

# Research Methodologies

METHODOLOGY



DESCRIPTION

In-depth qualitative discussions that are conducted among pre-recruited respondents based on desired criteria (e.g., specific demographics, purchasing patterns, stores shopped, etc.). These discussions are conducted *in context* (i.e., in home, in office, at an event, etc.) based on desired learnings.

In-depth qualitative discussions that do not have to be conducted in a specific context to reveal relevant insights. Can include various formats: one-on-one, triads, etc. and be conducted in-person or via phone.

In-depth qualitative discussions that are conducted at the moment of truth: In the store. Typically conducted among pre-recruited respondents based on desired criteria. May be combined with an in-home ethnographic portion (e.g., home-to-store). Ideally, shopping is directly observed by the ethnographer, but may also be conducted as a debrief session.

Engagements with research respondents typically prior to in-person research (e.g., FGLLs, Ethnographies,) but can also be a stand-alone methodology. Online diaries typically run for multiple days—weeks and provide a longitudinal view of behavior (e.g., shopping pattern over time, meal creation, etc.). Homework surveys are typically shorter.

Ethnographer observations of activities of interest to identify opportunities and challenges in flow, processes and procedures, etc. May include: shoppers, store employees (stockers, at checkout, in deli, etc.), service providers (phone operators, call center reps), etc.

A primarily quantitative methodology, with some (limited) opportunities for open-end qualitative responses, conducted by stopping shoppers while in store and asking for participation.

In-depth qualitative discussion conducted with a pre-recruited group of respondents based on desired criteria. May include homework that must be completed before the group session to facilitate discussion and group activities.

A quantitative methodology that can be conducted among general (Gen Pop) or targeted respondents based on desired criteria.

TYPICAL USES

Exploratory research, product usage and experience, customer/user experience mapping, and to understand: satisfaction and loyalty, media consumption, channel/retailer choice, list-building and couponing, household dynamics and family decision-making, cultural context, need states, household inventories and pre-planning

Exploratory research

Exploratory research, shopper journey mapping, and to understand: in-store navigation, store environment, selection and purchasing decisions, at-shelf interactions (endcaps, products, displays, etc.), promotional interactions, shopping basket, packaging influencers

Collect background information that can be explored further in qualitative interviews (if necessary), engage and build rapport with research respondents

To supplement other research methodologies and uncover additional unmet needs and wants that may not be articulated by research participants

Validate and quantify learnings from qualitative methodologies, especially about store experience, attitudes, preferences and behaviors; Preferred methodology for developing CDTs

Test and/or refine concepts identified through exploratory research, explore attitudes and behaviors, confirm hypothesis identified via data and other insights, develop response lists for quantitative methodologies

Validate and quantify learnings from qualitative methodologies including attitudes, preferences and behaviors; Can be used to develop CDTs

KICKOFF TO REPORT  
P-2-P INTERSECTION

Pre-Shop and Post-Purchase

Any can be discussed, also for research outside the Path-to-Purchase

In-Store and Point-of-Purchase

Any can be discussed, also for research outside the Path-to-Purchase

Most typically in-store, also for research outside the Path-to-Purchase

Primarily In-Store and Point-of-Purchase, can cover some Pre-Store such as pre-planning, list making, etc.

Any can be discussed

Any can be discussed, care must be taken when covering in-store experiences in the distant past

8+ weeks

6+ weeks

8+ weeks

Typically in conjunction with other methodologies

In conjunction with other methodologies

6-12+ weeks

4-6 weeks

6-8 weeks