

Investigate the market essay



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This is one of the methods that are used to investigate the market. It is a research instrument that consists of questions which help in information gathering. This is one of the primary ways that is used in Procter and Gamble to get information concerning consumer behavior. The use of questionnaires. In this case the researchers come with the questions that need to be asked to the consumers. The questionnaires are prepared and then administered to the market in United States and also other States that Procter and Gamble products are sold.

In the questionnaires the research team seeks to know what quality, color, price and quantity of the products that the consumers prefer. The questionnaires also seek to know whether the customers are satisfied with the same aspects (quality, price etc) of the products that are sold to them. The questionnaires also seek to know where the consumers prefer to purchase the same products. Whether they prefer the products sold in supermarkets or any other place. The questionnaires are normally administered as the customers go to the supermarkets to shop for the products.

(Fowler, 1993) Interviews Procter and Gamble Company shows that it also uses interviews as one of the ways of carrying out research on consumer behavior. A research interview is simply a social interaction between a researcher and a respondent with the aim of getting some specific information. The respondent is normally identified by the researcher and in most cases he or she has knowledge in the subject. The researcher in this case normally has questions previously prepared which the respondent(s) is

asked. The group of researchers in this Company normally identifies a target group of customers that need to be interviewed.

This depends on the type of products that are being researched on. For instance when carrying out research in relation to sanitary pads, the researchers' target group are girls and women only. The research assistants get information concerning what they like about it and what they also prefer. The interviews are carried out in a short time and the results are well recorded down so that the consumer behavior is later on analyzed by the panel of researchers.

This enables them to come up with a conclusion concerning the consumers' behavior in relation to various products. Online research Procter and Gamble Company has got a Company website that really helps in carrying out research on consumer behavior. On the Company website, there are forms which the customer is asked to fill in concerning his or her preferences in relation to Procter and Gamble products. Through this the Company is in a position to get information from very many customers and therefore consumer behavior is easily ascertained.

The research team also chats with customers who order for goods on line and they get to know consumer behavior through this.