



MK 201

CONSUMER IN-DEPTH INTERVIEW GUIDELINES

CONSUMER HABITS AND ATTITUDE STUDY

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DUE Wed. July 7, 2021 online Zoom ppt presentation

MK 201 GROUP ASSIGNMENT...ON CONSUMER IN-DEPTH INTERVIEW

- Each group to conduct a consumer in-depth interview of the number of consumers equal your team members (for example if you have 8 members, you will interview 8 people. Each team member will have to conduct an interview with 1 consumer)...
 - Each member ask all the questions you created. It should take 1-2 hours for each consumer
 - Exploratory Research is the dig down for insights, so you have to ask a lot of "Why's"
 - Then you are to create a power point presentation of your findings...you could use visual tools such as graphs, charts to present your facts
 - You are also encouraged to use vdo clips of your interview highlights in the presentation (7-10 mins). Zoom pre-recording to be confirmed
 - Then you are to conclude "What insights" you found from conducting this interview in the last ppt presentation slide.
- **Please identify name, age, occupation, income (range) and gender of each interviewee (consumer profile should not be a question in the interview)**

• **Submission: Wednesday July 7th , 2021**

MK 201 GROUP ASSIGNMENT...ON CONSUMER IN-DEPTH INTERVIEW

Definitions to know

1. **Consumer Panel:** Number of consumers you want to interview
2. **Interviewer:** Person who does the interview
3. **Interviewee:** Person who is being interviewed

• Tips

1. Please decide how you are going to divide your consumer panel
2. Non-users/ users?
3. Online face to face is great, but make sure you cover all 16 questions
4. No need to interview stranger, you could interview your family members, friends, but make sure they are a target consumer in the “AIM” of your research...example, gen X, gen Z, athletes ,etc

ADDITIONAL TIPS TO CHOOSE YOUR INTERVIEWEE:

- When choosing User/Non-User of your interviewee (person you are interviewing) you could select from behavioral segmentation as well (lesson 5 , please see next pages)
- Advise to interview online or interviewee who lives at your home (corvid-19 situation)
- User – half/ non-user half Depending on your AIM, OBJECTIVES, QUESTIONS
- KEEP THE TONE CONVERSATIONAL, ASK THE WHY'S AND THE HOW'S
- YOUR QUESTIONS MAY GIVE YOU FACTS, BUT DIG AND PROBE DOWN FOR MORE INSIGHTS – fresh and new findings
- REFER TO THE VDO ON INTERVIEWING TECHNIQUES (next page)
- Every team to Add question # 16. What product you wished you could find in the Thai market that isn't available and why?

People also watched



Semi-structured interviewing as a Participatory Action Research method



Madelon Eelderink, SEVEN SENSES · 74K views · 5 years ago



MARKET SEGMENTATION

Segmenting Consumer Markets

Behavioral segmentation divides a market into segments based on consumer knowledge, attitudes, uses of a product, or responses to a product.

MARKET SEGMENTATION

Segmenting Consumer Markets

Behavioral Segmentation

- Occasions
- Benefits sought
- User status
- Usage rate
- Loyalty status



● **Benefit segmentation:** Within Fitbit's family of health and fitness tracking products, no matter what bundle of benefits one seeks, "There's a Fitbit for Everyone."

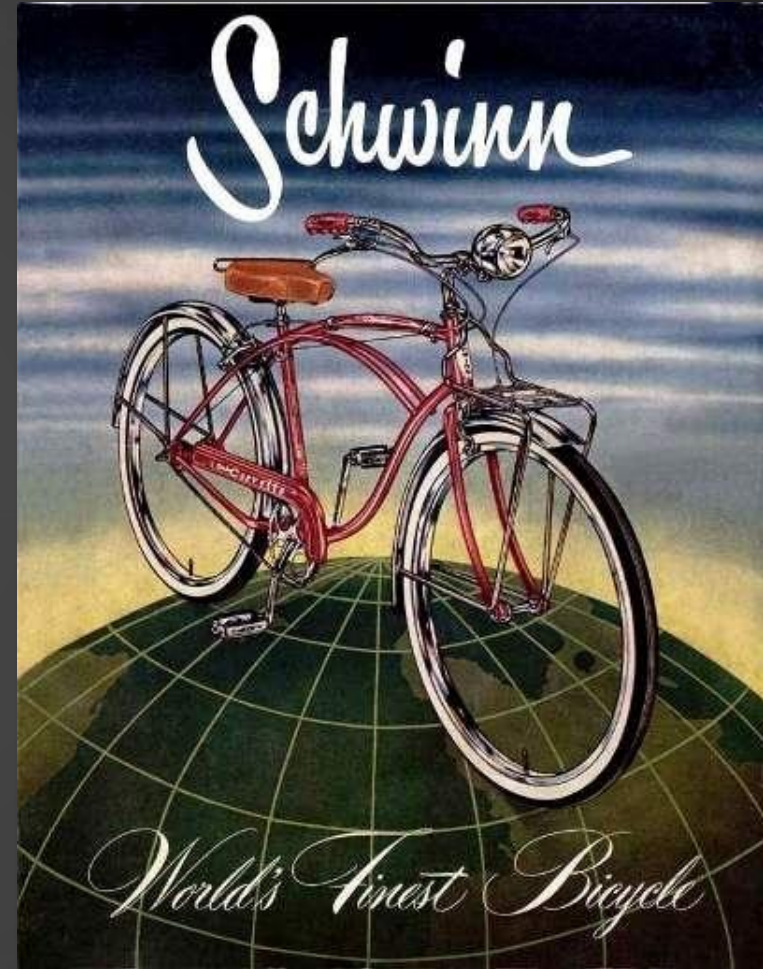
Paul Marotta/Stringer/Getty Images

MARKET SEGMENTATION

Segmenting Consumer Markets

Behavioral Segmentation

Benefit segmentation: Schwinn makes bikes for every benefit segment. For example, Schwinn's urban bikes are "for riders who want a functional, durable, and stylish bike to commute or ride casually in urban areas."



MARKET SEGMENTATION

Segmenting Consumer Markets

Behavioral Segmentation

Occasions refer to when consumers get the idea to buy, actually make their purchase, or use the purchased item. **Occasion segmentation** can help firms build up product usage. Campbell's advertises its soups more heavily in the cold winter months, and Home Depot runs special springtime promotions for lawn and gardens products. Other marketers prepare special offers and ads for holiday occasions or nontraditional occasions.

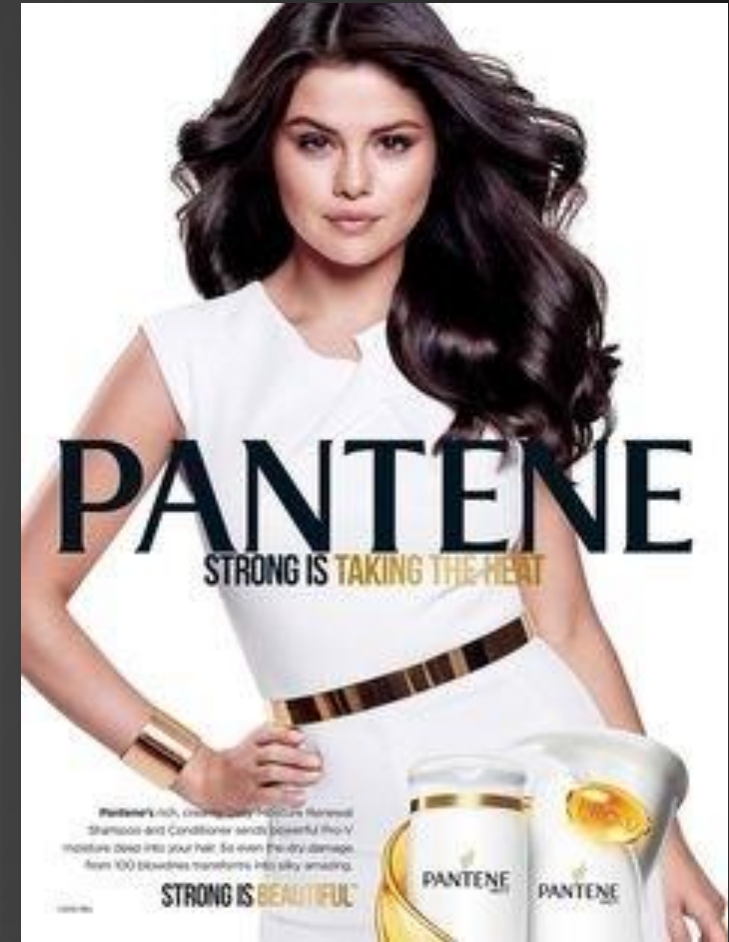


MARKET SEGMENTATION

Segmenting Consumer Markets

Behavioral Segmentation

Benefits sought refers to finding the major benefits people look for in a product class, the kinds of people who look for each benefit, and the major brands that deliver each benefit.



MARKET SEGMENTATION

Segmenting Consumer Markets

Behavioral Segmentation

Markets can be segmented by **user status**: nonusers, ex-users, potential users, first-time users, and regular users of a product. Marketers want to reinforce and retain regular users, attract targeted nonusers, and reinvigorate relationships with ex-users.



MARKET SEGMENTATION

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Behavioral Segmentation

Markets can also be segmented by **usage rate**: light, medium, and heavy product users. Heavy users are often a small percentage of the market but account for a high percentage of total consumption. For instance, a recent study showed that heavy seafood consumers in the United States are a small but hungry bunch. Less than 5 percent of all shoppers buy nearly 64 percent of unbreaded seafood consumed in the United States.



MARKET SEGMENTATION

Segmenting Consumer Markets

Behavioral Segmentation

Consumers can be loyal to brands, and buyers can be divided into groups according to their degree of **loyalty**. Some consumers are completely loyal—they buy one brand all the time and can't wait to tell others about it. Other consumers are somewhat loyal—they are loyal to two or three brands of a given product or favor one brand while sometimes buying others. Still other buyers show no loyalty to any brand—they either want something different each time they buy, or they buy whatever's on sale. A company can learn a lot by analyzing loyalty patterns in its market, starting with its own loyal customers.



A neon sign is mounted on a dark blue brick wall. The sign consists of a rectangular frame with rounded corners, glowing with a purple and pink light. Inside the frame, the words "JUST", "HAVE", and "FUN" are stacked vertically in a stylized, outlined font. "JUST" is cyan, "HAVE" is pink, and "FUN" is yellow. The floor in the foreground is made of light brown wooden planks.

JUST
HAVE
FUN