MKT101

Topic 2 - Worksheet

Welcome to your in-seminar learning tasks. Below you will see the instructions for this week’s exercises.

Your team can write directly into this Word document. To complete the in-seminar, you should work on the document by selecting Open in Microsoft Word, instead of downloading the file onto your Desktop. This is to allow each seminar group member access to edit the document at the same time and the lecturer to review your work.

|  |  |
| --- | --- |
| Seminar structure | Total: 40 minutes |
| 1. **Recap on Topic 2 Pre-seminar tasks** | **20 mins** |
| 1. **Discussion on understanding consumer research** | **20 mins** |

1. Recap on Topic 2 Pre-seminar tasks

This part of the session will be a short recap on Topic 2 and the pre-seminar activities.

This learning task will allow you to reflect on the pre-seminar learning tasks and share your thoughts with your peers Please provide a summary of key learnings from textbook, videos and articles on consumer behaviour research and trends. You can use the headings in the textbox below.

|  |
| --- |
| **Importance of consumer research**  **Consumer research process**  **Primary research**  **Secondary research**  **Key trends**  **New business idea to capitalise on consumer trends**  **Group discussion summary** |

1. Discussion on understanding consumer research

This learning task is a discussion on consumer behaviour research. In your groups, answer the following questions and capture a summary of your discussions:

|  |
| --- |
| **1. Have you ever participated in a consumer behaviour research study (e.g. interview, survey, focus group, field experiment etc)? Share this with your group.**  **2. What motivated you to participate in this consumer behaviour research study?**  **3. How did you find the experience?** |

Now that your group have reflected on a personal experience you’ve had with consumer behaviour research, your group should discuss the meaning of the following statement is (write a summary of your discussion in the textbox below:

*Consumer research helps marketers become more customer-focused to have better-designed products, better-designed information, and better-designed customer service.*

|  |
| --- |
|  |