

USE

A consumer chooses a product with a certain goal. At FQD, you may investigate whether that goal is an (un)conscious goal, and if and how that goal is eventually met. An example for this could be the consumption of vegetables or fruit for a healthy lifestyle. Which products will a consumer choose to meet this goal? How does the consumer store or prepare these products? Does this influence the goal? What could be done to improve the interaction between consumer and product, in order to increase the chances that a goal is met? These are all questions that fit the "use" topic within FQD.

QUALITY PERCEPTION

How does the consumer perceive the quality of a product or service? That is what this second topic is all about. Think of a bag of tea that says "relaxing". What does the consumer do with this tea? Does he drink it in the evening, or during breakfast? And does he indeed perceive the effects of this tea as relaxing? Why (not)? Within this topic, you will be able to focus on different aspects that might influence the (quality) perception of consumers. An additional angle could be how governmental laws on for example claims influence this perception.

PRODUCT REQUIREMENTS

Why are canned beans consumed less than beans sold in a glass jar? Or what causes a consumer to describe a certain burger as "dry"? These are questions you might aim to answer when you study a "product requirements" related topic. A common aspect that is often discussed within this topic is the 'usability' one: by studying how the consumer perceives the usability of a product, you can find out which requirements are necessary within a product and how the usability of that product can be improved. A possibly interesting angle within this topic is to study the consumer in his own environment. This way you will be able to observe the consumer interacting with a product in his natural environment, which is probably closest to his true environment.

WISHES AND NEEDS

Which new products and services could be made in order to fulfill the wishes and needs of the consumer? Within this topic, you might study a product that is currently in the development phase or does not even exist yet. For example, what information does a consumer need in order to be willing to try a new product such as "edible insects" as a new source of protein? This topic (just like the other FQD topics) does not limit itself to food products! Think of the consumer wish of being able to have an easy cup of coffee together: researching this wish ultimately led to the invention of the Senseo coffee machine.

FQD THESIS TOPICS

