

Paper –CONSUMER BEHAVIOUR

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TOPIC- THE MEASUREMENT OF CULTURE

There are a variety of measures of culture: projective tests, attitude measurement techniques, content analysis, consumer fieldwork, and value measurement instruments.

Projective Test,

A projective test is a type of personality test in which you offer responses to ambiguous scenes, words, or images.¹ The goal of such tests is to uncover the hidden conflicts or emotions that you project onto the test with the hope that these issues can then be addressed through psychotherapy or other appropriate treatments.

This type of test emerged from the psychoanalytic school of thought, which suggested that people have unconscious thoughts or urges. Projective tests are intended to uncover feelings, desires, and conflicts that are hidden from conscious awareness.

By interpreting responses to ambiguous cues, psychoanalysts hope to uncover unconscious feelings that might be causing problems in a person's life.

Despite controversy over their use, projective tests remain quite popular and are extensively used in both clinical and forensic settings. Recent research shows that while training in projective testing in psychology graduate settings has rapidly declined over the past decade or so, at least one projective test was noted as one of the top five tests used in practice for 50 percent of 28 worldwide survey-based studies

In many projective tests, you are shown an ambiguous image and then asked to give the first response that comes to mind. The key to projective tests is the ambiguity of the stimuli. According to the theory behind such tests, using clearly defined questions can result in answers that are carefully crafted by the conscious mind. When you're asked a straightforward question about a particular topic, you have to spend time consciously creating an answer. This can introduce biases and even untruths, whether or not you're trying to deceive the test provider. For example, a respondent might

give answers that are perceived as more socially acceptable or desirable but are perhaps not the most accurate reflection of his or her true feelings or behaviour.

By providing you with a question or stimulus that is not clear, your underlying and unconscious motivations or attitudes are revealed. The hope is that because of the ambiguous nature of the questions, people might be less able to rely on possible hints about what they think the tester expects to see and are less tempted to "fake good," or make themselves look good, as a result.