

## 8 MARKET RESEARCH MYTHS RESEARCHERS NEED TO KNOW

Whether you are managing an existing brand or launching a new product or service, research is a brand ideas will fly in the marketplace. In today's fast-paced world, companies sometimes reduce dollars spent on an incomplete or imperfect ideas and extra time spent fixing what's broken later moving forward with their next project.

## MARKET RESEARCH IS TOO EXPENSIVE

money now or invest more money later. What is it worth to know in advance could have prevented it with quality consumer insight early on. Remember that the rarely generous. Your research partner should be able to work with you to of the research in light of the value in up front decision making confidence, proper concept testing and refinement, and products or concepts that have

We hear this all the time. The question here is not so much about cost as it is about risk. As an insights manager, you have a choice to make up front: invest the

## **PROTIP:**

# A RESEARCHER COULD NEVER UNDERSTAND MY COMPLEX BUSINESS

**PROTIP:** 

and you should provide them with detailed information about your business, more valuable to you. Regardless of the industry, a good researcher can design a study that will deliver against your objectives. Often, their experience in other categories will give you a much needed fresh perspective on the challenges you face.

## WE KNOW OUR CUSTOMERS – RESEARCH WOULD JUST TELL US WHAT WE ALREADY KNOW Do you really know your customer? Do you truly know the motivations behind their purchases? When you hire a good researcher you gain deeper insights into your

tomorrow. Consumers are forever changing how they interact with media, products, technologies, and even their belief systems. It is tough to gauge if you have a pulse on all of that if you aren't actually gaining feedback from them on

desires that are not apparent in more superficial interactions like surveys.

Additionally, markets are dynamic – what is true today may not be true

**PROTIP:** 

WE CAN DO OUR OWN RESEARCH

## There are certainly things you can learn by interviewing your internal networks and friends about your brand, or going on your Facebook page and asking your fans

party, inviting consumers to tell the truth without feeling like they are talking directly to the brand where they might not be as forthcoming. It is much easier for a customer to tell a researcher how your brand let them down than it is for them to tell you. Getting a half-truth from your consumer will not help you get the real answers you need. Researchers are highly skilled in structuring

IT'S EASY TO DESIGN A SURVEY OR CONDUCT A FOCUS GROUP

comfortable online (i.e. older range participants) or those who don't have reliable

internet access. In these types of cases, face-to-face research is best and

language queues while they provide their opinions. However, the digital revolution has opened a whole new world for market research. It is now possible to field your research faster, for less money. You can access people

**PROTIP:** 

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## adage holds true; "garbage in, garbage out." If the survey questions are biased, or the flow is incorrect, your feedback will be compromised. Good surveys use very specific pacing, wording, question formats, moderator probing and answer scales in order to receive valid feedback. And good focus group moderators are highly trained to design discussion guides that encourage consumers to actively and a clear view of their decision making process. Also, a good researcher can

ONLINE RESEARCH IS NOT AS GOOD AS TRADITIONAL FACE-TO-FACE FOCUS GROUPS The truth is, both are vital within the research world. We agree, sometimes you need

Not so fast! Yes, anyone can post an online survey these days, but the old

actually do once your product or brand is in front of them at the store.

**PROTIP:** 

to talk to a consumer group in a personal setting. Some folks simply won't be

### across the globe for a single study if needed, and using mobile technology, you can talk to them at the precise situational moment you need (i.e. while standing in front of your endcap display at a retail location). This is a huge advantage they are likely to be somewhat less comfortable. Given its advantages, online

GATHERING LOTS OF DATA IS ENOUGH In today's world, where everyone has a digital phone, every purchase is scanned, it all mean? Data is only valuable if there is insight behind it that helps you find the right direction. A good research partner will not only help you access and collect important consumer data, but will also dig deep to discover

prescriptive insights that can positively shape your brand.

PROTIP:

IT'S A CHOICE BETWEEN QUANTITATIVE AND QUALITATIVE RESEARCH

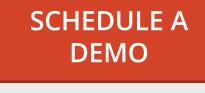
### Qualitative and quantitative research are meant to complement one another. Quantitative research helps prioritize and screen ideas while qualitative research answer the "why." The combination of the two is very powerful. You can run a large

consumer feedback. You can then follow up with a qualitative study that focuses on why consumers like each of those ideas. Qualitative research can dive much someone that buys your product.

**PROTIP:** 

## SCHEDULE A DEMO TODAY!

To learn more about how GutCheck can help you with your qualitative and quantitative research goals, request a demo today!



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