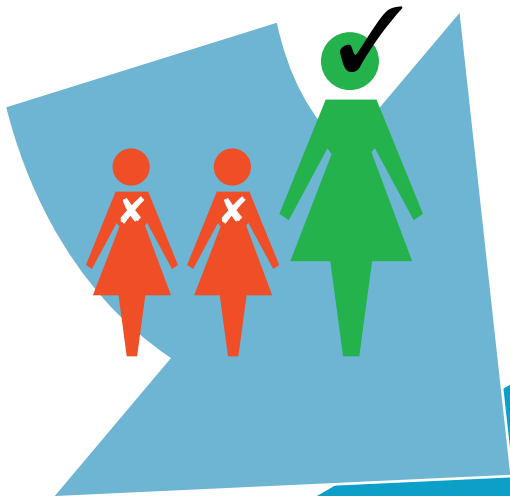


The Five Rules for Reliable Marketing Research

SPEAK TO THE RIGHT PEOPLE

Define and control the respondent group to reach a representative sample of your audience.



USE ONLY CUSTOMER LANGUAGE

In order to gather accurate and reliable information, the questions used in customer research need to be clearly understood by **all** respondents.



EXCELLENT
VERY GOOD
GOOD
FAIR
POOR

USE SEMANTIC SCALES

Use semantic, rather than numeric, scales to rate importance, purchase interest, or customer satisfaction in order to gather consistent answers from respondents.

New Knowledge About Your Market

ANALYZE YOUR RESEARCH DATA

Analysis is important because some marketing questions cannot be answered directly by customers. For example, customers are often not aware of all the factors that create brand loyalty.



AVOID ARTIFICIAL CHOICES

The more that questions stray from reality, the greater the occurrence of research-induced responses.

Would I prefer a damaged shipment or a late shipment? What kind of choice is that?

