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A REVIEW OF PRODUCT SELECTION CRITERIA FOR BUSINESS AND MARKETING STUDIES

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AUTHORS' CONTRIBUTIONS
This work was carried out in collaboration between all authors. Author RS designed the study, wrote the protocol and interpreted the findings. Authors RS, HX and ZF managed the literature searches and produced the initial draft. Author CM supervised the entire work. All authors read and approved the final manuscript.

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Review Article

ABSTRACT

The main objective of this study is to review, analyze and discuss reasons for past study product selection especially in the research designs for many marketing and business researches. The study focuses much on the reasons as to why the study or research product was selected for the methodological point of view. The methodology involved collection of 196 different products related already published research papers and articles. Findings show that products selection reasons found to rely on one of the seven (7) reasoning groups which are product origins; consumer involvement; product knowledge or familiarity; brand extension or categories; product reviews; study focus and finally 'not applicable' group. Of all reasoning criteria, more than one third of all studies selected products for their research because they are familiar or well known to their expected research respondents. This makes the product familiarity the highest criteria followed by study focus and then product reviews. Few studies reasoned on product origins; consumer involvement and brand extensions but some do not clearly mention reasons for their product selection.

Keywords: Product selection; product origins; consumer involvement; product familiarity, brand extension / categories; product reviews.

1. INTRODUCTION

Most of the marketing and business studies' methodologies do employ different range of products as one of examples or research tools for data collection or representation in their research designs. According to how and whether participants in the study are using the product or service in question described in four ways as natural or near-natural use of the product; scripted use of the product; not using the product during the study and a hybrid of all [1]. When studying natural use of the product, the goal is to minimize interference from the study in order to understand behavior or attitudes as close to reality as possible.

The uses of product in the study bring about strong interacting sense of reality to study participants or respondents. There are also practices on how product sounds are mentally represented and has been observed that, product sounds are meaningful entities, and have conceptual representations [2]. Subjective product experience is also an important phenomenon which is defined as awareness of the psychological

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