the role of digital tools in MR
Posted by kkk - 2012/03/20 11:24

What is the role of digital tools in Market Research?

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Re:the role of digital tools in MR
Posted by civicom - 2012/03/21 16:24

Technology is always there to enrich MR. Aide or make things more easy, accessible.

Online meeting software can be used for facilitating focus groups, or a lot of mobile apps now can be used for MR as well.

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Re:the role of digital tools in MR
Posted by Knny Peterson - 2012/03/26 07:18

Thanks for your valuable information. It is very useful for me as well as other people. I hope it is also useful many people.

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Re:the role of digital tools in MR
Posted by UMGInternational - 2012/04/19 09:16

UMG International decided to carry out the Luxury Index 2012 survey using iPad, to find out exactly what does this mean for market research. Luxury Index is the first rating of luxury brands in Ukraine, based on the polls of luxury brand consumers.

The iPad changes the field survey business, because it gives direct access to the respondents in a way that was simply not possible with paper. For this and many other reasons, UMG International, decided to conduct the Luxury Index 2012 survey using iPad.

What is our insight concerning incorporation of this device into the research?

One of the first, and very easy noticeable differences is fact that such device attracts more people to the survey. What is more personal interview was changed in some way to multimedia interview. Smoothly flowing questions, beautiful graphical images, possibility of video presentation. The intrigue of the technology is enough to encourage people for participation.
Another advantage is fact that the number of employees required for research completion is automatically minimized, thus costs of the survey are reduced. Moreover, while using iPad interviewers are able to send completed questionnaires immediately to the remote server, what can guarantee safety of opinion of each respondent. Simultaneously the results of the research may be analyzed by another person in the office.

There is also many strictly technical advantages which UMG International recognized as very useful. Over 10 hours battery-life, what allows for all day work performance, while recharging the battery in the evening. Weight. Because of its very low weight iPad is also convenient for the researcher, traveling through the city with the lightweight device is much more comfortable then carrying questionnaires file or heavy notebook. Built in microphone allows the iPad do double duty with typed and recorded notes. In addition to gathering responses by having the interviewer or respondent herself touch the appropriate boxes, the device can be programmed to record simultaneous audio to pick up open-ends in the respondent’s own voice, with her tone and emphasis, and time-code these as open-ends.
While analyzing profitability of iPad as a tool for research we need to create statement of expenses between device and software with printed materials and greater number of people involved in traditional survey. If we consider the 3G model, 16GB, the price is 629 USD. It is still cheaper than for example usage of laptop and additionally in our comparison of expenses, more profitable, especially in longtime perspective.
iPad and other tablet computers are changing the way people interact and communicate and undoubtedly also the market research world. The iPad offers researchers all of the benefits of a computer-based survey in an appealing, engaging and portable package. While conducting Luxury Index 2012 research we realized the potential of this device. We found all of the advantages as “cool factor” of iPad, graphical possibilities, mobility of the research, time and cost reduction, weight, long battery life, microphone and finally its price very helpful and facilitatintg.

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