

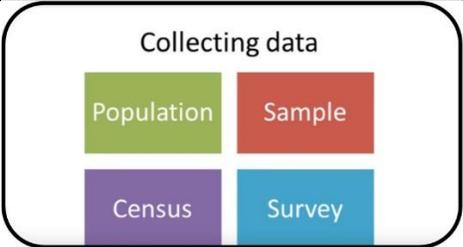
Consumer Behavior (5e)

Bruce Wrenn, David Loudon, and Albert Della Bitta

Video Lab + Worksheet

Researching Consumer Behavior (Chapter 2)

Click on video icon for video link.

 <p>Collecting data</p> <p>Population Sample</p> <p>Census Survey</p>	<p>Collecting Data</p> <p>This video explains basic concepts in collecting data and the types of bias that may impact a research study. (8:46)</p>
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1. Discuss the difference between collecting data from the population and from a sample.

The population is everyone who is considered for a study. It is not everyone in the world. When the population is used, it is called a census. A sample is a subset of the population that is considered for the research study and is representative of the population.

2. What are the two basic types of questions in a survey? Give an example of each.

Closed questions have a set number of responses while open questions allow the respondent to answer in any manner. Student examples will vary.

3. Identify, explain, and provide an example of the three types of biases in surveys.

1) Questionnaire bias – can result from the way questions are worded. An example might be did you cheat on your last tax return. 2) Sampling bias – is asking the wrong people that do not accurately represent the population. An example is asking individuals who do not attend a university what they want to eat in the school cafeteria. 3) Interpretation bias – is when people who take a survey misinterpret a question or when the researcher misinterprets the results of a survey. An example may be asking people if they shop often. The word often will have different meanings to people.

4. Suppose you wanted to survey the marketing students at your university concerning their attitude towards the marketing curriculum. Discuss each of the types of bias as it would apply to this type of survey research.

Student answers will vary. But questionnaire bias would be how the questions are worded on the survey. Sampling bias may be asking students who take marketing courses the questions, instead of marketing majors. Interpretation bias may result if students do not understand a question the same or if a high rating for a marketing course indicates it is popular. It may be the teacher that is popular, not the course per se.

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	<p><i>Focus Groups</i></p> <p>This video presents an overview of focus groups and identifies pros and cons of using focus groups. (4:44)</p>
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1. What is a focus group?

A focus group is a qualitative research approach with a group of respondents discussing a particular topic that is led by a moderator. Focus groups are designed to elicit feelings and attitudes of a group of individuals through social interaction, rather than conversation with a single individual.

2. Based on the video, describe what focus groups are not and what they are.

1) Focus groups are not a means to interview a lot of people quicker and less expensively. 2) Data gathered is about group interaction as much as the topic itself. 3) Analysis considers the form of group interactions. 4) Group interaction is used to generate discussion and debate. 5) Discussion is more detailed and wide-ranging than single interviews.

3. Describe the three basic types of focus groups.

1) Pre-existing where participants already know each other. 2) Common interest where participants share a common interest, but may not know each other. 3) Stratified where participants are selected to meet specific criteria, such as gender, age, etc.

4. What are the advantages of focus groups?

Advantages are 1) can provide information about a variety of topics, 2) group dynamics can stimulate discussion, 3) produces rich data through group interaction, and 4) provides participants more control over direction of the discussion.

5. What are the disadvantages of focus groups?

Disadvantages are 1) not suitable for sensitive topics, 2) may be difficult to control group discussion, 3) does not reveal in-depth thoughts of participants, and 4) group may be influenced by a dominant person.

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	<p><i>The Role of Neuromarketing for Market Research</i></p> <p>This video examines how marketers can use neuromarketing research to better understand consumer behavior. (8:03)</p>
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1. Identify the external and internal self-reported biases that can impact survey research results.

External factors include the researcher, interviewer, and moderator. Internal factors are personal interests, needs and desires of the respondent.

2. According to the video, what is neuromarketing research?

Neuromarketing is a field of marketing research that study consumers' emotional, cognitive and sensory motor response to the consumers' experiences.

3. What are the benefits of neuromarketing research?

Benefits include 1) faster turnaround time, 2) lower overall costs, 3) the marketing mix can be optimized to evoke the best emotional response and to attain the best cognitive/emotional impact, and 4) drive higher ROI.

4. Describe the technologies that are used with neuromarketing research and how each is used in understanding consumer behavior.

1) EEG is used to study brain wave activity. Researchers then construct metrics that pertain to memory, emotions and behavior. 2) GSR studies skin physiological reactions to stimuli. It allows researchers to make inferences about how the respondent is reacting emotionally. 3) Facial coding software categories facial expressions into one of the 6 major categories. 4) Eye tracking technology allows researchers to draw conclusions about visual attention and corresponding behaviors.

5. After watching the video, describe how your university could use neuromarketing to study the design of the school's website.

Student answers will vary, but should focus on brain, skin, facial, and eye tracking reactions to individuals looking at and scrolling through the school's website.