

# BA 291 Consumer Research Guidelines

(In-depth Interview )

## Research Aim, Objectives, and Questions

- Each group is the write down your research aim.
- Then write down 3 objectives in doing your research
- Then you are to write 5 questions for each objective  
with total of 15 questions

At least you should have 15 questions when interviewing your consumers for the final project.

## **For the final project:**

- You are to interview the same number of interviewee as your team member. For example, if you have 7 team members, then interview 7 people.
- All members must use the same 15 questions
- Research Findings could be created into graphs, charts, and quotes, etc. but must be included in the appendix.
- Make sure you identify the right target group for the interview ( For each interviewee, you should record the name, age, occupation, gender and income level )You could take vdo recordings to capture insight moments and is part of the presentation .

# RESEARCH...simple ...

- **Research Aim: What do we want to find from this research?**



- **Research Objectives: What ways can we achieve our aim?**



- **Research Questions: What questions to ask consumers to achieve our objectives? (open ended questions)**



# Research Aim: What insights we want to find from this research?

Example: To launch fashion products that meet the needs of Thais Gen Z



# Research Objectives: What ways can we achieve the aim?

Research Aim: To launch fashion products that meet the needs of Thai Gen Z



Research Objectives:

Example: 1. To identify Gen Z shopping habits

2. To find what types of fashion influences Gen Z

3. What is the lifestyle of Gen Z



# Research Questions: What questions to ask to achieve our objectives?

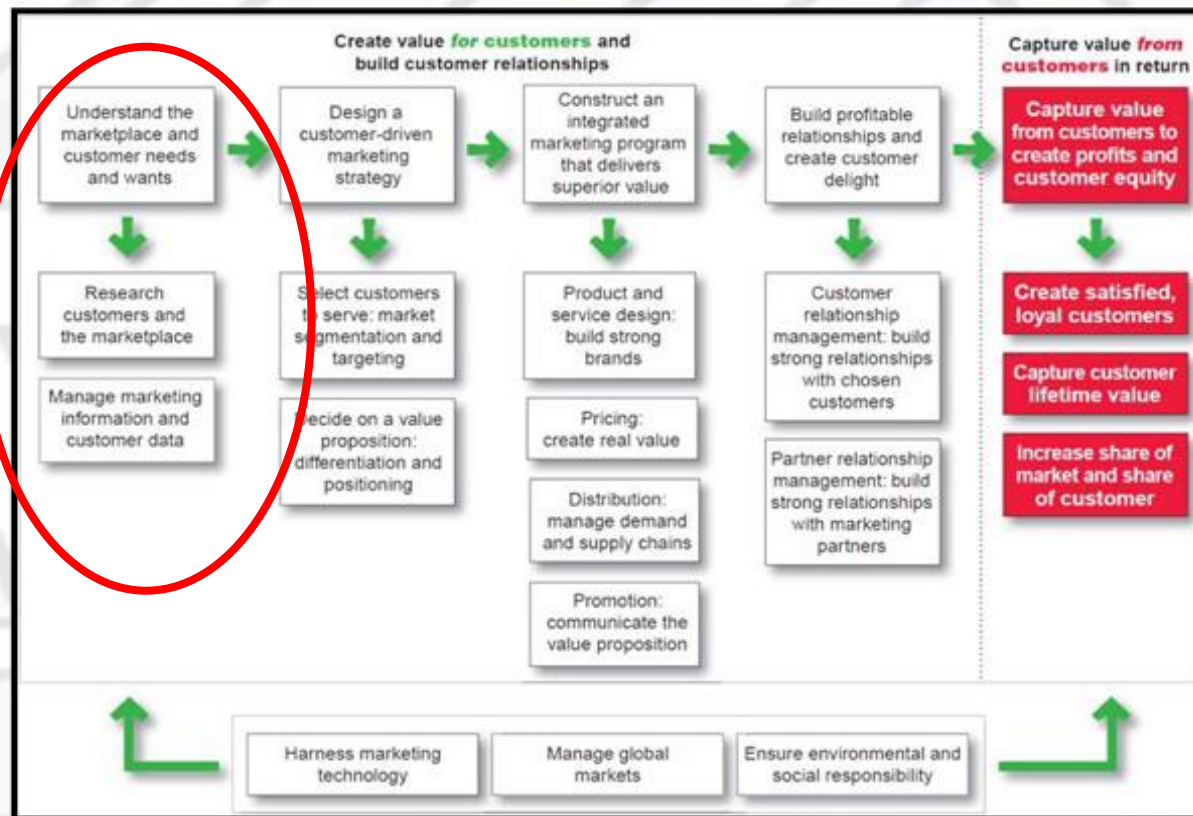
Research Objective: To identify Gen Z shopping habits



## Research Questions:

1. Where do you normally shop?
2. When you shop what promotions do you look for?
3. What type of clothing and accessories do you normally buy?
4. When you go shopping do you go alone or with your friends, who do you go with?
5. How much do you spend when you go out shopping?

Figure 1.6 - An Expanded Model of the Marketing Process



**This is where the marketing process starts ....companies must identify and understand needs and wants!**

# Some tips ...

1. No need to think about new product yet.
  2. But you can ask on what product they wish not here in the market and why ...should be included to get new ideas.
  3. Don't ask what you already know , not new or fresh. Your secondary data used for your group assignments have been great but not enough ...insights are deep and fresh...
  4. You may want to find out more about trends , consumer pain point( problem., Opportunities, competitors, consumer usage habits or lifestyle, etc.
- At this point get your research aim, objective and questions clear first ka...baby steps ...next class will discuss about your consumer in-depth research assignment.

Today's post is geared towards entrepreneurs who are launching a new product or service in the consumer space. It will show you key questions you can ask potential customers to determine if your business idea is feasible. Below are 20 questions to consider for your consumer market research [survey](#):

- **Demographic Questions (this should not be included in research aim)**
- What is your age?
- What is your gender?
- What is your household size?
- What is your household income?
- What is your profession?
- What is your education level?
- Where do you live?
- **Psychographic Questions**
- You may want to ask about their interests, hobbies, opinions or anything else that will help you learn more about your customers.



- **Buying Pattern Questions**

- Do you ever purchase \_\_\_\_\_?
- If so, who in your household makes the buying decision?
- Where do you go when you are looking for \_\_\_\_\_?
- How often do you purchase \_\_\_\_\_?
- How long does it take you to make a buying decision?
- What is your typical budget for \_\_\_\_\_?
- How far would you travel to make the purchase?

- **Benefits Questions**

- What features do you look for when you purchase \_\_\_\_\_?
- What specific benefits do you look for in \_\_\_\_\_?
- What problems motivate you to purchase \_\_\_\_\_?
- What needs are you trying to meet when you purchase \_\_\_\_\_?
- How do you hope \_\_\_\_\_ will make your life better?
- These questions can provide a jumping point for your consumer market research efforts.