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## PROJECTIVE TECHNIQUE «CREATIVE SPACE» AS A RESEARCH TOOL FOR STUDYING CONSUMERS' MOTIVATION

Стаття присвячена проблемі використання ігрових технологій в освітній практиці. Автори розглядають основні бар'єри впровадження гейміфікації в освітню практику. Проаналізовано потенціал ігрових підходів і ризики їх використання в навчальному процесі. Авторами рекомендується застосовувати комплексні рішення, розроблені на основі концепції доказово-орієнтованого проектування, для подолання бар'єрів впровадження гейміфікації в освіті. Наводяться приклади з освітньої практики. Автори вважають доказово-орієнтоване проектування потужним інструментом покращення дизайну та можливостей навчальних ігор.

**Ключові слова:** проективна методика, дослідницький інструмент, ментальні території, індикатори споживчої мотивації.

Article is devoted to the problem of study of consumer motivation. The author offers a projective technique «Creative space» as a research tool of motives of consumers and considering its features of using. Author described a diagnostic procedure and overall interpretation of research results; considered opportunities of applying it in psychological researches; offered indicators of consumers' motivation.

**Key words:** psycho-diagnostic, projective methods, research tool, mental territories, indicators of consumers' motivation.

### Introduction

Aspiration to understand human behavior better is one of the most actual trends, which are objectivated in applied psychological researches. This increases the interest in projective methods, which let people study unconscious motives and senses. The most of existing projective methods

were developed as clinical diagnostic tools, that's why they can be used in a smaller amount of practice orientated researches.

The objective of our research was to develop a universal psycho-diagnostic and research tool, which would be sensitive to fixation of unconscious signs and could help the psychologists to solve application tasks at the same time.

### Theory

The methodological basis for the development of this methods consisted of: principle of mediating role of the setting as a universal psychological formation, which connects conscious and unconscious elements of mind (D. Uznadze); principle of the projection of needs, senses and thoughts in products of creation (J. Laplanche, J. Pontalis); principle of ideomatic inner sphere which is considered as a way to organize life experience (L. Burlachuk); methodological requirements to the development of projective techniques, formulated by foreign and Ukrainian psychologists (L. Burlachuk, D. Leontiev, E. Sokolova, N. Mac-Williams, H. Murray).

### Materials and methods

To achieve the research objectives we developed a method named «Creative space» [15], which can be qualified as an interpretive projective technique [1; 2].

The examination according to this method is a deep interview conducted according to the requirements, which are developed by foreign and Ukrainian researchers [3; 7; 8; 9; 11; 14].

The diagnostic procedure consists of three stages.

**On the first stage** – we get familiar with the person, study his/her biography, lifestyle, specialties of his/her relations with social environment. Depending on the intended use we define tool sets:

- for psycho-diagnostic examination – the list of people from social environment, with whom the investigated often communicate and who they like/don't like;
- for marketing researches – the list of brands or products, which the investigated prefer/rarely use/refuse to use during the research.

The interview can be only individual. It lasts for three hours, if the method is used with diagnostic aim- for 4–6 hours [4]. If you use the method with diagnostic aim, you should conduct the procedure in 2–3 sessions [5; 6]. Also, the first session must be completely dedicated to the first stage.

**On the second stage** we offer the respondents to make stories according to special stimulating pictures. During the initial period of

development we used pictures from Murray's Thematic Apperception Test [19].

But we didn't use all the set, only a part of it. Ability to use a limited table set was proved by A. Harthman [17], who offered to use variants 1, 2, 3BM, 4, 6BM, 7BM, 13MF, 8BM. Later the expediency of such an approach was confirmed in L. Bellac's works [4].

Our set was a bit different from the Harthman's one. We offered variants 1, 2, 3BM, 4, 6BM, 7BM, 11, 12M, 13MF for men; variants 1, 2, 3BM, 4, 6GF, 7GF, 9GF, 11, 13MF – for women. But, at all, no practitioners had doubts, that it's possible to do it such a way.

The research has shown that in some cases it's profitable to use other pictures. For instance, while conducting marketing researches we used variants 10, 12BG, 13B, 14, 17BM.

Now we also use stimulus material, which was partially made more efficient while making researches on 258 investigated people. While improving it we analyzed associations, which appeared after looking at stimulus pictures and wanted to see the same amount of paradigmatic and stigmatic associations to each picture [8; 10].

We also wanted to achieve such a distribution by the sign of emotions, which were explored in association rows. As a result of tentative selection, we have defined a set, which consists of 20 stimulus pictures [15; 16].

Further we predict to use TAT, semantic differential and other psycho-diagnostic methods to for improvements. Before making up the stories we give an investigated an instruction, in which a creative task is offered to be done. He/she should think up an emotional story according to a picture, revealing characters' thoughts and feelings before, during and after the situation. The psychologist is allowed to make specifying questions, but only after the story according to the picture is finished.

Such a way we can get additional information about characters' nature, relations, biography, social environment, their age, status and professional features. Of course, it's unlike the canonical TAT conduction, but such an approach allows to create «creative space» (that's where the method's name is from), which is a necessary element of the third stage.

All the results of the second stage are written down properly. Practice shows, that while conducting marketing researches audio and video materials can be used. The participants have guarantee, that the materials are confidential and if they refuse to fixate their data technically, it is fixated in writing.

**On the third stage** – we offer to respondents to look at all the pictures again and ask to tell all the stories again. After that we ask to respondents to say: 1) which stories they managed to make emotional and why;

2) which stories remind them of some events from their lives or from their familiar people's lives; 3) which stories remind them of famous movies or works of art.

After that we offer to respondents to implement a set of elements, which was found on the previous stage. Such a way we actualize the principle of double projection, which is the base of this methods [15; 16]. After that the investigated is asked to define, which stories does he/she associates with some elements. It's necessary to fixate, with which characters, emotions or feelings the investigated associates with an element. One story can't be associated with more than three elements.

## Results

A general analysis scheme should consist of a row of necessary elements, which describe characters' behavior: motives, situations and senses. We found support for such an approach in Leontiev's, Sokolova's Mac-Williams', Mac-Kleland's and Atkinson's works [5; 6; 13; 18].

When we analyzed the results of many studies (we conducted more than 300 interviews), we found out that these elements form a general and sufficiently stable patterns, by definition N. Sardzhveladze [12].

However, to simplify communication with clients (customers of marketing and applied psychological research), we called it mental territories. Summary results revealed universal mental territories of inherent motives, emotions and feelings typical life situations. We usually use this scheme as a technique for diagnostic purposes (Figure 1).

Usage of these methods let us distinguish a basis list of consuming motivation indicators, such as: 1) makes buy/try; 2) lets create/support positive mood; 3) gives an ability to express individuality 4) gives an ability to get pleasure; 5) gives the feeling of confidence 6) gives the feeling of inner freedom; 7) gives the feeling of inner comfort; 8) helps to make mood creative; 9) helps to arouse interest in yourself; 10) satisfies the interest to innovations; 11) gives an ability to demonstrate the unity of tastes with closest social environment; 12) lets demonstrate your own style; 13) gives an ability to emphasize your femininity/masculinity 14) satisfies striving to own prestige things; 15) gives an ability to follow celebrities; 16) helps to demonstrate yourself from the better side; 17) satisfies the desire to match the fashion trends in society; 18) gives an ability to demonstrate membership in a group with high social/material status; 19) gives an ability to demonstrate the exclusiveness of your choice; 20) gives an ability to demonstrate the conformity to popular standards.

We used the mentioned indicators of consuming motivation as a part of psychographic procedures while conducting the segmentation of

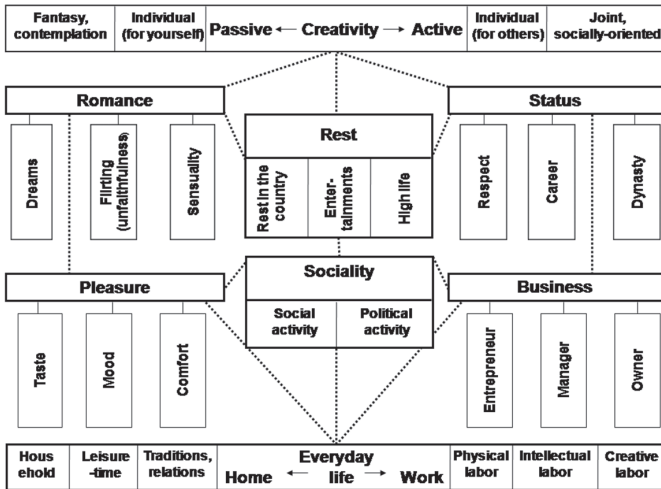


Figure 1. Structure of universal mental territories

Source: Original illustration created by the author according to Sosniuk, O., 2011; Sosniuk, O., 2014

consumers. Such a way we practically proved the suitability of this basis set for solving such tasks.

### Discussion

Worth noting, that the amount of mental territories can be smaller. In practical researches we often find another set of mental territories.

For instance, in our researches we found out, that mental space of chocolate consumers is filled with 6 territories: «Childhood», «Family», «Love», «Friendship», «Self Care», «Status»; the mental space of mineral water consumers is limited by 5 territories: «Respect», «Prestige», «Universality», «Modernity», «Treatment and Health». We think, that such difference can be explained by the existence of universal and partial semantic spaces while perceiving different evaluate objects.

### Conclusions

The proposed variant of projective method has proved its diagnostic effectiveness and practical suitability in those cases, when it's necessary: to understand the investigated deeper, reveal their motivation, emotional perception of different objects, reveal and systematize typical life situations; define the specialties of evaluation objects in investigated people's mental space.

Projective technique «Creative space» proved to be a useful tool for marketing strategies' development, revealing the specialties of emotional perception of brands, searching for hidden motives of consuming behavior. This technique gives an ability to define the specialty of some brands' representation in comparison to competitor brands, reveal potentially free areas, where they can successfully actualize their USP.

Projective technique «Creative space» has a wide range of usage in practical researches and consulting, especially as an instrument for qualitative researches, which are aimed at communicative strategies development in business-consulting and marketing. The results, which were got according to the method can be used as an independent base for strategies development and as additional information for creative WorkShops.

According to our experience with this technique, we can say that the set of consuming motivation indicators, revealed by the research, which was conducted according to this method can be used as a part of psychographic procedures while conducting the segmentation of consumers.

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