [ Consumer Research ]

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- Used to determine buying behaviors of people
- Results help a marketer to make decisions about the consumer market
- 9 types of consumer research

# 1. Awareness, Attitude, and Usage Studies (AAU)

- Do customers know about the product?
- What is a customer's attitude about the product?
- How often does the customer use the product?
- **Unaided awareness**
  - How many shoe manufacturers can you think of in 15 seconds?
  - Top-of-mind awareness

# Awareness, Attitude, and Usage Studies

- **Aided Awareness** – researcher gives the person a list of brand names and asks them to identify which names they have heard of but forgot to list
  - Nike
  - Reebok
  - New Balance
  - Airwalk
  - British Knights
  - Etnies
  - DC
  - And1



# Awareness, Attitude, and Usage Studies

- Attitudes – what do people think about the brand name?
- Which has the best brand image?
  - Can be based on quality? style? Length of time company has been around?

# Awareness, Attitude, and Usage Studies

- Usage:
  - Heavy Users
  - Medium Users
  - Light Users
  - Non Users
- Combine with rest of consumer profile
- Use to determine marketing decisions
  - brand image
  - key messages
  - media channels to target

# 2. Consumer Segmentation Analysis

- Groups potential customers into target markets
- Based on:
  - Demographics (age, gender, income level...)
  - Geographics (urban, rural, suburban)
  - Psychographics (beliefs, lifestyle, interests)

# 3. Market Dimension Analysis

- What influences purchasing decisions for the product's target market?



- Use to develop brand image, slogans. key messages in advertisements



# 4. Product Research

- Looking at each detail of the product/service and analyzing its possible impact on the market
- Examples include:
  - colour
  - packaging
  - flavour
  - size
  - texture
  - design
  - sound
- What do consumers want?
- Will changing the product be worthwhile? Ex. Canned coke vs. glass coke?

# [ 5. Media Research ]

- Groups consumers based on preferred media
  - Print (newspapers, magazines)
  - Web
  - Television
  - Radio
  - Others: transit ads, billboards
  - Transportation
- How many people within the target market will be reached?

# 6. Consumer Tracking Devices

- Determine when consumers shop, where they shop and what they buy
- Gather info without consumers' knowledge
- Sensors on shopping carts, bar code scanners, smart coupons
- Help determine store layout and displays





# [ 7. Motivation Research ]

- Psychological research into buying behaviour of consumers.
- Looks at both the **emotional** and **rational** reasons that influence a consumer's buying decision. Helps marketer with advertising.
- Ex. Motivation Coffee study



## 8. Consumer Satisfaction Studies

- Collecting customer feedback to see how satisfied customers were with the product/service
  - Compare information with competition. Ex. surveys, interview, websites





# [ 9. Advertising Research ]

- Collecting information on the best way to advertise a product message to potential consumers
- Test advertisements in focus groups
- Surveys: **day after recall (DAR)**
  - unaided
  - aided
- Businesses will ask customers: Where did you hear about this product/store?