



Motivational Research





All marketing initiatives have a common goal – harmonize consumer needs with brand positioning. From this standpoint, Marketing can be termed as a science of Harmonization – it aims to harmonize man and his commercial environment. The larger objective thereby is to bring such products and services to the market, which offers deeper and broader satisfaction, than a purely instrumental, utilitarian one.

Market Research is intended to grasp consumer vision. It aims to understand the deeper drives and motives of consumers. Consumer behavior has very complex and subtly hidden drivers that reflect underlying psychological dimensions. An analogy can very easily be drawn with an iceberg – what is seen, is hardly any indication of the nature and magnitude of this complex behavior. The major chunk of the iceberg (comparable to underlying motivations here), lies beneath the observable surface. **Motivational Research**, acts as sonar, and helps to reveal these deeper lying motivations and give **INSIGHTS** into the complexities of consumer behavior.

Behavior is nothing else but the energy directed at release of tension (such as unsatisfied needs, or rather: yet unrealized motives): the fear of inferiority. Depending on his past life history, man (the consumer) can **develop various strategies** regarding a specific product environment that will enable him to manage his tension appropriately.



To maintain his own position in the market or go one up on his competitors, a marketer needs these **INSIGHTS**. Consumers can't tell us why they choose the brands they do. They will not admit to some motivations and they are often unaware of some others that influence their actions. Traditional research techniques have focused on rational – functional reasons for brand choice like product features, convenience, price, etc. These are the elements that people can and will explain to us. Unfortunately, consumer motivations have multiple layers and these rational – functional elements are only part of the outer layer. The emotions that govern the inner layers concern more with how one feels inside and how one wish to express oneself to the outside world. Traditional Qualitative research offers little insights here.

Motivational Research is more than an open conversation with consumers. It is aimed at obtaining an insight of man as a consumer.

On the methodological level it takes into consideration the reality of the “humanity” of behaviour: the irrational and illogical aspects of this behaviour. It looks at the in-depth motivations behind consumer behaviour. For instance if we look at the phenomena of buying and using services/products:

- How is this consumptive behaviour motivated?
- How is this behaviour formed?
- What state does the consumer want to reach with this?

To quote Charles Revlon “In the factory we manufacture cosmetics – in the store we sell hope”

PARC's motivational research model has its basis on the theories of Alfred Adler. Adler recognized the two fold satisfaction mechanism

- Community strive or the mother motive- as human beings, we instinctively structure our world according to feelings about social identity.
- Strive for assertively or the father motive – referring to the personal strive for superiority.

A third dimension that gives a twist to the whole tale is pleasure. A great need for giving in to pleasure or to control it is exactly the distinction to which the two faces of mother and father correspond to. Research into very dissimilar subjects repeatedly shows the same patterns and the same motives. Every consumer seems to have his own blueprint according to which he can satisfy his desires. When we superimpose behavior of various consumers in various situations and in various cultures, we always find the same global pattern.

PARC's experience in the region encompasses over a quarter of a century. This has learning's that have further helped to develop specific qualitative research techniques suited to the sensibilities of the region. Our interactions with consumers are guided at every stage by this vast resource of learning acquired over the past 25 years. It is in fact this understanding of the cultural mosaic of the region, which can very rightly be considered **PARC's** core strength.

PARC specializes in the following broad types of Qualitative Research.

Types of Studies

- Explorative studies – seek for tailor made solutions
- Diagnostic studies
- Fundamental studies – category level
- Communication research