MK7227 Postgraduate Dissertation

Student Number: U1443334

	Comments	Max Mark	Actual Mark
Introduction *Identification of a valid topic, research question and objectives framed to Masters Level standard with academic rationale developed, clear industry contextualisation of the research topic*	**Supervisor Comments:** **2nd marker Comments:**	**10%**	
Critical Literature Review *Depth and breadth of literature search, engagement with seminal authors and papers, evidence of a critical approach toward the scholarly literature*	**Supervisor Comments:** **2nd marker Comments:**	**25%**	

		Page	2	
Research Methodology *Evaluation of research philosophies and perspectives. Justification of methodological approach, sampling strategy, data analysis and reliability and validity measures as applicable*	**Supervisor Comments:** **2nd marker Comments:**	**15%**	
Data Analysis and Interpretation *Evidence of rigor in data analysis and*	**Supervisor Comments:**	**35%**	

interpretation procedures, identification of key patterns and themes in the research data, integration of academic theory into explanation of findings	**2nd marker Comments:**		
Conclusions and Recommendations *Research question and objectives addressed with implications to theoretical and managerial concepts considered. Recommendations provided for theory, practice and future research*	**Supervisor Comments:**	**10%**	
	2nd marker Comments:		
	Supervisor Comments:	**5%**	

Organisation, presentation and references. *Well structured and ordered dissertation with correct use of grammar and syntax. In-text citation and bibliography conforming to "Cite Them Right"*	**2nd marker Comments:**		
Total	**First Marker Total**	**100%**	
	Second Marker Total		
Supervisor General Comments:		**Agreed Mark:**	

2nd Marker General Comments:

Supervisor's Name: …………………………….. **Signature:** …………………………

2nd Marker's Name: …………………………………. **Signature:** …………………………

"Exploring consumer motivation to participate in market research activities for actualizing new product development."

A dissertation submitted in partial fulfilment of the requirements of the School of Business and Law, University of East London for the degree of

[MSc International Business Management]

[2016-05]

[Word count: 14054]

I declare that no material contained in the thesis has been used in any other submission for an academic award

Student Number:__U1443334_____   Date:__03-05-2016_____

Dissertation Deposit Agreement

Libraries and Learning Services at UEL is compiling a collection of dissertations identified by academic staff as being of high quality. These dissertations will be included on ROAR the UEL Institutional Repository as examples for other students following the same courses in the future, and as a showcase of the best student work produced at UEL.

This Agreement details the permission we seek from you as the author to make your dissertation available. It allows UEL to add it to ROAR and make it available to others. You can choose whether you only want the dissertation seen by other students and staff at UEL ("Closed Access") or by everyone worldwide ("Open Access").

I DECLARE AS FOLLOWS:

- That I am the author and owner of the copyright in the Work and grant the University of East London a licence to make available the Work in digitised format through the Institutional Repository for the purposes of non-commercial research, private study, criticism, review and news reporting, illustration for teaching, and/or other educational purposes in electronic or print form
- That if my dissertation does include any substantial subsidiary material owned by third-party copyright holders, I have sought and obtained permission to include it in any version of my Work available in digital format via a stand-alone device or a communications network and that this permission encompasses the rights that I have granted to the University of East London.
- That I grant a non-exclusive licence to the University of East London and the user of the Work through this agreement. I retain all rights in the Work including my moral right to be identified as the author.
- That I agree for a relevant academic to nominate my Work for adding to ROAR if it meets their criteria for inclusion, but understand that only a few dissertations are selected.
- Thatif the repository administrators encounter problems with any digital file I supply, the administrators may change the format of the file. I also agree that the Institutional Repository administrators may, without changing content, migrate the Work to any medium or format for the purpose of future preservation and accessibility.
- That I have exercised reasonable care to ensure that the Work is original, and does not to the best of my knowledge break any UK law, infringe any third party's copyright or other Intellectual Property Right, or contain any confidential material.
- That I understand that the University of East London does not have any obligation to take legal action on behalf of myself, or other rights holders, in the event of infringement of intellectual property rights, breach of contract or of any other right, in the Work.

I FURTHER DECLARE:

- That I can choose to declare my Work "Open Access", available to anyone worldwide using ROAR without barriers and that files will also be available to automated agents, and may be searched and copied by text mining and plagiarism detection software.

- That if I do not choose the Open Access option, the Work will only be available for use by accredited UEL staff and students for a limited period of time.

Dissertation Details

Field Name	Details to complete
Title of thesis *Full title, including any subtitle*	**"Exploring consumer motivation to participate in market research activities for actualizing new product development."**
Supervisor(s)/advisor *Separate the surname (family name) from the forenames, given names or initials with a comma, e.g. Smith, Andrew J.*	**Ayantunji, Gbadamosi**
Author Affiliation *Name of school where you were based*	**School of business and law** **University of East London**
Qualification name *E.g. MA, MSc, MRes, PGDip*	**MSc**
Course Title *The title of the course e.g.*	**International Business Management**
Date of Dissertation *Date submitted in format: YYYY-MM*	**2016-05**
Does your dissertation contain primary research data? (If the answer to this question is yes, please make sure to include your Research Ethics application as an appendices to your dissertation)	Yes **Yes** No [ ]
Do you want to make the dissertation Open Access (on the public web) or Closed Access (for UEL users only)?	Open **X** Closed [ ]

By returning this form electronically from a recognised UEL email address or UEL network system, I grantUEL the deposit agreement detailed above. I understand inclusion on and removal from ROAR is at UEL's discretion.

Student Number: .....**U1443334....................**   Date: **......03-05-2016........................**

Acknowledgments

"I would like to take this opportunity to thank, firstly, my supervisor "Dr Ayantunji Gbadamosi" for his incredible patience and guidance throughout the production of this dissertation. It was a great privilege for me to have him as my supervisor. Secondly, my sincere gratitude goes to all those sixteen respondents who participated in my primary data collection.

Finally, this research project is dedicated to my mother for her love and prayer, and who always supported and inspired me to do better work."

Thank you.

Abstract

Purpose: Exploring the factors of consumer motivation to participate in market research can be advantageous for marketers as it may allow business organizations to develop new and innovative successful products. The main reason for product failures is lack of market research, and not being able to gather correct and useful information from consumers. Therefore, the present study is aimed at exploring consumer motivation to participate in market research for new product development.

Design/approach/methodology: An exploratory design and interpretive research approach was used in this research. The primary data and qualitative methods of data analysis helped this study to penetrate the insight of research subjects. Sixteen in-depth interviews were conducted and this provided tremendous valuable data which was useful in understanding the complex behaviour of the participants.

Findings: The findings have revealed very positive and significant factors pertaining to consumer motivation. The emotional and rational motives such as past product user experience, personal attachments, enthusiasm for innovation, as well as new product features have enormous effects on consumer behaviour. Moreover, eco-friendly product designs and provision of detailed information about the product prior to the market research are beneficial for consumers. Organising a game and group interaction can tremendously increase the level of engagement and enthusiasm of participants.

Originality/Value: The main contribution of this study lies in the comprehension of consumer motivation. This can help marketers to develop better relationships with consumers and influence respondents to participate more willingly in their research projects for new product development. This study can provide valuable input for marketers, for their market research planning, analyse and proper execution of product launches. This dynamic understanding will ensure competitive advantages for marketers in the current business environment.

Keywords: consumer motivation, market research, new product development, emotional and rational motives, quality improvement, participants' engagement.

Paper type: Research (Dissertation).

Table of Contents

List of figures

Chapter 1: General Introduction

1.1 Introduction

Market research is about gathering information and it evaluates the potential for the success of new business (Granados *et al.,* 2010). It is very essential to carry out market research in order to estimate how many people will actually buy a product or service. It is also helps to determine the unique selling point (USP) of a product which will help a business stay ahead of its competition (Lauga & Ofek, 2009; Radas, 2005). This information is very valuable for success, whether the product is aimed at existing or new customers. Therefore, the willingness of consumers to participate in market research and their involvement in providing correct information is very significant for the business (Boddy, 2001). The purpose of this research is, therefore, to explore the motivation of consumers to participate in market research for new product development. This investigation also makes recommendations about how respondents' engagement in market research can be increased, and how to improve its overall quality. Consequently, this chapter will underline the background of the subject and quantify the problems encountered. It will also describe the significance of the research, its aim and objectives, research methodology, the research questions as well as any limitations of the research.

1.2 Background of study

Regardless of the type of business, whether it is starting or extending a product range, market research is essential to reach the target customers, and to increase sales. All companies, from multinationals to small or medium enterprises, rely on market research for long-term success and for keeping their strong brand positioning in the market (Patino *et al.,* 2012). For example, if sales have dropped, brand awareness might have decreased, or a new company might have entered into the market with a substitute product. Consequently, companies are spending large amount of money on research and development (R&D) for innovation and for identifying new business opportunities (Hartmann, 2003). Highlighting and analyzing some of the main themes of market research such as industry size, performance, research methods, consolidation of client sectors, etc., will assist in promoting a more profound insight into the background of this study.

In 1948, the European society for Opinion and Market Research (ESOMAR), with the help of marketing, advertising, media and public affairs professionals across the world, was founded to encourage, enrich and advance market research globally (ESOMAR, 2016). It has been reported that spending on market research has grown globally by 2.8% since 2013, and now exceeds US$ 40 billion per year. The North American market is the fastest growing

market and it has grown 2.9% since 2000. This equates to more than $15.7 billion in spending. It holds a 39% share of global market research spending along with the Europe 40% share on spending. The Asia Pacific region showed a positive growth of 1.6% in market research turnover in the same year (Global market research, 2014). In hindsight, Europe is struggling to achieve positive growth and in fact shown a decline in market share for the third consecutive year.

According to the UK Market Research Society (MRS), market research generates more than £3 billion revenue per year, and makes a tremendous contribution to UK economy as well as for independent market reviewers (MRS, 2016; Birn, 2004). Moreover, it is essential to look at the nature of spending on market research of some of the world's biggest companies in terms of generating revenues. Volkswagen spent 5.2% of their revenue on research and development (R&D) in 2013. This amounted to £13.5 billion. In the same year Samsung spent 6.2% or, £13.4 billion. Microsoft, another pioneer company in technology, spent 13.4% of its revenue on market research and development in 2013 (Casey & Hackett, 2014).

Figure 1: Number of full and part time employees (in thousands) engaged in market research and public opinion pulling sector in UK.
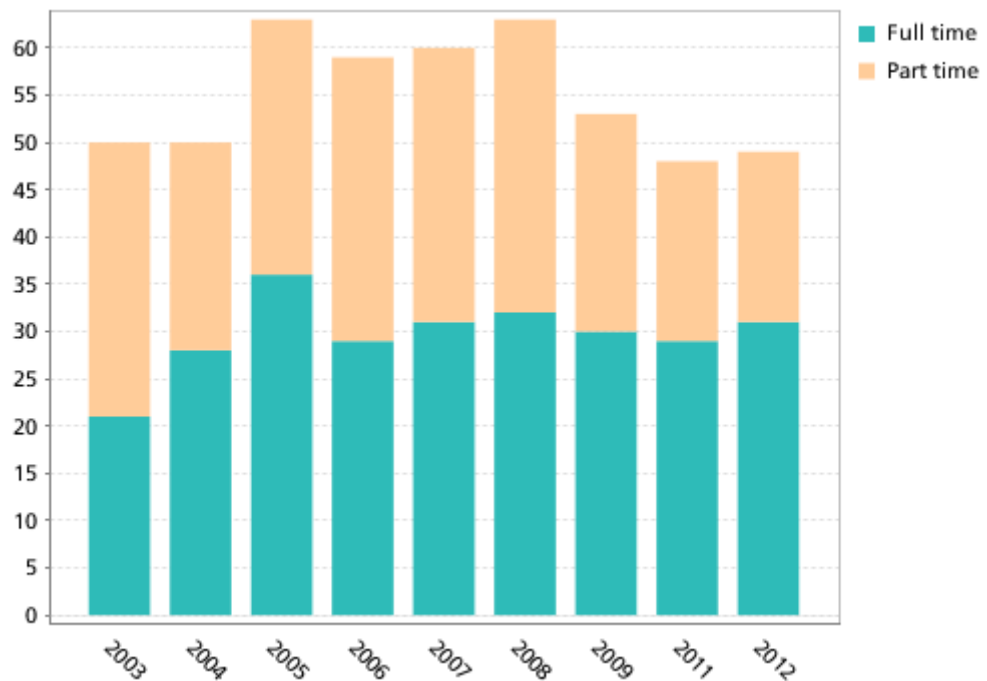
Source: (Keynote: Market research and public opinion polling, 2014).

The above bar chart shows that overall the number of full-time employees compared to part-time employees in the sector is increasing. Therefore, the cost of total employment in market research and opinion polling has been rising continuously. Research has found that the cost of this research has increased from £743 million to £1.13 Billion in the period

2003-2012 (Keynote: Market research and public opinion polling, 2014). Therefore, the figure above and the discussion clearly indicate the immense significance of market research for companies and their development. Hence, increasing the number of participants in market research and improving its quality will ease the process of new product development.

1.3 Statement of problems

The honest opinion of consumers, as well as their enthusiasm for participating in market research, has always been a priority for companies and marketers (Benady, 2008). Motives, which are driven by human cognition natural forces (desire, needs, and self actualization), lead people to act in certain ways and provide reasons for their actions. Understanding this complex human behaviour has always been a challenge for researchers, because the subject, content (what motivates) and process (how it motivates) differs from individual to individual. This adds to the complexity of understanding consumer psychological behaviour (Fullerton, 2013). The current literature provides insufficient answers to the questions of what motivates and how to motivate consumers to participate in market research activities for new product development.

Hence, in the literature, it is noticeable that there is a wealth of research on consumer psychological behaviour and the nature of consumer motivation. There is, however, a marked lack of evidence on what particularly drives consumers to participate in market research for new product development. Moreover, the background to this study has highlighted the cost to companies of market research employees and the fact that the spend on market research is growing. The reason for this is that firms are striving to collect the latest data on consumer experience and their future needs, as well as their expectations of the products they use (Senior *et al.,* 2007; Keynote: Market research and public opinion polling, 2014). This information can enable firms to compete with each other and to build strong brand positions in the market.

Despite the enormous cost, it is essential to know how to increase the quality of market research. Companies need to collect accurate and meaningful data for further product development and for the extension of new product lines (Barnett, 2011; Lahiri *et al.,* 2007; Marcel, 2004). Therefore, exploring the driving factors of consumer motivation, particularly the content (what) and process (how), can increase the number of participants in market research activities. Increased engagement in research activities can produce higher quality results, which can significantly mitigate the risk of product failure.

1.4 Research aims and objectives

The main aim of this study is to explore the motives of consumers to participate in market research for new product development. However, some other supporting objectives can

guide this study in the right direction and complete the project efficiently. Therefore, the aims and objectives of this research are as follows:

- ➢ To investigate the nature of consumer motives that drive respondents to participate in market research.
- ➢ To explore and identify the factors of consumer motivation. Specifically, it aims to identify the content of what motivates them and the process of how to motivate them to participate in market research.
- ➢ To determine the role of new product development in consumer motivation.
- ➢ To develop a theoretical account of consumer motivation and identify the gap within the existing literature.

1.5 Research Questions

Research questions are a fundamental core guide and a central focus of this study. They must be clear and focused and they must synthesise with multiple sources such as literature review and methodology. Moreover, they must guide all the stages of data analysis, interpretation and discussion. Therefore, the research questions are the following:

1. What are the key motivational factors that drive consumers to participate in market research?
2. How can consumer motivation for participation in market research for actualizing new product development be stimulated?
3. How can firms develop and improve the quality of market research to raise respondent engagement in market research?

1.6 Significance of the research

This research can be meaningful for readers who wish to develop their body of knowledge and theoretical assumptions. It also aspires to explore and unlock the complex behaviour underlying the participation of consumers in market research activities. It is essential for marketers to reduce the risk of new product failures. This can be achieved by collecting honest and meaningful data from respondents. Moreover, marketers can develop more effective strategies and products and thus reduce their costs and become more profitable. This research can also bring new perspectives to marketers by exploring consumer motivational factors. The findings of this enquiry can be useful for marketers who are developing new strategies and designing market research activities. Furthermore, the results of this study can be helpful in developing strong relationships between marketers and consumers. Overall it can be assumed that this research will help marketers to produce quality market research and to reach new benchmarks. Hence, it is anticipated that these research findings will create a great amount of interest in both academics and professionals.

1.7 Overview of research methodology

This research is exploratory in nature and thus it enables the clarification of new concepts. It reaches into the insight of novel knowledge and develops better understanding (Mansourian, 2008). The research design and approach represent the questions and objectives of the research, which relate to the exploration of consumer motivational behaviour in the participation of market research activities for new product development. This research paradigm is interpretive, because the subject of the research demands that reality is socially constructed and followed. A qualitative research approach was adopted to collect the primary data through 16 in-depth interviews, which is very rich in terms of the data collection process (Flick, 2011). The number of respondents was limited to 16 because this study reached the theoretical saturation point where the continuation of sampling would simply have generated similar data (Rowlands *et al.,* 2015; Marshall *et al.,* 2013). The unbiased data analysis processes signify the trustworthiness and validity of the research and ensure that the results of this study can be used for future references.

1.8 Limitations of the study

Successful completion of the project does not represent perfection of the study. Therefore, this study does have some limitations. Firstly, its time frame was not adequate to do proper justice to in-depth, exploratory research. Qualitative data analyses and interpretations require much attention and time because new themes can be generated by just a few sentences or key words of a respondent. Secondly, the interpretive nature of the study did not allow the implementation of a statistical analysis. Finally, the findings of this study might have lead to a different conclusion if it is reviewed by peers.

1.9 Overview of following chapters

Chapter 2: Literature review – the second chapter of the study draws theoretical argument of different literatures, which is relevant to the content of this study. This is followed by a discussion on the similarities and differences of different scholars' opinions and their findings. Finally it identifies the gap within existing literature. This can be effective in developing the themes and the interview questions.

Chapter 3: Methodology – the third chapter of the study is designed to provide information on the research paradigm, design and approach. It also provides a detailed justification for the chosen research methods. Furthermore, it discusses the trustworthiness and validity of the research.

Chapter 4: Data analysis and interpretations – the fourth chapter only provides the data analysis and in-depth interpretations of participants' responses. This chapter does not provide a discussion of the findings.

Chapter 5: Discussion of findings - this chapter endows the findings and interpretations of chapter four with a discussion. It draws the discussion in comparison with the findings of other scholars. Finally, it provides a detailed commentary on the differences and similarities this study holds in comparison to other studies.

Chapter 6: Conclusion and recommendations – the final chapter of the study presents the answers of the three research questions and synthesises the results of the study. Finally, it makes recommendations for professionals and suggests further scope for research.

1.10 Summary

Consumer motivation is a well established research topic. There is intense rivalry among firms as they strive to develop new products. They expect tremendous consumer participation in their market research and a high level of engagement. The background of this research study signifies the cost and efforts of firms to collect up-to-date marketing data. There is a gap in the existing literature about what motivates consumers and how marketers can motivate them to participate and share their honest opinions. This statement of the problem urges this research to be undertaken. As a result of exploring these motivational factors firms can benefit by reducing the cost and risk of their new product developments.

Chapter 2: Critical Literature review

2.1 Introduction

This chapter is based on contemporary literature regarding consumer motivation towards market research activities. In addition, this chapter aims to develop a theoretical argument regarding consumer cognitive psychological behaviour and to explore consumer personal feelings (emotional) and their rational motives for participating in market research activities for new product development. Hence, a critical review of other types of consumer motivation determines the gap in existing literature pertaining to consumer motivation in this regard. Furthermore, a critical evaluation of consumer motivation helps this study to develop the relevant themes of consumer motives to participate in market research. Finally, this study attempts to describe the broad picture of individual differences in motivational behaviour and to seek the answer to why these exist.

2.2 Consumer motivational behaviour

In this context consumer behaviour motivation is known as a psychological inner drive (Mallalieu and Nakamoto, 2008; Aron, 2001). It is necessary to review this because it is a goal that fulfils consumer desires and wants for any product, service or experience (Rodriguez, 2006). In the early 1940s and 1950s motivation was an important herald to the subject of consumer behaviour (Fullerton, 2013). Fullerton (2013) also argued consumer motivation outside of an academic context; rather, he was attempting to define it in a social perspective and to explain why he or she did what they did. It was in the light of the consumer discipline of social science that the foundation of consumer motivation in clinical psychology, sociology and anthropology. Dinibutun (2012) and Mallalieu & Nakamoto (2008) found similarities in their definition when they defined consumer motivation as a psychological process which creates the necessary amount of desire and intensity to engage in different kinds of activities. Furthermore, they have developed their argument by stating that consumer motivation is a complex subject. This is because individuals depend on variable and personal phenomena to meet their needs and this often creates conflict between needs and expectations (Pincus, 2004; Dinibutun, 2012; Chen-yao; 2016).

In the domain of consumer motivational behaviour, motivation can be represented by theories of biological instinct and social cognition (Pincus, 2004). In addition, he underlined the fact that consumer motivational research is about exploring unmet needs. These would be more insightful and actionable, if they could be measured through the key elements of

behavioural and emotional instincts. Sibley and Duckitt (2009) also agreed that a cognitive motivation approach is a key expressive competitive driven by motivational instincts. Therefore, it is essential to critically review cognitive styles of consumer motivation because cognitive constraints are common to all human minds (Ko, 2012; Dew, 2009). Cognition can be defined as a process of thought or a sensory input system where a human mind stores, transforms, recovers and uses all the knowledge and information that finally results in a human action (Cornelis *et al.,* 2014). Cognitive styles of motivation have been validated empirically by many subsequent researchers (Dew, 2009). Katz *et al.* (2016) classified human action as a value of consequence of activity which can be positive or negative. Furthermore, he asserts that the approach of positive action increases motivation; respectively, negative action avoids the motivation. In current theories, many scholars, Katz *et al.,* (2016), Ko (2012) and Wong-on-wing *et al.,* (2010) have designated these types of motivation as intrinsic and extrinsic. Therefore, the above evaluation signifies that cognitive theories of consumer motivation have a tremendous influence on human activity; and that intrinsic and extrinsic are the two key classified motives of a cognitive approach. This will be reviewed further in the sections below.

2.2.1 Intrinsic motivation

According to Gottfried (2016), intrinsic motivation is the act of engaging in certain behaviour for the purpose of learning, exploring and actualizing one's potential. Meng and Ma (2015) argued that it is a self-driven activity existing only for personal satisfaction and interest and without any external reward. They further claimed that few studies have attempted to clarify this robust phenomenon of consumer behaviour that is entirely a self endorsement or self determination. However, Weidinger *et al.* (2016), asserts that the self-satisfaction of positive activity intrinsically motivates a person because self-satisfaction and actualization lie within the activity itself, and this is regardless of any consequences it may have. In a similar vein, Shibchurn and Yan (2015) affirm that in a goal oriented behaviour consumers find motives within the activity itself. For example, people participate in sports because they intrinsically enjoy the challenges presented. Therefore, an external reward is no longer a motivation. Moreover, Siemens *et al.,* (2015), assert that enjoyment increases and sustains motivation. Their research also found that people who engage in playing video games in public for a certain goal are more intrinsically motivated.

2.2.2 Extrinsic motivation

Extrinsic motivation is defined as human behaviour which is driven by external factors such as rewards or punishments (Robinson *et al., 2012).* They also argued that monetary incentives for a task create a negative impact on enjoyment. This contradicts intrinsic motivational theory. Similarly, Levesque *et al.,* (2010) affirm that extrinsic motivation is associated with human anxiety due to the pressure of avoiding negative outcomes.
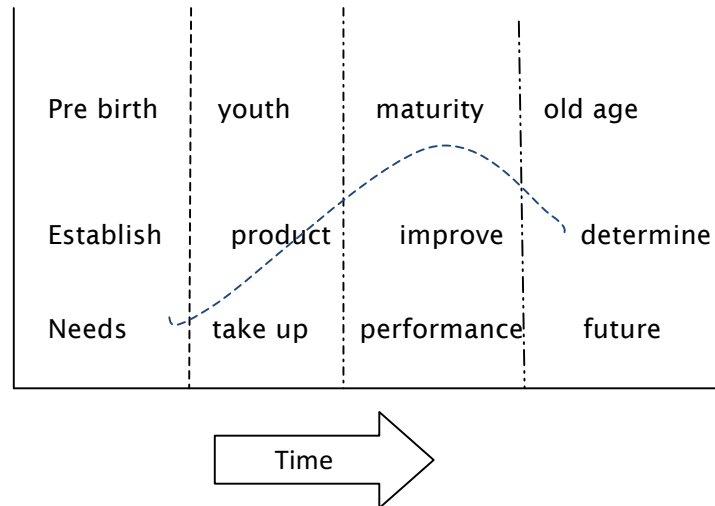
Wiechman and Gurland (2009) argued that extrinsic reward decreases the intrinsic motivation, though this affect depends on the individual's behaviour and personality. Sanger and Wascher (2011) claimed in their research that different expectations of extrinsic motivation in a competitive situation can lead to a situation where human cognitive controlling behaviour is very useful in obtaining relevant information. In their research, they found that respondents who are extrinsically motivated by monetary rewards make fewer errors than respondents who are intrinsically motivated. Li *et al.,* (2015), argued about the term, "Undermine Effect," where the subsequent situation decreases the intrinsic motivation because of external incentives. Furthermore, current literature does not ensure the eradication of the possibility of gathering dishonest and careless answers from respondents such as in online surveys and interviews. However, there is a gap in current literature about how market research activity can be made more enjoyable and will replicate extrinsic motivation in the same way that monetary rewards does.

2.3 Understanding market research activity for new product development.

To survive in highly competitive markets firms need to add more value for their customers than their competitors do. This can be possible through the firm's strategic execution of new product development (Sompong *et al.*, 2014). New product development (NPD) is defined as a collective of features of products or services that provide selective benefits to customers in comparison to existing products (Amue and Adiele, 2012). NPD is an uncertain activity because statistics indicate that a high proportion of NPD fails to achieve the satisfaction of its target market (Grunert and Trijp, 2014). They further argued that it is a necessary practice for the competitiveness and growth of the firms. Tang (2013) provided one of the few studies that articulated the importance of NPD from a consumer perspective. This was done by creating an open innovation platform that gave the opportunity to consumers to provide an inflow and outflow of knowledge that contributed towards the strategic issues of NPD.

Market research activity does not only bring new products into the market as argued by (Holtzman, 2011). It is also a positive for visionary strategic research. For example, it not only achieves operational excellence by lowering costs, but it also improves lead and process times, as well as the quality of the product in the age of globalisation, when most firms are trying to make footprints in international markets. Schmid *et al.,* (2016) affirmed that market research activity can assist in improving the overall standardization of the value chain and the adaptation of new elements. They also found that firms can collect new and unknown data and input from consumers about the product through market research activity.

Figure 2: highlights the activity of market research over a lifetime.

Pre birth	youth	maturity	old age
Establish	product	improve	determine
Needs	take up	performance	future

Time →

Source: Adapted from Meade (2003)

This is not a product life cycle; it is a conceptualised figure of market research activity that firms perform over a period of time. The figure shows that the demand for market research increases during the youth stage of the product's life, and starts to decline as the product matures. This emphasizes the necessity and application of market research during the different stages of a product's development life cycle (Meade, 2003). Market research is a continuous process, essential throughout all the stages of product development (Sarder *et al.,* 2006). Assessment is required at all stages because it examines the acceptability of an existing product and explores the unmet needs to achieve competitive advantages, and to become a pioneer in the industry (Hinterhuber, 2013). Furthermore, he argued that, during market research, firms can utilize the opportunity of new product concept screening, and receive feedback from their target audience. This application of market research does not only identify unmet needs, it also determines the optimal price point, where firms can achieve the highest return on their investment (Schon, 2010). The most important phase of market research activity is the last stage where firms can determine the future potential of a product; either its requirement for incremental development or it can be pushed into level of export on the new market and maximize the profit (Pitta and Pitta, 2012). It has always been a challenge for firms to get direct answers about definite new products from market research. This is because, in most cases, research only provides a backdrop of met and unmet consumer needs (Christensen, 2003). It is the responsibility of firms and marketers to delve into this insight and to decide the potential of a new product. The observation can be drawn here that the willingness of consumers to participate and become more engaged in market research can reduce the incidence of product failure and lower the cost.

2.4 Critical assessment of consumer's participation in different types of market research.

In order to examine consumer motives to participate in market research it is, first of all, necessary to assess what types of market research consumers are willing to participate in and why. Firms are working continuously to experiment with new platforms and methods to collect data for new product development. It is, therefore, important to ascertain the most effective and acceptable methods of market research activity for firms (Valos *et al.*, 2007). It has been found that new product failures are frequently due to lack of market research. Conversely, success is anticipated based on positive relevant market research. Therefore, the participation of consumers is considered to be a prime objective for firms and marketers if they wish to achieve their goals (Troy *et al.*, 2001).

In general, market research consists of two types of research: exploratory and conclusive research (Bjerrisgaard and Kjeldgaard, 2013). Conclusive research is very structured and formal. This type of research examines the relationship between two variables and tests a hypothesis (Baltag, 2014). Its sample size is normally large because of its quantitative nature (Trusty *et al.,* 2004). On the other hand, exploratory research formulates the problem more precisely in order to gain insight into the subject and to clarify the concept. Finally, it develops specific hypotheses but does not necessarily test them (Mansourian, 2008). It does not attempt to acquire a representative sample but, rather, seeks to interview those who are knowledgeable in order to gain insight into the subject and to create a new benchmark for stakeholders. In contrast, conclusive research is more rigid than exploratory research, which determines the proportion of a population that uses a product and predicts the future of a product (Hozo *et al.*, 2008). Now, it is crucial to consider the different phases of market research planning and how these will progress over a period of time. Consequently, a conceptualised diagram has been drawn to demonstrate the strategic phases of market research.

Figure 3: Highlights the different phases of market research planning

Phase 1: Establish the parameters of research

Phase 2: Design the types of research

Phase 3: Execute the research towards the participants

Phase 4: Analyse and communicate the result

Determine the problem and asses the data required

Transform the result into information
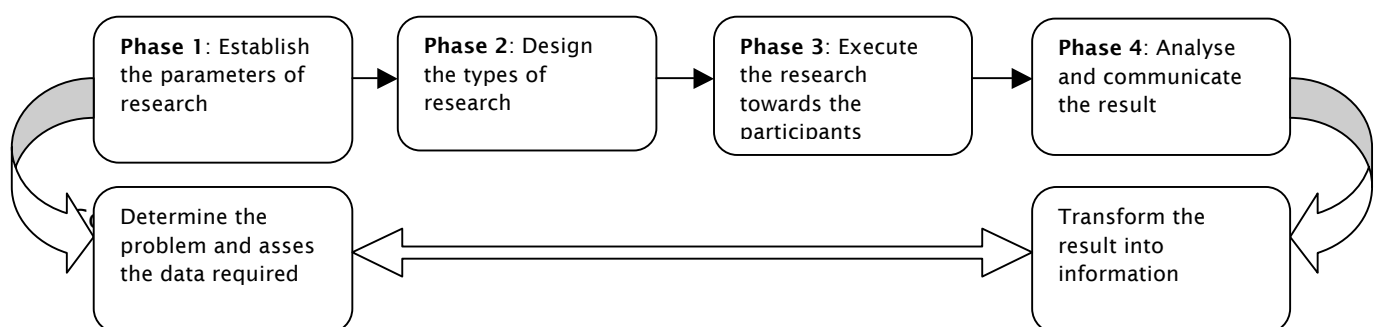
Source: (Baliga & Vohra, 2003)

The above diagram demonstrates the typical phases of market research planning needed to reach target participants. In phase 1, firms decide what kind of data is required for decision-making or resolution of a problem (Ofek *et al.,* 2008, Ottum and Moore, 1997). The purpose of phase 2 is to enable the marketers to address the problem both logically and effectively (Baliga & Vohra, 2003). Design is a very important phase because it relates directly to target participants, their background of knowledge of the research subject, their personal profiles as well as their understanding and willingness to participate in the market research (Fenske, 2015). The same precautions need to be taken forward to the phase 3 executions because the engagement of participants in the market research helps marketers to receive accurate and relevant information. There is a gap in the literature about the lack of strategy to increase the engagement of consumers in market research, specifically in the design phase, and how firms can motivate consumers on a large scale at a low cost to participate in market research activities.

2.5 Classification of consumer motives in market research

The classification of motives is always associated with classic motivational theories, such as Maslow's hierarchy of needs, Herzberg's two factors theories, Theory X and Theory Y, etc. (Kristjánsson 2013). A classification of motives is necessary to differentiate between individual motives and to develop relevant themes which can motivate consumer participation in market research. Consumer participation in market research must have motives because there needs to be a motive behind any human action (Lee and Chyi, 2014). These motives can be primary or secondary. Primary motives are considered as biological and secondary motives as psychosocial (Hoffman 2015; Bineto 2015; De Brabander and Martens, 2014). Another important classification that can be drawn among consumer motives is the difference between emotional and rational motives (Behboudi *et al.*, 2014). This classification is, to a large extent, associated with product development. The identification of emotional and rational motives in new product development is useful information for firms in their quest to achieve success in the market.

2.5.1 Emotional motives of consumer

Discussing the emotional motives of consumers in the existing literature will help to define this research objective, and will identify a gap in answering one of the core questions of this study. This is about which emotional motives drive consumers to participate in market research. Emotion is considered as a most exciting state of human personal feeling, and an expression towards any tangible or intangible object (Datu and King, 2016). Human emotional actions are spontaneous, quick and jerky, and potentially devoid in logic. These actions are often based on psychological drive, individual passion and objective (Rusk *et al.,* 2011). Emotional decisions, in general, are not based on a previous detailed plan. In most

cases they occur naturally and on the spur of moment. Therefore, Ren and Quan (2012) emphasized that some key emotional motives are considered as personal feelings such as enjoyment, pride and praise, affection and comfort, etc.

2.5.2 Personal feeling as a motive

The psychological and social aspects of some motives are very personal and differ from individual behavior. These are to be considered as personal motives (Ormiston, 2007). Individual habits are a common force in driving human beings to make repeated actions regularly. For example, exercise and swimming, etc. These are the activities that drive individuals to indulge in these actions automatically (Lee-Wen and Liu, 2016). Goals of life are another personal motive. These goals can be related to public or social services, education and occupation. These goals are influenced by variables such as personal knowledge, information, social background or the facilities available. Once an individual has set a goal they automatically strive to fulfill that goal (Shaajanaho *et al.,* 2015). In addition, personal attitude and interest affect people's motivation. This can be positive or negative. For example, if someone is interested in music they will be motivated to learn it. Therefore, individual interest and affections are the key elements that determine the motives of people's actions (Eisenstadt and Leippe, 2005).

2.5.3 Rational motives of the consumer

Rational motives are also considered as psychological features which lead, with logical purpose to a desired action (Malhotra, 2010). Logical reasoning plays a predominant role in the actions of consumer behavior and their decision-making process (Castelfranchi *et al.*, 2006). The rational motives of consumers hold an immense level of priority for firms. This is because these motives are focussed on in the development and evaluation of novel products, especially in the early stages of their life cycle (Badizadeh & Khanmohammadi, 2011). Research suggests that human analytical and creative thinking influences major personality differences between people. This rational structure of consumer decision-making and their subsequent actions enhances the performance of many subsequent parallel situations. It also facilitates the sharing of knowledge and information (Widén-Wulff & Suomi, 2007; Hoffman; 2015). This information adds superior value to new product development. However, this rational approach to consumer motives creates explicit factors of consumer mainstream leverage on products or services they have considered over substitutes. Therefore, Lu (2016) insisted that common rational motives are a feature of product advantage. These rational rewards (psychological or monetary) could be related to curiosity, suitability or personal convenience.

2.6 A conceptualised model of consumer motivation

The above classification of motives supports this study to generate a conceptualised model of consumer behaviour. The purpose of this is to understand the relationship between different motives of consumer behaviour. In the beginning, this chapter illustrated the argument about the differences between consumer intrinsic and extrinsic motives, and their effect on consumer cognitive and psychological behaviour. Therefore, the conceptualised model is developed based on this information and argument.

Figure 4: **A conceptualised model of consumer motivation**
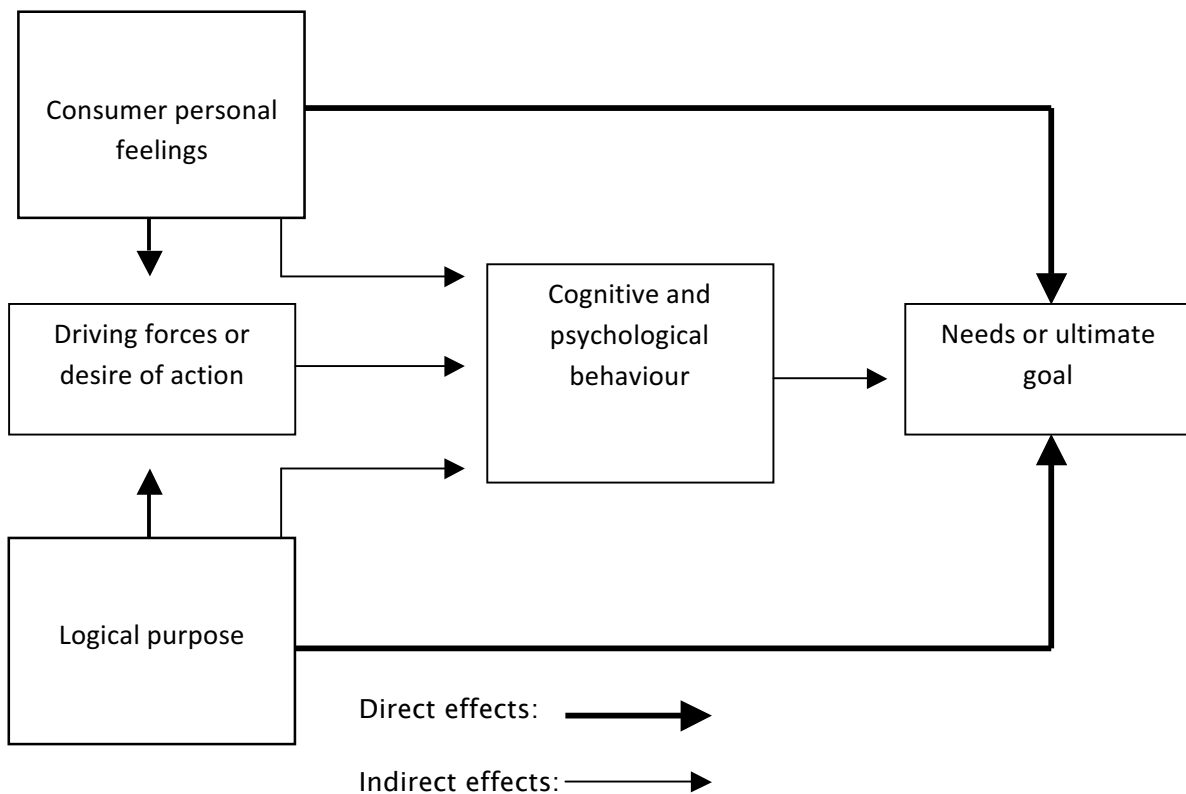
Source: Adapted from Moschis & Churchill (1978)

According to Pincus (2004), motivational theories emerged because of human biological instinct and cognitive behaviour. Furthermore, he argued that the integration of insightful and actionable research techniques and key elements of motivation theories are able to meet the unmet needs of consumer behaviour. Trabold (2013) argued that people's desire for action or driving forces work better when they are influenced by social issues. This could be for working together with group of people, or for personal social interest. The combination of emotional and rational motives drives people to take action to meet their unmet needs (De Mello, 2005). Therefore, a gap has been identified in the literature. This gap or void pertains to the question of how to motivate people to work together as group in order to fulfill their unmet needs.

2.7 Summary

This chapter began by exploring various types of consumer motivational behavior theories. In particular, it explored why consumer motivation varies and differs, and it identified a gap within the existing literature. It is largely concerned with the consumer motivational factors which drive participation in market research activity for new product development. The key comparison between consumers' intrinsic and extrinsic motivations shows the way and elaborates on how this relates to consumer cognitive and psychological behavior. The importance of market research activities exists over the entire product life cycle. It is important to know at any stage of a product's life cycle why its growth is declining or otherwise. This information can also be useful for new product development. There are many emotional and rational motives that drive consumers to meet unmet needs. The purpose of new product development is to resolve the unmet needs of the consumer. Hence, this conceptualized model of consumer behavior highlights the relationship between emotional and rational motives, and the importance of factors which drive consumers to take particular actions.

Chapter 3: Research Methodology

3.1 Research Overview

The nature of this exploratory study of consumer motivation for participation in market research aims to provide the final and conclusive answer to the research questions. It is beneficial to develop an understanding of the problem, to gain an insight into the research topic in depth, and to provide the results as well as alternative solutions to the problem (Thia *et al.*, 2005). Therefore, this chapter is designed to explain the methodologies of this research. These are as follows: research questions and objectives; research philosophy; research design, sampling and data collection techniques; data analysis and interpretations; in-depth interviews; validity and reliability and; finally, an outline of the research limitations.

3.2 Research rationale

Consumer motivation is a shining research topic in the academic field (Fullerton, 2013; Sobh & Brett, 2011). At the same time, many scholars affirm that consumer behavior is a complex subject, by its nature because of the constant changes in social, psychological, individual and the many other aspects of human behavior (De-Mirdjian & Mokatsian, 2014; McLaren, 2012). However, this study focuses specifically on the exploration of consumer motivational factors to participate in market research activities for new product development. It attempts to add value for firms and to enable them to design more effective market research and strategies for their consumers. This will improve the overall quality of market research and increase the engagement of respondents. This study is necessary in current times because of the very competitive market environment in which marketers require large numbers of participants in order to glean accurate information.

3.3 Research questions and objectives

The research questions and objectives must be clear and well defined in order to provide better quality and more effective results. As a result, research objectives should be realistic, achievable and measurable (Morton, 2011). This will allow the problem of the research topic to be explored effectively. On the other hand, research questions identify the result of the problem and provide the significance of the study (Bartunek, 2014). A well articulated research question can set boundaries. It can provide the area of investigation needed to solve the research problem (Voss, 2003). More than one research question helps to cover the extensive area of the research subject, and helps to break down the research area into several narrow research questions. Finally, it helps to uncover new opportunities and possibly identifies further scope for research (Ewing & Pankauskas, 2013). Therefore, the research questions and objectives are as follows:

Research questions

1. What are the key motivational factors that drive consumers to participate in market research?
2. How can consumer motivation for participation in market research for actualizing new product development be stimulated?
3. How can firms improve the quality of market research to raise respondent engagement in market research?

Research objectives

➢ To investigate the nature of consumer motives that drives respondents to participate in market research.

➢ To explore and identify the factors of consumer motivation, specifically the content of what motivates them and the process of how to motivate them to participate in market research.

➢ To determine the role of new product development in consumer motivation.

➢ To develop a theoretical account of consumer motivation and identify the gap within the existing literature.

3.4 Research philosophy

The research philosophy is a set of principles for the data collection process and analysis (Mkansi & Acheampong, 2012; Singh 2015). The degree of uncertainty and the nature of the surrounding problem of the research topic implies that this study adopts the "interpretive" research philosophy. Interpretive research philosophy, in general, focuses on the meaning of access reality (socially constructed) through the shared meaning of social phenomena. It attempts to configure analytical problems through the practice of socially observable outcomes (Basden, 2011).

The development of interpretive philosophy happened over the years because of the appraisal of social science (Szmigin & Foxall, 2000). Interpretive research is considered a distinctive approach because of the research concept formation, design and data analysis (Stahl, 2014; Reed, 2015). The methodology of grounded interpretive research philosophy has recently been developed and cleared in the area of empirical research design and research practice in order to assist the researchers and scholars to communicate their findings and results more effectively (Elharidy *et al.,*2008).

3.5 Research strategy

In general, there are two types of major research strategies adopted by scholars. One is qualitative and the other is quantitative (Arcidiacono *et al.,*2009; Parylo, O. 2012). This study uses a qualitative research strategy because it matches the data collection purpose. This is to explore consumer motivation and to gain insight into the problems and issues, and to discover new imminent knowledge of consumer behaviour (karami *et al.,* 2015).

Quantitative strategy seeks objectively measurable variables in the developed hypothesis (Trusty *et al.,* 2004). In contrast, qualitative research always tries to understand the subject more deeply, and scrutinizes the reasons from every possible aspect and builds a resultant narrative (Siddiqui & Fitzgerald, 2014; Singh, 2015). In hindsight, quantitative research is more scientific and examines the two variables to produce statistical interpretations. Qualitative research is very subjective and natural in its method of examining the behavior of respondents (Gerdes *et al.,* 2008; De Souza *et al.,* 2005). As a result, it is considered a subjective natural research. However, the researcher needs to be very careful not to develop bias as a result of the sharing of opinions. It is a very useful strategy because it seeks to uncover not only what the respondent thinks, but also to answer why he or she thinks in that particular way.

3.6 Research design

It is very important to have a clear concept of the role and purpose of the research design. It is essential to know the design of the whole research process right from generating the question through to data analysis, interpretation and final reporting of the result (Heaton, 2006). This research needs a complete structure prior to the data collection and analysis. Hence, it can guide the whole project in a systematic way. This is not about a work plan. Research design is different to an everyday work plan (Bentahar & Cameron, 2015). A work plan provides guidance on what needs to be done. Research design, on the other hand, assists in answering the research questions as clearly and unambiguously as possible. However, research design is sometimes wrongly considered to be a method of data collection. This is incorrect, because it actually provides a logical structure for carrying out the research project successfully (Lundberg, 2003).

This research systematic exploratory approach generates new knowledge and validates the existing understanding (Given, 2008). The area of this research phenomenon is consumer motivation, market research, consumer engagement and market research quality. This exploratory research is different to a descriptive approach in the context of flexibility and it is less structured (Salkind, 2010). The drawback of exploratory research is that the result may not be directly applicable to market practice (Mansourian, 2008). So, the question arises: why this approach? It will provide enough information for marketers to focus on and

enable them to develop more structured descriptive research methods for their target group (Beall, 2002; Ankers & Brennan, 2002).

3.7 Method of data collection

Data is about collecting important information through various activities over a specific period of time. This is very essential for primary research. This study aims to conduct primary research because, in order to gain new insight into the subject, an exploratory approach is necessary where human participants are concerned (Nicholson & Bennett, 2009; Chapuis, 2015). This primary data is composed of a series of in-depth, semi-structured interview questions. This technique is chosen over other data collection methods because the purpose is the collection of compatible in-depth verbal information from respondents (Qu & Dumay, 2011).

Even though the interviewer designed predominantly semi-structured questions, participants were given the opportunity to pursue other views and opinions when they felt these were important and relevant to the study. This method provides an access route to the problem. It also delivers new insights into what respondents think and unravels the answer to why they think in a particular way. This in-depth interview method is useful for exploring their complex behaviour, their emotions and various individual experiences (Frels & Onwuegbuzie, 2013; McAuliffe & Lovell, 2006). Consumer motivation is complex in nature and is perfectly suited to these data collection methods.

3.8 In-depth interview

The in-depth interview is very rich in terms of data collection to assist in understanding complex human behaviour, perceptions and attitudes (Lucas, 2014). It is always associated with qualitative research methods and is very useful in unfolding critical issues in clarity. In this research 16 in-depth interviews have been conducted. The number of respondents was limited to 16 because the study reached into the theoretical saturation point, where similar data may not add value to the result of this study (Rowlands, *et al.,*2015).

The face-to-face interview method, being a direct communication process, helped in the understanding of respondents' facial emotions, attitudes and preference. (Da Silva *et al.*, 2014). Furthermore, it increases the quality of data and the response rate (Islam & Tanasiuk, 2013). The questions were semi-structured which helped the respondents to answer the research questions wisely. This process allows them to complete their answers in an appropriate time without any interruptions, and to express their views freely. The guided, semi-structured questions were designed according to the developed themes and synthesized with literature review. The interviewer always tried to elicit appropriate answers to the research questions.

3.9 Sampling technique

A sample is a group of people that participate in data collection methods (Sachdeva, 2009). These people are also referred to as respondents. They are selected from the target population and they participate in the research (Peters, 2005). The target population is a group or sub group of the population which the researcher targets for the data collection process. This target population depends on the research subject and their background information such as education, gender, ethnicity, occupation etc. It is very important to make sure that people belonging to the target group share interests which are similar to the research topic. The geographic area was limited to the greater London area because of the flexibility of distance. Respondents living far away might not have been able to reach the interviews on time. A self-selecting (volunteering) sampling technique was used for this study because it provided a quick and easy access to the respondents (Dhawan, 2010).

People from different backgrounds participated voluntarily in this study. Moreover, their different cultural backgrounds and behaviours were helpful for this study. This mix and match assortment of cultural backgrounds had a significant effect on the data analysis and interpretations. The most challenging task was the selection of the right respondents for this study. It made a direct impact on the research objectives and questions. Therefore, the interviewer analyzed the academic and cultural backgrounds of the respondents before formally invite them to participate. However, the saturation point determined that this study had sufficient data for the analysis and there was no possibility of new information.

3.10 Data analysis and interpretations

The purpose of this data analysis and its interpretation is to acquire usable information from the respondents. This is the most complex phase of a qualitative research project where the aim is to present all the interpretations in a thoughtful manner that can be used for future reference. The qualitative data analysis can be categorized into four different sections: understanding the distinctiveness of different languages; discovering the rigid regularities; comprehending the meaning of the text; action and reflections (Green *et al.,* 2000; Singh & Shelton, 2011). This study used basic steps for content and analysis of the data.

Firstly, the data was categorized into five different themes and mixes of subcategories. Secondly, the transcribed data was carefully read and the relevant information was underlined for the analysis. Afterwards, all the underlined information was categorized into major themes and sub-categorized in minor themes. According to Sullivan (2011), the comparison and contrast between the major and minor data gave a descriptive account of this study. Thirdly, different codes were used for all identified themes. This process is called the open coding data analysis (Bazeley and Jackson, 2013; Yearworth and White, 2013). Finally, this process was followed through the transcript again and again to reduce

overlapping data and to delete similar data under the same theme. Some deviations happened during the interview; respondents deviated from the point occasionally. This data is referred to as dross data. This data was not coded for analysis. There is a computer programme that can be used to analyse large qualitative data. However, this study chose not to use this because the subjective typed interpretations proved to be more reliable and satisfactory for the purpose of this research.

3.11 Trustworthiness and validity

The trustworthiness and validity of data analysis is considered to be the most important aspect of data analysis because scholars and professionals need to approve the validity of this study for use in future reference (Sinkovics, *et al.,* 2008). It is very important to know what the validity is. This is not about the validation of a sample, the measurement or the design of research components. This is technically incorrect because the measurement of samples and designs cannot be used to validate data. The propositions, inferences and conclusions can have validity (Riege, 2003). In this way this study avoids being biased in order to ensure trustworthiness and validity. This is ensured by avoiding the use of researcher personal opinions and previous life experiences during the data analysis (Worley *et al.,* 2008).

There are two ways of validating data. One method is to use participants' validations where the interviewer returns to the people who were interviewed and asks them to validate the data analysis (Bergaus *et al.*, 2012). This process is lengthy and time-consuming because the respondents have to go through the whole analysis and confirm their earlier consolidation. This might not happen in all cases as respondents might share different views due to changes in situations (Howison *et al.,*2011; Otieno-Odawa & Kaseje 2014). This situation might occur because data analysis does not take place immediately after the interviews. The other validation process is called peer review where more than one experienced researcher reviews the transcript to generate different themes from the data (Riege, 2003). They explore the data independently to generate the themes. This process could become questionable because reviewers might interpret the data differently. This process gives more insight into the research and theory development (Benda & Engels, 2011; Bazeley, and Jackson, 2013). The reliability is also referred to as dependability and consistency. This means that, if the same data were measured again and again, they would generate the same kind of results (Krishnan *et al.,* 2005). However, the data was recorded digitally in order to lend authentic reliability to this study. Moreover, the audio recording, field notes, coded data and open-ended questions allowed the reliability of this study to be checked. The transcribed data was properly documented, while some of the crucial pause and overlap data could not transcribed. However, the reliability can be improved by comparing similar data from different researchers.

3.12 Limitations

This study was properly planned and designed to avoid obstacles. However, some unavoidable situations occurred during the research. No use of visual aids for explanation was made during the interview questions. Nor were any non-verbal communication methods used to interpret the body language of respondents. The process of transcribing the audio recording was time-consuming. It took a lot of effort to properly document and code the data. Voice eco and interference during the interview caused delays and overlapping of some of the data. This data could have been considered for recommendations and justifications. Furthermore, the very friendly and casual environment raised the question of whether the respondents understood the questions accurately before answering them. This realization came because some respondents digressed in answering the questions and needed to be asked several times to repeat their answers. However, these minor limitations did not affect the reach of insight of the research questions and analysis of the data.

3.13 Summary

The nature of the research objectives and the questions directed this study to adopt an interpretive research paradigm. The qualitative research strategy assisted the development of the narrative results to gain a real insight into the problem. The exploratory nature of the study helped it to obtain new knowledge and to validate the existing understanding of consumer motivation. The primary data of this study lent a new designation to data analysis. Human participants were necessary to acquire fresh data for the research questions. The in-depth interviews were continued until theoretical saturation was reached. This showed that the number of participants for data collection reached the required limit. The self selecting (volunteering) sampling technique eased the process of data collection. The data was very carefully coded and transcribed. However, unbiased data analyses helped to improve the reliability and validity of this study.

Chapter 4: Data analysis and interpretations

4.1 Introduction

This chapter aims to analyse the data of respondents and to interpret this data accurately and meaningfully in order to answer and discuss the research questions sufficiently. It was a rigorous process to obtain all the coded data and to analyse it for interpretation. This was a process of analysis, inspection, transformation and interpretation. It was essential for the purposes of decision making, recommendations and to draw the conclusion. This data analysis and the interpretations have been categorised into five major analytical themes and a few sub-themes. These major themes are as follow: the "personal feelings" of the consumer as a motive; "logical or rational" benefits as a motive to participate in market research; "monetary and psychological rewards"; "quality improvement"; and, finally, "increasing participant engagement" in market research activities.

4.2 Interpretations of findings

The questions were designed to explore and investigate the various motivational factors that influence and motivate participants to engage in market research activities for new product development. The in-depth interview research approach identified the major motivational factors for respondents to participate in market research for actualizing new product development. Meticulous coding data analysis is a very useful process and helped this study to identify the first important theme as "personal feelings." Furthermore, this study identified some sub-themes to "personal feelings" which are considered as emotional motives for participation in market research. The following identified themes and sub-themes are analysed and interpreted below.

4.3 Personal feelings of consumer as a motive

A personal feeling is a subjective emotion or mood that can influence the decision-making process. People seek positive feelings because these are emotionally rewarding to them. Furthermore, the practical psychological experiences of people fulfill certain desires and diminish negative perpetual actions **(See chapter 2: 2.2 consumer motivational behavior).** Therefore, their personal interest, previous using experience, product design, pricing, experiments (trying new things), and personal relationships with research teams are identified as the key motivational factors for participation in market research. In order to support these findings analyses of some of the participants' responses is shown below:

"Major factors which motivate me personally to participate in new product development is engagement with research team, giving opinions to get the desired products." Name: Amna Age 27, Gender: Female, Ethnic: Asian.

"I like to participate in new product development because I like trying new things and if the product research is done right then the product will become a great product." Nerrie: Age: 34, Gender: Female, Ethnic: African

"Self-determination and personal fulfilment are the key factors that motivate me to take part in market research for new product development." Name: Uzzal, Age: 32, Gender: Male, Ethnic: Asian

Further interpretations can be made from the above responses. The main features of the product and the opportunity for innovation can influence participants psychologically to participate in market research. An important argument can be drawn here about the main challenges that firms encounter. This is lack of product familiarity and previous user experience among the consumers. If the consumer does not have previous using experience they might not be interested in participating in the market research despite the fact that it may be for a new product development.

4.3.1 Sustainability issues as a motive

The firms can identify new opportunities for business by solving people's anxieties. These could be related to their surrounding environment or to personal issues. Consumers anticipate that new products need to be sustainable for the environment. This concern can be a driving factor for consumers to participate in market research. Moreover, firms bear a big responsibility to design products, services and processes in a sustainable way in order to secure their future growth. Sustainable product design is a major concern in current times. Respondents replied as follows:

"Ethical issues is very important for me; firms can focus on their social responsibility. They can explain what their duties are and what they are doing to make their product more sustainable. This information motivates me to participate in their product development....I can personally get motivated by this." Name: Julian, Age: 25, Gender: Male, Ethnic: Canadian.

"Firms can highlight their contribution towards sustainable product design, because I am very much worried about product sustainability....and the health of the future generations and environment." Name: Uzzal, Age: 32, Gender: Male, Ethnic: Asian.

Eco-friendly design of the product can be beneficial to both firms and consumers. Firms can reduce cost and increase productivity by recycling their products. Consumers can achieve satisfaction by using eco-friendly products. This study also found that respondents are

emotionally influenced by social issues. It is the responsibility of firms to educate and to inform their consumers about the sustainability of their products and how they can contribute towards the health of the environment. Besides this, firms should seek consumer contribution about ways of making their products more sustainable. Firms can highlight the benefits of sustainability and thus influence their consumers to participate in the research of new product development.

4.4 Rational benefits as a motive to participate in market research

The second theme of this study is the "rational benefits" consumers consider when deciding to participate in market research activities **(See chapter 2: 2.5.1/ 2.5.3 emotional and rational motives)**. In comparison to emotional motives which are psychologically very sensitive during the decision making process, rational needs are very straightforward and their objectives are clear. Some people are likely to think rationally and asses evidence before acting. The term "rational motives" is used in this study to explain the logical reasons for and the benefits to respondents when considering whether or not to participate in market research. The meaning of rational benefit here is whether the new features of the product are going to fulfil the consumer needs and expectations. Nowadays consumers are more knowledgeable than in the past. They like to think rationally and to utilise their intangible resources, such as time and energy, very wisely. Therefore, the new product benefits can drive consumers to participate in market research. Some of the respondent's replied as follows:

"Well I would like to think logically that the product should be genuine.....and the uniqueness of the product, and it should have a reasonable pricing set up... and I should get necessary benefit from it" Name: Steve, Age: 28, Gender: Male, Ethnic: African.

"The feature of the product is highly motivational for me to participate. The expected benefits from that product attract me and motivate me to engage in research to get that product approved and to become available in market." Name: Chatura, Age: 32, Gender: Male, Ethnic: English.

 "My valuable 15 minutes time helping someone to bring a new product to the market...and at the same time I am going to receive the benefits of it somehow." Name: Depti, Age: 26, Gender: Female, Ethnic: Asian.

There is a direct relationship between motivation and the rational benefits to the participants in the market research. The major information found in the interviews is that respondents consider the new features and product benefits when deciding to participate in

market research. If the consumers think they will benefit by participating in market research they will do so. They also consider the benefit to the wellness of society.

4.4.1 Knowledge and learning as a motive

Knowledge is the personal acquisition of understanding and beliefs. People refine their knowledge by sharing and learning from others. The impact of knowledge on daily activities has a tremendous effect on human life. People are eager to learn new things because they want to develop their own understanding. The data gleaned from the interviews found that people are interested in learning about a new product, its usability and its new functionality. The most popular example used by respondents relating to technology is the smartphone. People like to learn about new technology and how it will affect their daily lives. By participating in market research people will receive in-hand demonstrations of new products. These will build their existing knowledge. Therefore, the knowledge and learning thus achieved works as a motivational factor for participating in market research. This explains the relationship between learning and knowledge, and consumer motivation. It drives people unconsciously. Respondents replied as follows:

"New features and benefits are always attractive. A firm must gain knowledge about customers to develop a product. Therefore, market research may bring this knowledge forward." Name: Roshan, Age: 27, Gender: Make, Ethnic: Asian.

"These days all products have calories counted on packing that makes it easier for me to count my daily consumption of calories. Therefore, if you develop products with consumers' involvement to the process it would be easier to develop what is right for the customer and the potential threats of a dreadful situation could be easily avoidable. It is extremely important." Name: Uzzal, Age: 32, Gender: Male, Ethnic: Asian.

"I can get a hands-on demonstration of how the new features will work and know in advance how it can help me such as new apps on iPhones!" Name: Amna Age 27, Gender: Female, Ethnic: Asian.

A very crucial insight found from the respondents is that consumers expect honest and detailed product information. This information expands the knowledge of the consumers and, consequently, they feel curious and confident in contributing to market research. Apart from technology, respondents used examples of food items and calorie content information on the product packaging. This information is vital to them in deciding whether or not to

purchase the product. Therefore, it is very important that the design of a new product meets the needs of consumers. This can be considered as a long-term success factor for the product. In this way knowledge and learning work as a motivational factor in all stages of the market research process because the exchange of knowledge keeps the interest of the respondents alive.

4.5 Rewards as an incentive for motivation

Rewards and different incentives are a traditional approach to recruiting interviewees. This approach very much contradicts the findings of this research, because this study aims to explore various consumer motivational factors without relying only on monetary rewards. The argument has been drawn **(see Chapter 2: 2.2.2 extrinsic motivations)** regarding rewards as an incentive. In this argument many researchers contend that participants do not give their honest opinions during market research as they are more interested in receiving financial incentives. That is why this study attempted to explore the real insight into the relationship between motivation by rewards and other incentives for participation in market research. Some of the very important data found from the respondents are as follows:

"Would not say that I don't get motivated by rewards or incentives, I do..... But I would expect the firm to be socially responsible...., which is more important for me than any other financial incentives." Name: Roberta, Age: 24, Gender: Female, Ethnic: English

"First of all I expect firms to value my opinion because I have invested my time and energy. If they don't take account of my opinion, I get disheartened and prefer not to participate in future events" Name: Mahbub, Age: 28, Gender: Male, Ethnic: German.

From the above replies, the interpretation can be drawn that individuals of posses different expectations from firms when they conduct their market research. Some respondents strongly expect that firms will consider their opinions and each word very seriously, and will take appropriate actions such as becoming more socially responsible and make contributions towards the betterment of society and the environment. Moreover, participants believe that it is firm's responsibility to gives full accreditation to participants' opinions.

4.5.1 Monetary rewards

Monetary rewards work as a powerful tools to motivate people and to increase the performance of participants in market research. It is very difficult to measure the outcome of monetary rewards in the success of market research. In the organisational scenario

employees receive rewards for accomplishing given targets or for consistently good performance. During market research respondents receive rewards simply for participating. Now the question is raised of whether the participants were honest in their opinions, or used their full potential of knowledge to answer the questions as accurately and in as much detail as was necessary for the marketers. This argument has been made in Chapter 2. **(See chapter 2: 2.2.2).** If the respondents are not fully engaged in and psychologically involved with the potential product they might be disinterested in the research topic. In this case it might not be worth spending revenue on monetary rewards. Firms expect the honest and full involvement of participants in their research projects. This study intended to solve this problem, to find appropriate solutions and to answer the research question of how firms can increase participants' engagement in their research projects. Respondents expressed their views on receiving monetary rewards for their contribution as follows:

"Yes I am very much interested in monetary rewards...maybe introduce a competition with an awesome prize such as a vacation in abroad to entice the questionnaires to be answered." Name: Stephanie, Age: 23, Gender: Female, Ethnic: English.

"I would expect some monetary rewards in return such as gift vouchers, free trials or some kind of involvement in the firm's activities - or free tickets to participate in product launching events." Name: Caroline, Age: 34, Gender: Female, Ethnic: African

It has been noticed from the data analysis that, when it comes to monetary rewards, there are no limits to expectations of the participants. Rewards, therefore, can work as a very effective primary tool to attract participants to market research. Some firms have limitations on their spending for market research. Consequently the manner in which they utilise their market research budget poses a big challenge to them.

4.5.2 Psychological rewards

Many scholars have considered psychological rewards to be the most important way in which to thank people for their participation in market research. Psychological rewards help to facilitate effective communication and to build strong relationships between participants and marketers. There are various forms of psychological rewards such as appreciation, recognition, inspiration, and feedback etc. These kinds of rewards have direct effects on human behaviour. Chapter 2 has reviewed **(see 2.2.1 intrinsic motivations)** the impact of psychological rewards on individual behaviour.

Some of the respondents replied to the question of what kind of psychological rewards they expected as follows;

"A simple smiley thanks is enough for me, though giving me recognition as a loyal customer like platinum membership etc., treating me well when I visit the shop, give me the honour because of my contribution towards their products." Name: Roberta, Age: 24, Gender: Female, Ethnic: English.

"Marketers must give me a sense of recognition for my participation..., thank you letter from head of department for participating in new production development research, gives me psychological satisfaction." Name: Stephanie, Age: 23, Gender: Female, Ethnic: English.

It is evident from the data that psychological rewards are as important as monetary rewards. Most of the respondents gave more priority to psychological rewards because they consider it prestigious and they feel valued because of their efforts in new product development. Moreover, they expect that this recognition should continue on a long term basis. Respondents replied that even a simple thank you letter would be sufficient to express gratitude for their efforts.

4.6 Improve the quality of market research

The term "quality" as used in this study signifies the improvement of the overall process of market research. This process encompasses the starting point and lasts until post communication and the post feedback procedure. Continuous improvement can be the success factor for marketers because, if the overall quality of market research improves, the respondent satisfaction level will be higher. Examples of factors that can impact a respondent's behaviour are the health and safety facilities of the venue where marketers conduct the research, the use of visual aids, noise level, a comfortable atmosphere and environment, etc. If these factors do not favour the respondents they might not feel interested enough to stay. They could also lose concentration and, ultimately, the result of the research will not be as effective as it should be for the marketers. Some of the responses relating to this are shown below:

"Marketers need to pick the right target group for the specific products...make short, simple and meaningful messages about the product. Marketers need to take time, ensure the right and sufficient people and materials for the open questions and make participants aware of the negative effects they might have." Name: Caroline, Age: 34, Gender: Female, Ethnic: African

"I think the most important element is transparency and involvement with consumers. Sharing the necessary information about the product development should be clear." Name: Chatura, Age: 32, Gender: Male, Ethnic: English.

The responses and suggestions for improving the quality of the market research process brought some very important insights and created new scope for improvement. Providing detailed information to the respondents can improve the whole process because respondents feel more confident. Therefore, participants should have a clear concept and idea of the development. Firms also need to educate them and make them aware of the negative impact careless or dishonest answers could have.

4.7 Increase participant's engagement in market research

The engagement of participants in market research is very crucial to achieving the best results. Marketers very often receive replies from respondents that "It's very boring", "I am very busy", "Why should I bother?" etc. In order to overcome these negative responses marketers need to be creative and to improve their methods of market research. This will increase the respondents' level of engagement in research activities. The engagement of participants can make the whole research process more interesting and enjoyable. Moreover, poor design of research materials (questionnaires) raises the question of the marketer's credibility in producing quality products. During interview sessions, many suggestions to make research activities more interesting and enjoyable are made. Some of the respondents replied as follows:

"Online surveys for market research are quite common but question about respondent's engagements issues in online survey are difficult to say...but in other types of data collection like live interview and arranging a game can be used to improve the quality. Games can be effective for human behaviour and can help us to follow the structured rules. In some cases, the act of participating in a game creates more value for a research audience than observing a game." Name: Amna Age 27, Gender: Female, Ethnic: Asian.

"Attempt to formulate more engaging questions and try other forms of questionnaire, such as group interviews where people are more involved rather than a boring questionnaire that I might even not get to answer!" Steve, Age: 28, Gender: Male, Ethnic: African.

"I like to participate in colourful events....to make it more engaging marketers can tell us the benefits of participation, for example the opportunity for future employment in the marketing or research field." Name: Chatura, Age: 32, Gender: Male, Ethnic: English.

Participants like to participate in colourful events where they can interact with other groups of people and share the same level of interest. They were completely opposed to individual online survey methods because they found these to be boring and less engaging. Organizing a game in a competitive environment was much more engaging and interesting to them. Respondents confirmed that they like to learn new things especially if these are related to the creation of future employment opportunities, such as internship for students.

The group of students, specifically, found this very interesting. Monetary rewards also created interest among participants. They also found competitions with big prizes more engaging. Marketers always find that creating a high level of engagement in respondents is a challenging process. However, respondents provided new insight and explanations in this study. Throughout the interview respondents explained ways of making the research more engaging. Certainly, these can create new milestones for marketers.

4.8 Summary

The clear interpretation of data helped this study to reach into the insight of the respondents' knowledge and to understand their thoughts, experiences and opinions. The data analysis found five essential themes and a mixture of sub-themes. The importance of the respondents' personal feelings (emotions) and the seeking of rational benefits to participate in market research are two major findings. It discovered that the importance of product design, previous product using experience, and surrounding sustainable issues have a direct impact on emotional and rational motives. These factors can impact on consumers' decisions to participate in market research activities. Moreover, the pros and cons of monetary and psychological rewards explained which kinds of strategy marketers should apply to motivate respondents to participate. It is evident from the findings that both types of rewards have tremendous potential to motivate people to participate in market research. Finally, the quality improvement technique and ways to increase the participants' engagement in market research activities create new opportunities for marketers to develop new strategies and to reach their ultimate goals.

Chapter 5: Discussions of the findings

5.1 Introduction

The aim of this chapter is to discuss the value and the findings of this study. This chapter is, therefore, designed to compare and contrast these findings (chapter 4) with the help of diagrams and tables. Moreover, this chapter attempts to identify the similarities and differences these findings have in relation to the findings of other scholars, and to explain why these similarities and differences exist. Hence, this discussion is about the key findings relating to motivational factors which drive people to participate in market research for new product development. These factors are people's emotional and rational motives, monetary and psychological rewards, improvement in research quality, and the increase in participants' engagement in market research.
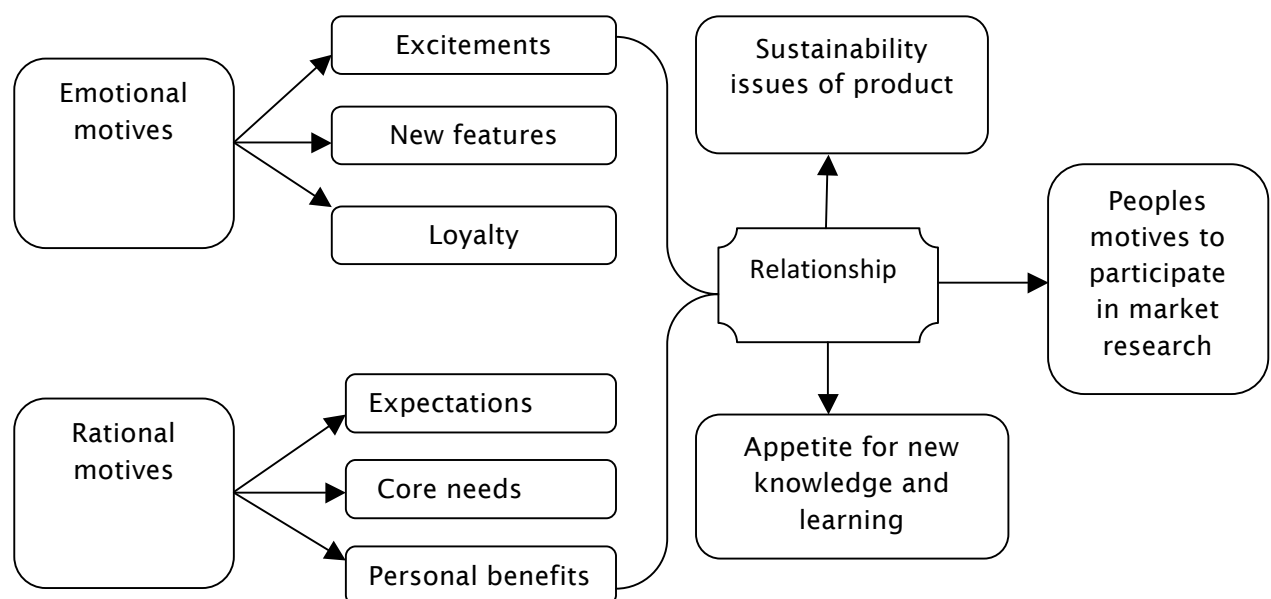
5.2 Emotional and rational motives

According to Koenig-Lewis *et al.* (2014), there are many differences between personal feelings (emotional) and the rational motives of peoples in the decision making process. Similarly, the findings of this study also revealed the different effects of emotional and rational motives that people have to participate in market research. However, what is

remarkable in this data is that it found that respondents gave priority to both types of motives. Christie *et al.* (2015) affirmed that emotional motives are associated with people's personal feelings and trust. The findings of this study indicate that the driving factors of emotional motives are personal attachment to products, past using experience, product loyalty, the excitement of new features, and hands-on opportunities to use the product.

Furthermore, the participants were concerned about sustainability issues and the impact a new product would make in this regard. Findings suggest that collaborative work between marketers and consumers could assist in the development of new innovative and sustainable products. Participants' personal ethics relating to the environment drives them to participate in market research for new product development. The findings of this study are similar to those (Gajdzik, 2013; Kara *et al.,* 2014; Yang, 2005; Metta & Badurdeen, 2011) who found that new innovative products can lead to the sustainable development of manufacturing enterprise. Therefore, the sustainability issues of new product development can create awareness and motivate people to participate in market research. Generating a conceptualised model helps us to understand the findings relating to emotional and rational motives and their impact on consumer behaviour.

Figure 5: A conceptualised model: relationship between emotional and rational motives to participate in market research.

This conceptualised model explains the key components of emotional and rational motives and their direct link to the behavior of respondents and their participation in market research. In contrast to emotional motives, rational motives are about making meaningful and informed decisions which will benefit, directly or indirectly, individual people in society (Castelfranchi, 2006). Participants need a good return, in terms of new features and functionality of the product, for their time spent on participating in market research. The findings of this study have identified "Knowledge and Learning" as another key component of rational motives. The hunger to gain new knowledge and learning stimulates people to participate in market research (Ming-Ten Tsai & Kuo-Wei, 2006; Wood & Lynch-John, 2002). People learn by using new product features, listening to information about the product, and by sharing knowledge with other groups of participants during the research activities. For example: focus groups and group interviews create the opportunity to learn from other participants by listening to their points of view and their justifications. Ultimately, the findings of this study suggest that emotional and rational motives have strong effects on respondents' willingness to participate in market research activities.

5.3 The relationship between monetary and psychological rewards

The interpretation of data (chapter 4) indicates that the question about the importance of psychological rewards appears because marketers were not satisfied or sure about the credibility and validity of participants' answers. They felt that the exchange of monetary rewards could influence this **(see 2.2.2 extrinsic motivations).** Chapter 2 has argued that extrinsic motivations can help respondents to make fewer errors. It did not, however, clarify the impact that extrinsic motivations might have on the incidence of dishonest and careless answers. This refers specifically to online surveys and the completion of questionnaires by ticking forms. This study has found that the credibility of data is much more satisfactory when it is obtained from open discussion groups than from other data collection methods, such as online surveys.

Psychological rewards play a crucial role here, along with monetary rewards, by building the enthusiasm and involvement of participants (Vey, 2003). If the participants are curious about the research topic they will become more involved emotionally and the chances are that their answers will be more accurate and meaningful to the marketers. Moreover, they

feel more loyal and proud because of their special involvement with the research project. It is thus beneficial for marketers to maintain good relationships with participants over an extended period of time. There is a dissimilarity to the findings of other scholars, Sharma & Verma (2014), who suggest that monetary rewards are very effective in increasing loyalty. This research study found, a combination of both is required and, in some cases, simple gestures of gratitude (thank you letters) are sufficient. Simply put, rewarding participants financially only cannot guarantee a better outcome to market research.

5.4 The research quality improvement and participant's involvement

Marketers always strive to provide better facilities and to improve surrounding environments. This is a common tendency of theirs. Nevertheless, this effort is not sufficient to improve the overall quality of research. The key data has found that the sharing of detailed information leads to an overall improvement in research quality. This is because it makes respondents feel like confidants rather than allowing them to remain puzzled and confused during the data collection process. Donnelly *et al.,* (2000) argued that research agencies fall short of meeting the expectations of customers despite the fact that they pay attention to thoughtful research design and explanations. Therefore, the contradiction of the findings of this study with those of other scholars is that good research design is not always effective. The reason for this is that it might not be understood by all participants, unless the marketers explain this in detail to the participants. A conceptualised model can help this discussion explain how overall and in-depth quality improvement of market research increases respondents' engagement.

Figure 6: A conceptualised diagram: Effects of quality improvement and participants engagement.
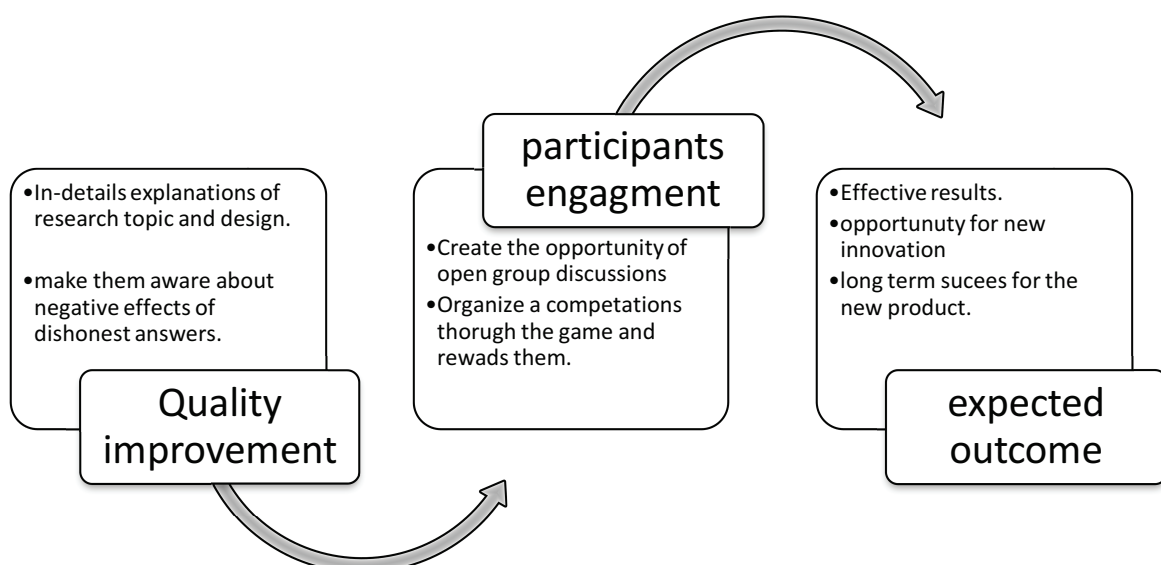
This conceptualised diagram shows how the right combination of research quality and participant engagement can achieve the expected outcomes. Quality improvements here refer not only to the improvement of common facilities. It refers to the broader picture of the research process, and makes respondents aware of the negative impact that dishonest and careless answers can have on society and the environment. Pierce and Balasubramanian (2015) stated that the impact of psychological dishonesty in society is very harmful. For example, wastage of products is not only a financial loss for firms but the use of non-degradable product materials is also harmful to the environment. Moreover, by promoting the engagement of participants, firms can expect honest and effective answers. These answers can assist firms to develop new and innovative products. Similarities with Christensen (2003) and Helm & Conrad (2015) were found that customers have a tendency to accept a high degree of innovation in a product. This is especially possible when customers receive in-depth information about the product and research project. The above discussion indicate, how in-depth quality improvement methods can increase the level of participants' engagement and assist marketers to achieve high standards and to create new benchmarks.

5.5 Summary

This synthesized discussion of the findings provides a clear concept of the developed themes. However, the conceptualised models and diagrams, and discussions of their relationships with key components demonstrate the link to emotional and rational motives, and their effect on consumer to participate in market research. Specifically, participants' concern for sustainability of a new product can meet personal needs. New innovative features of a product are a crucial component of consumer motives. Discussions on quality improvement and participants' engagement can guide marketers to achieve their objectives and the best results of their market research.

Chapter 6: Conclusion and recommendations

6.1 Introduction

This chapter aims to present the answers to three research questions. It also attempts to discuss the accomplishment of the research objectives and any limitations of the study. There are some implications for current and future practitioners and researchers. Recommendations and scope for further research are, therefore, discussed at the end of this chapter.

6.2 Conclusion

The significance of this research project pertains to methods of obtaining new knowledge of consumers' motivational factors to participate in market research for new product development. Throughout this study, the examination of existing literature has assisted in the development of research themes and the design of interview questions for the purpose of primary data collection. The primary data enabled this study to delve into the insight of respondents' motivational behaviour. The research objectives guided this study to formulate coherent and conclusive explanations and justifications. The findings of the study have also resulted in some conceptualised models and diagrams. These bear similarities to the research findings of other scholars and their existing theoretical assumptions. In contrast, few findings have challenged the existing literature and thought of other scholars. However, the three research questions and the findings of this study are briefly discussed below.

Question 1: What are the key motivational factors that drive consumers to participate in market research?

The key motivational factors have been identified and categorised under the themes of personal feelings (emotional), rational motives, and monetary and psychological rewards. Emotional motives towards a product strongly drive consumer behaviour. An individual's concern for society, environmental well-being and the provision of better facilities for individuals and their future generations strongly motivate consumers to participate in market research. Demanding data has been found which supports the importance of sustainability issues of new products for the betterment of the environment, as well as the importance of innovation. Because of technological developments, consumers are now much more educated. It is very easy for people to search for new information. Equally, rational motives drive people to gain new knowledge and learn about the functionality and usability of new products. Marketers need to promote and extensively highlight the new knowledge that participants will gain by participating in their market research. Marketers should not rely only on giving monetary rewards. In fact some participants may prefer not to accept money because of dignity and personality. Simple gratitude and appreciation for their important contribution holds the potential of establishing long-term relationships between marketers and participants.

Question 2: How can consumer motivation for participation in market research for actualizing new product development be stimulated?

A proper execution of the factors (discussed in question 1) can stimulate consumer motivation to participate in market research for new product development. All these factors have considerable potential to motivate consumers, but these factors are probably not equally applicable to all people. To understand the target market and the group of people it

is essential to know their internal and external behaviours. However, every person's personality traits are different. Therefore, individual expectations and levels of satisfaction are also different. The findings of this study and current literature help us to understand people's cognitive needs. This can assist marketers in developing new strategies and in targeting the right groups of people for their market research activities. However, by properly analyzing individual needs, behaviour and the above discussed motivation factors, marketers can stimulate consumer motivation to participate in market research for new product development.

Question 3: How can firms improve the quality of market research to raise respondent engagement in market research?

The common perception in people's minds is that, when discussing improvement of the quality of market research, they are referring to the provision of better external facilities such as venue, atmosphere, refreshments, etc. This study found, however, that there is a gap in existing literature and discovered that in-depth quality improvement can happen when marketers receive honest and effective answers in their market research. This can be achieved by providing participants with sufficient extra information about the research subject and the product. Moreover, they can also make them aware of the impact that dishonest and careless answers can have on society and the environment, and how this might impact negatively, directly or indirectly, on their lives. Marketers need to prepare participants psychologically to make them more confident and strong. This can also facilitate better results by increasing their level of confidence and involvement. Furthermore, arranging group interactions such as a game, entertainment, or a debate, can increase the level of engagement as opposed to asking people to complete a questionnaire online where respondents might simply answer blindly.

6.3 Recommendations

The findings of this research study consistently agreed with the theoretical assumptions of other scholars. It also uncovered a few gaps in and dissimilarities to the existing literature. Therefore, academically and managerially, it has implications in the fields of management and marketing. The exploration of consumer motivation was a challenging project because of the very complex nature of consumer behaviour. The findings of this study have given a clear answer to the research questions. Marketers need to design market research materials

in such way that they appeal directly to individual participants. First of all, it is important to target the right participants for the research, in terms of their academic background, culture and past using experience of the product. The marketers' research strategy should fulfil the participants' emotional and rational motives simultaneously. At the same time, it should give priority to the psychological rewards that will help to establish long-term relationships with consumers and participants. Long-term relationships are required because the participants are consumers, and these relationships can be effective in retaining the same participants for further research. They will learn more and will also contribute towards the new product. Post-feedback of the market research is also important in understanding the limitations of and further improvements to the market research project.

The findings have made it clear that a technique to reduce the chance of dishonest and careless answers of participants will improve both the research quality and the involvement of participants. Marketers need to inform them about the negative consequences that dishonest answers could have for society and the environment. Firms and marketers can not only save costs by doing this, but they will also gain more valuable and effective data from their market research. Creativity and innovation always excites participants. This can be achieved by organizing a game or small competitions in the group. It will also fulfil the appetites of those participants who want to learn more. These activities can be the driving motivational factors for the respondents, and also improve the level of engagement of participants. By executing all these plans and strategies marketers can expect better outcomes and will be able to create new benchmarks for their projects.

6.4 Further area of research

It is very evident from the findings and conclusion that further research in this area will develop more theoretical assumptions and strengthen the validity of this research. This study used qualitative research. Therefore, a quantitative research study can be done using the findings and other variables. Specifically, what are the factors that can reduce the chances of getting dishonest and careless answers from participants in market research activity? The regression and correlations analysis in the developed hypothesis can create a new dimension of research study in the field of management and marketing.

6.5 Summary

This research study has certainly extended the body of knowledge, and it can add value to both professionals and academics in the fields of management and marketing. It has endeavoured to present a broad picture of the current motivational factors relating to the

participation of consumers in market research. It also has the potential to create new benchmarks for marketers and firms in their market research activities for new product development.

References

AMUE, G. and ADIELE, k.C. (2012) 'NEW PRODUCT DEVELOPMENT AND CONSUMER INNOVATIVE BEHAVIOUR: AN EMPIRICAL VALIDATION STUDY', *European Journal of Business and Social Sciences*, 1(6), pp. 97-109.

Arcidiacono, C., Procentese, F., & Di Napoli, I. (2009) 'Qualitative and quantitative research: An ecological approach', *International Journal of Multiple Research Approaches, 3*(2), pp. 163-176.

Ankers, P., & Brennan, R. (2002) 'Managerial relevance in academic research: An exploratory study', *Marketing Intelligence & Planning, 20*(1), pp. 15-21.

Aron, D. (2001) 'Consumer grudge holding: Toward a conceptual model and research agenda', *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, 14*, pp. 108-119.

Badizadeh, A., & Khanmohammadi, S. (2011) 'Developing a model for evaluating and prioritizing of new product development strategies under fuzzy environment', *African Journal of Business Management, 5*(22), pp. 9262-9277.

Benito, G. R. G. (2015) 'Why and how motives (still) matter', *Multinational Business Review, 23*(1), pp. 15.

Behboudi, M., Vazifehdoust, H., Najafi, K., & Najafi, M. (2014) 'Using rational and emotional appeals in online advertisements for muslim customers', *Journal of Islamic Marketing, 5*(1), pp. 97-124.

Bentahar, O., & Cameron, R. (2015) 'Design and implementation of a mixed method research study in project management', *Electronic Journal of Business Research Methods, 13*(1), pp. 3-15.

Bartunek, J. M. (2014) 'Constructing research questions: Doing interesting research', *Management, 17*(5), pp. 404-409.#

Bergaus, M., Stottok, B., & Gorra, A. (2012). 'Validation of grounded theory based data by means of analytical mapping techniques', *Kidmore End: Academic Conferences International Limited.* Paper presented at the 70-XV.

Basden, A. (2011) 'Enabling a kleinian integration of interpretivist and socio-critical IS research: The contribution of dooyeweerd's philosophy', *European Journal of Information Systems, 20*(4), pp. 477-489.

Beall, G. H. (2002) 'Exploratory research remains essential for industry', *Research Technology Management, 45*(6), pp. 26-30.

Benda, W. G. G., & Engels, T. C. E. (2011) 'The predictive validity of peer review: A selective review of the judgmental forecasting qualities of peers, and implications for innovation in science', *International Journal of Forecasting, 27*(1), pp. 166.

Bazeley, P. and Jackson, K. (2013) *Qualitative data analysis with Nvivo.* 2nd ed. Los Angeles : SAGE

Baltag, A., Renne, B. and Smets, S. (2014) 'The logic of justified belief, explicit knowledge, and conclusive evidence', *Annals of Pure and Applied Logic*, 165(1), pp. 49-81

Benady, D. (2008) 'ONLINE MARKET RESEARCH: In search of an honest opinion', *Marketing Week,* pp. 31-37.

Barnett, M. (2011) 'MARKET RESEARCH: Points of view put brands on the right lines. *Marketing Week,* pp. 29.

Birn, R. J. (2004) *Appendix: The market research society code of conduct.* 4th ed. London: Kogan Page Ltd.

Boddy, C. (2001) 'Perceived reasons for the success of the UK market research industry', *International Journal of Market Research, 43*(1), pp. 29-41.

Bjerrisgaard, S.M and Kjeldgaard, D. (2013) 'How *Market Research* Shapes *Market Spatiality*: A Global Governmentality Perspective', *Journal of Macromarketing,* 33(1), pp. 29-40.

Baliga, S., & Vohra, R. (2003) 'Market research and market design', *Advances in Theoretical Economics, 3*(1), pp. 1059-1059

Chen-yao, K (2016) 'Analogy's straddling of analytical and creative thinking and relationships to Big Five Factors of personality', *Thinking Skills and Creativity*, 19, pp. 26-37.

Castelfranchi, C., Giardini, F., & Marzo, F. (2006) 'Symposium on "cognition and rationality: Part I" relationships between rational decisions, human motives, and emotions', *Mind & Society, 5*(2), pp. 173-197.

Casey, M. and Hackett, R. (2014) 'The 1o biggest R&D spenders worldwide', Available at: http://fortune.com/2014/11/17/top-10-research-development/ (Accessed online: 3rd march 2016)

Christie, A. M. H., Jordan, P. J., & Troth, A. C. (2015). 'Trust antecedents: Emotional intelligence and perceptions of others', *International Journal of Organizational Analysis, 23*(1), pp. 89.

Christensen, C. M. (2003). 'What customers really want is for you to do their jobs ; to make innovative products that drive growth, companies must forget about demographics,

product attributes and market size data, and focus on the specific jobs customers need to get done', *CIO, 17(4), 1-116.*

Castelfranchi, C., Giardini, F., & Marzo, F. (2006). 'Symposium on "cognition and rationality: Part I" relationships between rational decisions, human motives, and emotions', *Mind & Society, 5*(2), 173-197.

Chapuis, S. M. (2015) 'Using semi-directive interview: An analysis of the power and social responsibility of researchers', Paper presented at the 282-XII.

Donnelly, M., Selma Van't Hull, & Will, V. (2000) 'Assessing the quality of service provided by market research agencies', *Total Quality Management, 11*(4-6), pp. S490-S500.

Datu, J.A.D. and King, R. B (2016) 'Prioritizing positivity optimizes positive emotions and life satisfaction: A three-wave longitudinal study', *Personality and Individual Differences*, 96, pp. 111-114.

De Brabander, C. and Martens, R.L. (2014) 'Towards a unified theory of task-specific motivation', *Educational Research Review*, 11, pp. 27-44.

Dinibutun, S.R. (2012) 'Managing Effective Motivation', *GSTF Business Review (GBR),* 1(4), pp. 114-119.

DEW, R. (2009) 'Creative resolve response: how changes in creative motivation relate to cognitive style', *The Journal of Management Development,* 28(10), pp. 945-966.

De Mello, G. E. (2005) 'In need of a favorable conclusion: The role of goal - motivated reasoning in consumer judgments and evaluations', (Order No. 3180450). Available from ProQuest Business Collection.

De- Mirdjian, Z. S., & Mokatsian, Z. (2014). 'PARADIGM SHIFTS IN CONSUMER BEHAVIOR: A META ANALYSIS', *Paper presented at the, 21*(1), pp. 220-231.

De Souza, M.,L., Gomes, W. B., & Mccarthy, S. (2005) 'Reversible relationship between quantitative and qualitative data in self-consciousness research: A normative semiotic model for the phenomenological dialogue between data and capta', *Quality and Quantity, 39*(2), pp. 199-215.

Da Silva, G.,F., Morano, M. T., A., Sales, M. P., U., Olegário, N.,B. (2014) 'Comparison of face-to-face interview and telephone interview administration of COPD assessment test: A randomized study', *Quality of Life Research, 23*(4), pp. 1193-7.

Dhawan, S. (2010). Research Methodology for Business *and Management Studies*. New Delhi, Swastik Publishers & Distributors.

Eisenstadt, D., & Leippe, M. R. (2005) 'Dissonance and importance: Attitude change effects of personal relevance and race of the beneficiary of a counter attitudinal advocacy', *The Journal of Social Psychology, 145*(4), pp. 447-67.

Esmor (2016) 'About Esmor', Available at: https://www.esomar.org/about-esomar.php (Accessed online: 4th march 2016).

Ewing, T., & Pankauskas, B. (2013) 'Research in a world without questions', *Journal of Direct, Data and Digital Marketing Practice, 15*(2), pp. 125-139.

Elharidy, A. M., Nicholson, B., & Scapens, R. W. (2008) 'Using grounded theory in interpretive management accounting research', *Qualitative Research in Accounting and Management, 5*(2), pp. 139-155.

Frels, R. K., & Onwuegbuzie, A. J. (2013) 'Administering quantitative instruments with qualitative interviews: A mixed research approach', *Journal of Counseling and Development : JCD, 91*(2), pp. 184-194.

Flick, U. (2011) *Introducing a research methodology: a beginner's guide to doing a research project.* Los Angeles: SAGA publications.

Fenske, S. (2015) 'Market research can help you design smarter', *Medical Design Technology,*

Fullerton, R.A. (2013) 'The birth of consumer behaviour: motivation research in the 1940s and 1950s.' *Journal of Historical Research in Marketing,* 5(2), pp. 212-222.

Granados, N., Gupta, A., & Kauffman, R. J. (2010) 'Information transparency in business-to-consumer markets: Concepts, framework, and research agenda', *Information Systems Research, 21*(2), pp. 207-226, 409-410.

Gajdzik, B. (2013) 'Integrative approach to marketing of product and technology lifecycles in innovative and sustainable manufacturing enterprise', *Management, 17*(1), pp. 90-135.

Grunert, K.G and Trijp, H.C.M. (2014) 'Consumer-Oriented New Product Development', *Reference Module in Food Science, from Encyclopedia of Agriculture and Food Systems*, pp. 375-386.

Gottfried. A. E. (2016) 'Intrinsic Motivation and Goals' *Encyclopedia of Mental Health (Second Edition)*, pp. 417-422.

Gerdes, J., Stringam, B. B., & Brookshire, R. G. (2008) 'An integrative approaches to assess qualitative and quantitative consumer feedback', *Electronic Commerce Research, 8*(4), pp. 217-234.

Green, P. E., Wind, Y., Krieger, A. M., & Saatsoglou, P. (2000) 'Applying qualitative data', *Marketing Research, 12*(1), pp. 17-25.

Given, L.M (Ed.). (2008) *The SAGE encyclopedia of qualitative research methods.* Thousand Oaks, CA: SAGE Publications, Inc.

Global market research (2014) 'Global market research 2014 An ESOMAR industry report in corporations wit BDO accountants and advisors', Amsterdam: ESOMAR publisher.

Heaton, L. (2006) 'Design research: Methods and perspectives', *Canadian Journal of Communication, 31*(2), pp. 478-479.

Howison, J., Wiggins, A., & Crowston, K. (2011) 'Validity issues in the use of social network analysis with digital trace data', *Journal of the Association for Information Systems, 12*(12), pp. 767-797.

Helm, R., & Conrad, D. (2015). 'The impact of customer-specific and market-related variables on the preference for highly innovative products', *Review of Managerial Science, 9*(1), 61-88.

Hartmann, G. C. (2003) 'Linking R&D spending to revenue growth', *Research Technology Management, 46*(1), pp. 39-46.

Hoffman, B. (2015) 'Changes: The developmental trajectory of motivation', *Motivation for Learning and Performance*, pp. 79-106.

Holtzman, Y. (2011) 'Strategic research and development: It is more than just getting the next product to market', *The Journal of Management Development, 30*(1), pp. 126-133.

Hozo, I., Schell, M.J. and Djulbegovic, B. (2008) 'Decision-Making When Data and Inferences Are Not Conclusive: Risk-Benefit and Acceptable Regret Approach', *Seminars in Hematology*, 45(3), pp. 150-159.

Hinterhuber, A. (2013) 'Can competitive advantage be predicted?', *Management Decision, 51*(4), pp. 795-812.

Islam, S., & Tanasiuk, E. (2013) 'DIFFERENTIAL RESPONSE ON PRE- AND POST-DISCLOSED COMMITTED INDUCEMENTS IN A FACE TO FACE INTERVIEW', *Journal of Business and Behavior Sciences, 25*(1), pp. 69-80.

Karami, M., Alvani, S. M., Zare, H., & Kheirandish, M. (2015). 'Determination of critical success factors for knowledge management implementation, using qualitative and quantitative tools (case study: Bahman automobile industry)', *Iranian Journal of Management Studies, 8*(2), pp.181-201.

Krishnan, R., Peters, J., Padman, R., & Kaplan, D. (2005) 'On data reliability assessment in accounting information systems'. *Information Systems Research, 16*(3), pp. 307-326.

Katz, B.A., Catane, S. and Yovel, I. (2016) 'Pushed by Symptoms, Pulled by Values: Promotion Goals Increase Motivation in Therapeutic Tasks', *Behaviour Therapy*, 47(2), pp. 239-247.

KO, S., (2012) 'Entrepreneurial Opportunity Identification: A Motivation-based Cognitive Approach', *Journal of Applied Management and Entrepreneurship,* 17(2), pp. 23-37.

Kristjánsson, K. (2013) 'Aristotelian motivational externalism', *Philosophical Studies, 164*(2), pp. 419-442.

Kara, S., Ibbotson, S., & Kayis, B. (2014) 'Sustainable product development in practice: An international survey', *Journal of Manufacturing Technology Management, 25*(6), pp. 848.

Koenig-Lewis, N., Palmer, A., Dermody, J., and Urbye, A. (2014) 'Consumers' evaluations of ecological packaging – Rational and emotional approaches', *Journal of Environmental Psychology*, 37, pp. 94-105.

Lu, C. (2016) 'Finding Hidden Motives', *Cell*, 165(1), pp. 5-7.

Lee Wen, S.M and Liu, T. (2016) 'Reconsidering teachers' habits and experiences of ubiquitous learning to open knowledge',*Computers in Human Behavior*, 55, pp. 1194-1200.

Lee, A. M., & Chyi, H. I. (2014). Motivational consumption model: Exploring the psychological structure of news use. *Journalism and Mass Communication Quarterly, 91*(4), 706-724.

Levesque, C., Copeland, K.J., Pattie, M.D. and Deci, E.L. (2010) 'Intrinsic and Extrinsic Motivation', *International Encyclopedia of Education (Third Edition)*, pp. 618-623.

Li, y., Sheldon,K.M. and Liu, R. (2015) 'Dialectical thinking moderates the effect of extrinsic motivation on intrinsic motivation', *Learning and Individual Differences*, 39, pp. 89-95.

Lauga, D. O., & Ofek, E. (2009) 'Market research and innovation strategy in a duopoly', *Marketing Science, 28*(2), pp. 373-400.

Lahiri, S., Kedia, B. L., Raghunath, S., & Agrawal, N. M. (2009) 'Anticipated rivalry as a moderator of the relationship between firm resources and performance'. *International Journal of Management, 26*(1), pp. 146-158.

Lucas, S. R. (2014) 'Beyond the existence proof: Ontological conditions, epistemological implications, and in-depth interview research', *Quality and Quantity, 48*(1), pp. 387-408.

Lundberg, C. C. (2003) *Review of Research design: qualitative, quantitative, and mixed methods approaches,* 2nd ed., by John Creswell. Organizational Research Methods.

Metta, H., & Badurdeen, F. (2011) 'Environmental and societal assessments for sustainable product and supply chain design', *IIE Annual Conference.Proceedings,* pp. 1-8.

Ming-Ten Tsai, & Kuo-Wei, L. (2006). 'A study of knowledge internalization: From the perspective of learning cycle theory', *Journal of Knowledge Management, 10*(3), 57-71.

Mansourian, Y. (2008) 'Exploratory nature of, and uncertainty tolerance in, qualitative research', *New Library World, 109*(5), pp. 273-286.

McLaren, C. B. (2012). *A dynamic model of consumer behaviour.* oxford: Kogan publisher ltd.

Morton. (2011) 'Overcome fear of planning by using smart objectives', *Third Sector,* (681), pp. 21.

Mkansi, M., & Acheampong, E. A. (2012) 'Research philosophy debates and classifications: Students' dilemma', *Electronic Journal of Business Research Methods, 10*(2), pp. 132-140.

McAuliffe, G., & Lovell, C. (2006) 'The influence of counselor epistemology on the helping interview: A qualitative study', *Journal of Counseling and Development : JCD, 84*(3), pp. 308-317.

Marshall, B., Cardon, P., Poddar, A., & Fontenot, R. (2013) 'DOES SAMPLE SIZE MATTER IN QUALITATIVE RESEARCH?: A REVIEW OF QUALITATIVE INTERVIEWS IN IS RESEARCH', *The Journal of Computer Information Systems, 54*(1), pp. 11-22.

Mansourian, Y. (2008) 'Exploratory nature of, and uncertainty tolerance in, qualitative research', *New Library World, 109*(5), pp. 273-286.

Meng, L. Ma, Q. (2015) 'Live as we choose: The role of autonomy support in facilitating intrinsic motivation', *International Journal of Psychophysiology*, 98(3), pp. 441-447.

Meade, P. T. (2003) 'Development of a framework for managing the product life cycle using chaos and complexity theories', *(Order No. 3094808).* Available from ProQuest Business Collection. (305273317).

Mallalieu, l. and Nakamoto, k. (2008) 'Understanding the role of consumer motivation and salesperson behavior in inducing positive cognitive and emotional responses during a sales encounter', *Journal of marketing theory and practice,* 16(3), pp. 183-197.

Malhotra, D. (2010) 'The desire to win: The effects of competitive arousal on motivation and behavior', *Organizational Behavior and Human Decision Processes*, 111(2), pp. 139-146.

Moschis, G. P., & Churchill,Gilbert A.,Jr. (1978) 'Consumer socialization: A theoretical and empirical analysis', *JMR, Journal of Marketing Research (Pre-1986), 15*(000004), pp. 599.

Marcel, J. J. (2004). *Managerial beliefs, competitive response, and interfirm rivalry*

Neumayer, E. (2002) 'Do we trust the data? on the validity and reliability of cross-national environmental surveys', *Social Science Quarterly, 83*(1), pp. 332-340.

MRS (2016) 'Market research society annual review 2014-15' Available at: https://www.mrs.org.uk/mrs/annual_review (Accessed online: 7th march 2016)

Market research and public opinion polling (2014) 'Industry overview report market digest 2014', England: keynote limited.

Nicholson, S. W., & Bennett, T. B. (2009) 'Transparent practices: Primary and secondary data in business ethics dissertations', *Journal of Business Ethics, 84*(3), pp. 417-425.

Otieno-Odawa, C., & Kaseje, D. O. (2014) 'Validity and reliability of data collected by community health workers in rural and peri-urban contexts in kenya. *BMC Health Services Research,* pp.*14*-55.

Ormiston, M. E. (2007) *Beyond a preference for similarity: The distinctiveness motive in similar and diverse groups.*

Ofek, E., & Turut, O.. (2008) 'To Innovate or Imitate? Entry Strategy and the Role of Market Research', *Journal of Marketing Research*, *45*(5), pp. 575–592.

Ottum, B. D. and Moore, W. L. (1997) 'The Role of Market Information in New Product Success/Failure', *Journal of Product Innovation Management*, 14, pp. 258–273.

PINCUS, J., (2004) 'The consequences of unmet needs: The evolving role of motivation in consumer research', *Journal of Consumer Behaviour,* 3(4), pp. 375-387.

Pitta, D., & Pitta, E. (2012) 'Transforming the nature and scope of new product development', *The Journal of Product and Brand Management, 21*(1), pp. 35-46.

Pincus, J. (2004) 'The consequences of unmet needs: The evolving role of motivation in consumer research', *Journal of Consumer Behaviour, 3*(4), pp. 375-387.

Parylo, O. (2012) 'Qualitative, quantitative, or mixed methods: An analysis of research design in articles on principal professional development (1998-2008)', *International Journal of Multiple Research Approaches, 6*(3), pp. 297-313.

Peters, L. (2005) 'Sampling size: What the books don't tell you', *Semiconductor International, 28*(3), pp. 34.

Pierce, L. and Balasubramanian, P. (2015) 'Behavioral field evidence on psychological and social factors in dishonesty and misconduct', *Current Opinion in Psychology*, 6, pp. 70-76.

Rowlands, T., Waddell, N., & McKenna, B. (2015) 'ARE WE THERE YET? A TECHNIQUE TO DETERMINE THEORETICAL SATURATION', *The Journal of Computer Information Systems, 56*(1), pp. 40-47.

Patino, A., Pitta, D. A., & Quinones, R. (2012) 'Social media's emerging importance in market research', *The Journal of Consumer Marketing, 29*(3), pp. 233-237.

Qu, S. Q., & Dumay, J. (2011) 'The qualitative research interview', *Qualitative Research in Accounting and Management, 8*(3), pp. 238-264.

Radas, S. (2005) 'COMPETITIVE RIVALRY AND COMPETITIVE STRATEGY IN RELATION TO PRODUCT AND PROCESS INNOVATION IN LEADING CROATIAN FIRMS', *Economic and Business Review for Central and South - Eastern Europe, 7*(3), pp. 195-216, 283-284.

Reed, I. A. (2015) 'interpretive explanation and its discontents: Author's reply to commentaries', *Sociologicky Casopis, 51*(3), pp. 532-545.

Rowlands, T., Waddell, N., & McKenna, B. (2015) 'ARE WE THERE YET? A TECHNIQUE TO DETERMINE THEORETICAL SATURATION', *The Journal of Computer Information Systems, 56*(1), pp. 40-47.

Riege, A. M. (2003) 'Validity and reliability tests in case study research: A literature review with "hands-on" applications for each research phase', *Qualitative Market Research, 6*(2), pp. 75-86.

Rusk, N., Tamir, M., & Rothbaum, F. (2011) 'Performance and learning goals for emotion regulation', *Motivation and Emotion, 35*(4), pp. 444-460.

Ren, F., & Quan, C. (2012) 'Linguistic-based emotion analysis and recognition for measuring consumer satisfaction: An application of affective computing', *Information Technology and Management, 13*(4), pp. 321-332.

Robinson, L.J., Stevens, L.H., Threapleton, C.J.D., Vainiute, J. R. McAllister-Williams, H. and Gallagher P. (2012) 'Effects of intrinsic and extrinsic motivation on attention and memory', *Acta Psychologica*, 141(2), pp. 243-249.

Rodriguez, A.V. (2006) '*Not all desires are created equal: Exploring a dual-motivation account of consumer desire*', University of Illinois at Urbana-Champaign.

Sharma, D. and Verma, V. (2014) 'Psychological and economic considerations of rewards programs'*, Journal of Retailing and Consumer Services*, 21(6), pp. 924-932

Saajanaho, M., Rantakokko, M., Portegijs, E., Törmäkangas, T., Eronen, J., Tsai, L., Jylhä, M., and Rantanen, T. (2015) 'Personal goals and changes in life-space mobility among older people', *Preventive Medicine*, 81, pp. 163-167

Senior, C., Smyth, H., Cooke, R., Shaw, R. L., & Peel, E. (2007) 'Mapping the mind for the modern market researcher', *Qualitative Market Research, 10*(2), pp. 153-167.

SIBLEY, C.G. and DUCKITT, J (2009) Big-Five Personality, Social Worldviews, and Ideological Attitudes: Further Tests of a Dual Process Cognitive-Motivational Model', *The Journal of social psychology,* 149(5), pp. 545-61.

Sarder, M. B., Liles, D. H., & Priest, J. (2006) 'Mapping design activities across product development life cycle', *IIE Annual Conference.Proceedings,* pp. 1-6.

Schön, C. (2010) 'On the optimal product line selection problem with price discrimination', *Management Science, 56*(5), pp. 896-902.

Sompong, K., Igel, B., & Helen, L. S. (2014) 'Strategic alliance motivation for technology commercialization and product development', *Management Research Review,* 37(6), pp. 518-537.

Schmid, S., Grosche, P. and Mayrhofer, U. (2016) 'Configuration and coordination of international marketing activities', *International Business Review*, 25(2), pp. 535-547.

Shibchurn, j. and Yan, X . (2015) 'Information disclosure on social networking sites: An intrinsic–extrinsic motivation perspective', *Computers in Human Behaviour*, 44, pp. 103-117.

Sänger, J. and Wascher, E. (2011) 'The influence of extrinsic motivation on competition-based selection', *Behavioural Brain Research*, 224(1), pp. 58-64.

Siemens, J. C., Smith, S., Fisher, D., Thyroff, A., Killian, G. (2015) 'Level Up! The Role of Progress Feedback Type for Encouraging Intrinsic Motivation and Positive Brand Attitudes in Public Versus Private Gaming Contexts', *Journal of Interactive Marketing*, 32, pp. 1-12.

Sobh, R., & Brett A.S. Martin. (2011) 'Feedback information and consumer motivation', *European Journal of Marketing, 45*(6), pp. 963-986.

Singh, K. D. (2015) 'Creating your own qualitative research approach: Selecting, integrating and operationalizing philosophy, methodology and methods', *Vision, 19*(2), pp. 132-146.

Szmigin, I., & Foxall, G. (2000) 'Interpretive consumer research: How far have we come?', *Qualitative Market Research, 3*(4), pp. 187-197.

Stahl, B. C. (2014) 'Interpretive accounts and fairy tales: A critical polemic against the empiricist bias in interpretive IS research', *European Journal of Information Systems, 23*(1), pp. 1-11.

Siddiqui, N., & Fitzgerald, J. A. (2014) 'Elaborated integration of qualitative and quantitative perspectives in mixed methods research: A profound enquiry into the nursing practice environment', *International Journal of Multiple Research Approaches, 8*(2), pp. 137-147.

Salkind, N.J (Ed.). (2010). *Encyclopedia of Research Design.* Thousand Oaks, CA: SAGE Publications, Inc.

Sachdeva, J.K (2009). *Business research methodology*. Mumbai : Himalaya Publishing House

Singh, A. A., & Shelton, K. (2011) 'A content analysis of LGBTQ qualitative research in counseling: A ten-year review', *Journal of Counseling and Development : JCD, 89*(2), pp. 217-226.

Sullivan, P. (2011) Qualitative Data Analysis *Using a Dialogical Approach.* London: SAGE Publications.

Sinkovics, R. R., Penz, E., & Ghauri, P. N. (2008) 'Enhancing the trustworthiness of qualitative research in international business', *Management International Review, 48*(6), pp. 689-713.

Tang, Y. (2013). 'Inflow and outflow knowledge/communication strategies in open innovation', *Essays from new product development and consumer engagement perspectives (PHD DISSERTATIONS)*

Troy, L. C., Szymanski, D. M., & P, R. V. (2001) 'Generating new product ideas: An initial investigation of the role of market information and organizational characteristics', *Academy of Marketing Science.Journal, 29*(1), pp. 89-101.

Trusty, J., Thompson, B., & Petrocelli, J. V. (2004) 'Practical guide for reporting effect size in quantitative research in the journal of counseling & development', *Academy of Marketing Science.Journal, 42*(1), pp. 123-151.

Trabold, L. (2013) 'Better together? social influences in consumer goal pursuit', (Order No. 3561650). Available from ProQuest Business Collection.

Thia, C. W., Chai, K., Bauly, J., & Yan, X. (2005) 'An exploratory study of the use of quality tools and techniques in product development', *The TQM Magazine, 17*(5),pp. 406-424.

Voss, G. B. (2003) 'Formulating interesting research questions', *Academy of Marketing Science.Journal, 31*(3), pp. 356.

Vey, M. A. (2003). *Motives and rewards of effective contextual and task performance.*

Valos, M. J., David H.B. Bednall, & Callaghan, B. (2007) 'The impact of porter's strategy types on the role of market research and customer relationship management', *Marketing Intelligence & Planning, 25*(2), pp. 147.

WONG-ON-WING, B., GUO, L. and LUI, G., (2010) 'Intrinsic and Extrinsic Motivation and Participation in Budgeting: Antecedents and Consequences', *Behavioral Research in Accounting,* 22(2), pp. 133-153.

Weidinger , A. F., Spinath, B., Steinmayr, R. (2016) 'Why does intrinsic motivation decline following negative feedback? The mediating role of ability self-concept and its moderation by goal orientations', *Learning and Individual Differences*, 47, pp. 117-128.

Wiechman, B.M. and Gurland, S. T. (2009) 'What happens during the free-choice period? Evidence of a polarizing effect of extrinsic rewards on intrinsic motivation', *Journal of Research in Personality*, 43(4), pp. 716-71.

Wood, S. L., & Lynch,John G.,,Jr. (2002). 'Prior knowledge and complacency in new product learning', *Journal of Consumer Research, 29*(3), 416-426.

Widén-Wulff, G., & Suomi, R. (2007) 'Utilization of information resources for business success: The knowledge sharing model', *Information Resources Management Journal, 20*(1), pp. 46-67.

Worley, J. M., Doolen, T. L.., Mitchell, R. M., Farris, J. A, & Van Aken, Eileen M. (2008) 'Assessing content validity in kaizen event research surveys', *IIE Annual Conference.Proceedings,* pp.1095-1100.

Yearworth, M and White, L. (2013) 'The uses of qualitative data in multi methodology: Developing causal loop diagrams during the coding process*', European Journal of Operational Research*, 231(1), pp. 151-161.

Yang, Y. (2005). 'Managing sustainable product design by integrating corporate product development practice with ISO14001 environmental management systems', (Order No. 3194990). Available from ProQuest Business Collection. (305026696).

_____

Appendix 1: Primary data approval letter

School of
Business and Law
University of East London

Date: 14.03.16

Dear Md Yasin Al Fahad,

Student Name:	Md Yasin Al Fahad
Student ID Number	1443334
Project Title:	Exploring consumer's motivations to contribute in market research activities for new product development.
Project/Dissertation Module Code:	MK7227
Supervisor Name:	Dr Ayantunji Gbadamosi

I am writing to confirm the outcome of your application to the University Research Ethics Committee (UREC), which was considered at the meeting on **10.03.2016**.

The decision made by members of the Committee is **Approve**. The Committee's response is based on the protocol described in the application form and supporting documentation. Your study has received ethical approval from the date of this letter.

School of Business and Law
University of East London

Approved Research Site

I am pleased to confirm that the approval of the proposed research applies to the following research site.

Research Site	Student Name/Local Collaborator
University of East London	Md Yasin Al Fahad

Approved Documents

The final list of documents reviewed and approved by the Committee is as follows:

Document	Tick where included
SREC Application Form	✓
Participant Information Sheet	✓
Consent Form	✓
Questionnaire/Interview guide	✓
Letter of Consent (Organisation or Company)	✓

Approval is given on the understanding that the UEL Code of Good Practice in Research is adhered to.

Please ensure you retain this letter for your records.

With the Committee's best wishes for the success of this project.

Yours sincerely,

Dr Aidan Kelly
Senior Lecturer in Marketing
School of Business and Law
University of East London
Stratford Campus
Water Lane
London
E15 4LZ
Tel: 020 8223 2965

Email: a.j.kelly@uel.ac.uk

Dr Aaron Winter
Senior Lecturer in Criminology
School of Business and Law
University of East London
University Square Stratford
1 Salway Road
London
E15 1NF
Tel: 020 8223 3129

Email: a.winter@uel.ac.uk

Appendix 2: Interview questions

"Exploring consumer motivation to participate in market research activities for actualizing new product development."

Interview Questions

Theme 1: "Personal Feelings" as a motive

1. What are the factors which motivate you personally to participate in market research for new product development?

2. Can you describe how important your "personal feelings" and "attachments" about to the product are in making your decision to participate in market research?

3. What can firms or marketers do to motivate you to participate in market research?

Theme 2: "Logical benefits" as a motive

4. What are the logical reasons you considered in deciding to participate in market research for new product development?

5. Can you describe how new features and benefits of the product can motivate you to participate in market research?

6. Can you explain the importance of participating in market research for new product development?

Theme 3: "Rewards"

7. What do you expect from the firms in return for your participation in their market research?

8. Can you describe the most important reward for your participation; is it "Monetary" or "Psychological"?

9. What kind of psychological reward do you expect from marketers for participating in their market research?

Theme 4: "Quality"

10 What are the most essential elements that firms need to include to improve the quality of their market research?

11. What technique or process do you suggest firms adopt to improve the quality of their market research?

Theme 5: "Participants Engagements"

12. Can you describe how firms can improve your engagement in market research?

13. Would you like to address any other areas that would particularly motivate you and increase your level of engagement with the research?

Thank You

Appendix 3: Sample transcript

At the beginning of the interview, a brief description of the background of study was given to the responded. The SREC application approval letter was shown to the responded who asked to read the participant information letter and to sign the consent form.

Interviewer: Hello Uzzal hasan, how you feeling today?

Uzzal: yes i am feeling good. Thank you

Interviewer: you welcome.

Interviewer: alright uzzal, as I explained you earlier, I am going to ask you few questions regarding the factors of your motivation to participate in market research for firm's new product development. Any point of time, if you feel uncomfortable you can ask me to stop. So shall we start?

uzzal: yes please,

Interviewer: okay uzzal, please tell me something about yourself?

Uzzal: I am recent graduate; currently work in an estate agent company. I am fun loving person, always keen to learn new things. Also, I love to play and watch sports. Football is my favourite game. I like to socialize with people as well, whenever I have time. I am very positive person.

Interviewer: very interesting! Okay what are the factors you think that motivate you personally, to participate in market research for new product development?

Uzzal: yes, there are various factors that motivate me personally to participate in market research. First of all I think about the company product or what they going to develop, is that going to fulfil my needs or not. Suppose I am interested about the product, then automatically i will be interested to participate in there market research. So actually it's my Self-determination and Personal fulfilments are the key factor that motivates me to take part in market research for new product development.

Interviewer: Can you describe how important is your "Personal feelings" and "attachments" about product to participate in market research?
Uzzal: yes, it is very important for me, as I mentioned in earlier question that my personal interest in product motivate me to participate in market research. Similarly it excite me lot.

Interviewer: can you elaborate this thing with some examples please?

Uzzal: like I feel I am socially responsible person. Firms can highlight their contribution towards the sustainable product design, because I am very much worried about product sustainability and the health of the future generation and environment.

Interviewer: What firms or marketers can do to motivate you for participating in market research?

Uzzal: Marketers can promote about the new functionality of product, what features they are thinking that going to benefit me, I need to know about that before participate in their research. In the same time they can highlight their corporate social responsibility and their contribution for the environment. This are the things really matter to me.

Interviewer: What are the logical reasons you consider to participate in market research for new product development?

Uzzal: it's mostly about the new features of the product, either am I going to be benefited by this or not. That's what I think seriously. I should have better output of my given time in market research.

Interviewer: Can you describe, how new features and benefits of the product can motivate you to participate in market research?

Uzzal: it's learning about the new products, get new experience and new knowledge for example these days all products have calories counted on packing that makes me easier to count my daily consumption of calories. Therefore, if you develop products with consumer's involvement to the process it would be easier to develop what is right for the customer and potential threats of dreadful situation could be easily avoidable. So I would like to know about the product features and want to tell them my expectations as well. So they can develop the product accordingly. It is extremely important.

Interviewer: Can you explain the importance of participating in market research for new product development?

Uzzal: of course, it is very important its not only beneficial for firms also for me as well. I can learn new things and share me needs to the people; those are actually care about me and give value of my opinion. It is very important for people to participate in market research.

Interviewer: What do you expect from the firms in return for participate in market research?

Uzzal: Recognition for my contribution. Marketers should give me the recognition of they implement my idea in their product. Also, I expect monetary reward of my contribution from marketers.

Interviewer: Can you describe the most important reward for you "Monetary" or "Psychological".

Uzzal: both are very important for me. But I personally prefer psychological reward because it's more about myself dignity. I am not that kind of a person who will get very excited with one simple gift voucher. Self respect and dignity is more important for me rather than money.

Interviewer: What kind of psychological reward do you expect from marketers to participate in market research?

Uzzal: As I mentioned earlier recognition is very important for me. Marketers need to give me the full credit of my contribution. They can mention my name in public; highlight my contribution for their new product.

Interviewer: What are the most essential elements that firms must include to improve the quality of market research?

Uzzal: quality is really very important; marketer must need to improve the overall quality of their market research. They to provide high level of all kind facilities for the participants need to use high tech of technology in their research activity. For example; use of big screen, sound facilities and microphone can make our communication process much easier and smoother.

Interviewer: What technique or process you suggest firms can adopt to improve the quality of market research?

Uzzal: the technique they can is good communication they to communicate with participants in one to one level. They have to understand by communication the whole process will be faster and better, we will understand their questions and they need to give us the opportunity to ask the questions as well.

Interviewer: Can you describe how firms can get your better engagement in market research?

Uzzal: Thank you for this question, yes marketer need to do something to improve our engagement. They can arrange a group discussion, entertainment in the research activity. They can arrange some sort of game and showing some video clips of firm's activity can improve our expectations. Perhaps about their new production facilities, like new machinery. Particularly in the case of food product how food is processed, I need to know. It will create my engagement in market research.

Interviewer: Would you like to address any other areas that particularly can motivate you and consider that, it will increase your engagement?

Uzzal: Actually, I addressed pretty much everything in my earlier answers.

End