**Research Methodology**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for June 2025 Examination**

**Q1. Organic Tattva is conducting a market survey to analyze customer behavior for their newly launched organic products (visit:**

[**https://organictattva.com/?gad\_source=1&gclid=CjwKCAiAw5W-BhAhEiwApv4goIk7DT9YISO97F7TyXm3JIn92jFB4fJ9tykLXpzzCFPLRb8ajj rUYxoCFI4QAvD\_BwE**](https://organictattva.com/?gad_source=1&gclid=CjwKCAiAw5W-BhAhEiwApv4goIk7DT9YISO97F7TyXm3JIn92jFB4fJ9tykLXpzzCFPLRb8ajj%20rUYxoCFI4QAvD_BwE)

**As a market researcher, develop the broad problem area, research questions, and interview questionnaire.**

**Answer:**

**Introduction:**

Organic Tattva is a brand that offers organic food products, emphasizing purity, health, and sustainability. Their recent launch of new organic products requires an in-depth understanding of consumer behavior to determine how potential customers perceive these products, their preferences, and the factors influencing their purchasing decisions. A market survey is an effective tool to gather such insights. As a market researcher, it is essential to design a study that identifies the broader problem, develops key research questions, and creates an interview questionnaire to gain actionable insights.

This market survey aims to explore how consumers engage with Organic Tattva’s newly launched products, focusing on attitudes toward organic products, buying habits, and how these products align with the customers’ values and lifestyles. It also aims to uncover potential barriers to purchase and factors influencing consumer choice. By gathering data, Organic Tattva can better tailor its marketing strategies, product offerings, and overall brand messaging. This research will also help the company identify key demographics that are most likely to adopt their organic product line, ensuring targeted and efficient marketing campaigns.

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**Q2. What is a moderating variable? How a mediating variable is different from moderating variable? Develop a conceptual model by analyzing literature to show the relationship of mediating and moderating variable.**

**Answer:**

**Introduction:**

In research, understanding the relationships between variables is key to interpreting how changes in one factor affect another. Among the different types of variables, moderating and mediating variables play significant roles in understanding these relationships. A **moderating variable** influences the strength or direction of the relationship between two other variables. It doesn’t directly impact the dependent variable, but it can affect the relationship between the independent and dependent variables. For example, a person’s level of stress might moderate the relationship between job satisfaction and performance.

On the other hand, a **mediating variable** explains the mechanism through which an independent variable affects a dependent variable. It acts as an intermediary, showing how or why a particular relationship exists. For instance, employee motivation might mediate the relationship between leadership style and job performance, explaining the underlying process.

In this context, it’s essential to differentiate between the two and recognize their individual roles in a research model. A mediating variable explains the process, while a moderating variable impacts the process. This conceptual framework helps researchers to clarify the complexities of how different factors interact with one another in various disciplines such as psychology, business, and social sciences.

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**Q3A. How can the hypothetico-deductive method be applied to solve a complex business problem, and what are the potential challenges in its application?**

**Answer:**

**Introduction:**

The hypothetico-deductive method is a problem-solving approach commonly used in scientific research and can be applied to complex business problems. It involves forming a hypothesis based on observations, and then testing the hypothesis through experiments or data collection. In the business context, it helps identify solutions by making educated guesses (hypotheses) about potential outcomes and systematically testing them. This method allows businesses to make decisions based on evidence and logical reasoning, ensuring that solutions are not only theoretically sound but also practically feasible. However, its application in business can come with challenges.

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**Q3B. Hypothesis:**

**“Consumers' preference for Campacola over global brands (e.g., Coca-Cola, Pepsi) is significantly influenced by nostalgia and affordability rather than taste and health benefits.”**

**Survey Question to Test This Hypothesis:**

**Q: What is the primary reason you would choose Campacola over other soft drink brands? (Select the most important factor)**

**- Nostalgia (childhood memories, brand heritage)**

**- Affordability (lower price compared to Coca-Cola/Pepsi)**

**- Taste (unique flavor profile)**

**- Health benefits (less sugar, natural ingredients)**

**- Indian-origin brand preference**

**- Other (please specify):**

**You have to choose, examine and elaborate on one of the options/factors given in the survey question.**

**Answer:**

**Introduction:**

In the context of the hypothesis that consumers prefer Campacola over global brands like Coca-Cola and Pepsi due to nostalgia and affordability, one factor in the survey question to explore is "nostalgia." Nostalgia plays a significant role in consumer behavior, influencing brand choices based on memories or emotional connections to a product. This emotional connection can sometimes outweigh other factors such as taste or health benefits, especially in the case of locally loved brands like Campacola. Understanding nostalgia as a driving force behind consumer preference will help assess the relevance of this factor in choosing Campacola over global competitors.

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