



integrating information and insight



## Market Research is mixing methodologies and connecting with your customer...

Let's face it: never before has understanding your customers, clients and stakeholders been as important as it is now. Exciting things are happening in a world that has become fully connected. Competition is no longer "down the block", but thrives off in another hemisphere. Our clients have become focused on the customers who are most likely to value their products and services and are most willing to develop a relationship with their brand in an experiential nature. The market research industry is responding to our clients' ambitions and new research methodologies are addressing and anticipating future needs. We know our clients are going to benefit from these dynamic innovations hitting the market research milieu today.

Effective researchers are now employing technologies that enable us to mix qualitative techniques with larger numbers of people than we used to be able to talk to in a series of focus groups. Software is now available that has the capability of affording researchers the ability to provide statistical analysis of qualitative responses. A breakthrough innovation in this area is the marriage of qualitative and quantitative research, often called hybrid studies. For example, a quantitative online survey can be implemented in such a way that as the respondent is completing the questionnaire, a researcher can open a live window and ask questions that further our understanding of a respondent's answers. Live conversations ensue via Instant Message technology. Through the IM window, researchers can probe via an in-depth interview and obtain qualitative responses in the midst a quantitative survey! Market researchers of the future will continue to expand and combine qualitative and quantitative methodologies to reveal perceptions, attitudes and behaviors as described by the respondent with statistically significant studies with high confidence levels.

Interactive panels are becoming more and more like communities- similar to focus groups- ask people questions and they can respond to stimuli. The in-person focus group will not go away but smart research companies are learning how to integrate technologies to offer their best competencies over a number of formats.

Another trend that is emerging rapidly shows us that market research is becoming more consulting-based. Because of the power of analytics, we can use predictive modeling to explain behavior. It was not long ago that market research firms simply handed the data to their clients and said, "We've done the data collection, crunched the numbers and provided you with analysis. Here's your report, good luck!" Now clients receive better value from a research company that delivers interpretive results. Analysis has become more selective and efficiently narrowed in focus to concentrate on the quantitative data that is meaningful to clients' business objectives. It is most important that clients receive, as a deliverable, actionable data they can use. It is increasingly important for researchers to have the ability to see data, information and draw conclusions, from the client perspective.

In a world that won't stop changing, market research methodologies are in a constant state of flux and innovation. Visit us at [www.campos.com](http://www.campos.com) to learn more about how effective research can help you forge new relationships with your customers of tomorrow.

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