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 experientalists

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

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

Focus: to predict consumer behavior  Focus: the act of understanding the consumption rather than predicting the act of purchase

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.