

Enhancing Your Insights

Combining Quantitative & Qualitative Research





First Things First:

Learn to Maximize Your Research Results

As researchers in an evolving industry, it's critical to partner with quality, innovative vendors who can help attain your strategic insights needs. But you also need someone who can enhance your methods to ensure qualitative and quantitative research results are maximized. This eGuide features best practices and tips for getting the most out of your collective research, particularly when it comes to testing new products.

Why Qual + Quant?

The hardest part of conducting quantitative research is determining the underlying cause for why numbers result in a particular way. Utilizing qualitative research with quantitative provides the lens to create impactful key findings. Ultimately, the relationship between data points and consumer stories can culminate into the challenges and/or opportunities that should be addressed with action.

Quantitative Research

Quantitative research uses larger data sets to confidently answer any combination of **WHO**, **WHAT**, **WHEN** or **HOW**.

The Basics

The first step in analyzing quantitative results is to realize that analysis comes in two phases – before and after the research is conducted. Prior to conducting the research, you need to think through what key questions you want to answer and what form the data needs to be in to correctly answer those questions.

Identify Your Metrics

Three fundamental metrics we find to be most effective in quantitatively testing products includes purchase intent, uniqueness, and believability. After conducting analysis on the various metrics we use, including correlation analyses, we found the combination of these metrics to be the least related, or in other words, more descriptive when it comes to varying aspects of a product.



Purchase Intent

Directly asks what most clients want to know — are you interested in purchasing this? Acknowledges that the end action matters. It's simple, straightforward, and pertinent.



Uniqueness

Helps measure if the product/concept/ marketing material will break through the clutter. It's a great predictor of future top-of-mind awareness.



Believability

Including this early in the screening process enables us to determine if marketers are setting up realistic consumer expectations. Delivery versus trial expectations drives repeat purchasing, which supports long term success.



Example

A great example utilizing the findings above is when purchase intent and believability are high but uniqueness is low. These results do not necessarily imply that the product/concept/ marketing material won't be successful; they simply imply that the item being tested needs to focus on differentiating itself from others in the market and/or focus on providing better value than alternatives. The next step would be to conduct qualitative research to understand just how you might do that.

How To Move Forward With Your Quantitative Results

Using these 3 KEY METRICS to evaluate your quantitative results can help you learn how to move forward with winning and losing concepts.

Purchase Intent	Uniqueness	Believability	Key Takeaways	Action
High	High	High	Winner	Move Forward
High	High	Low	Too Good to be True	Focus on Credibility
High	Low	High	A Good Option	Differentiate or Win on Value
High	Low	Low	Doubtful	Rework to Increase Both Differentiation and Credibility
Low	High	High	Not Ready for this Niche	Explain the Need or Set the Niche Strategy and Expectations
Low	High	Low	Bizarre	Scrap
Low	Low	High	Not Needed in the Market	Scrap
Low	Low	Low	Loser	Scrap

Qualitative Research

Qualitative research explains the **WHY** behind the numbers, giving context for and bringing to life otherwise one-dimensional data.

The Story Behind the Data

Once you are engaged in actual consumer stories, imagining how the business decisions you make will impact your consumers becomes easier and clearer. The story aspect of qualitative research allows the data to come to life and transcend beyond the immediate results. For instance, consider hearing a data point that females aged 25–40 who make less than \$20,000 a year, with kids under the age of 10, are more likely to purchase Product A over Product B. What does that mean for your company? How should you change your marketing to reflect that data point? Does it make sense to even change your marketing? The real question is, “Why do they prefer Product A over Product B?” in terms of qualitative data.

“*I really love the packaging [of Product A]! The colors are really bright. I would notice this if it was on a shelf.”*

“*I don't really understand this [Product B]. It looks like everything else that is already available. What makes it different? What would I use it for?”*

“*The bottle [of Product B] was really hard to find on the shelf. The color blended in and the brand name was really hard to see when I was looking for it.”*

“*[Product A] is my favorite. It's packaging is clear and explains what the product is. I like that it's easy to understand.”*



Considerations

One of the biggest mistakes clients make when they read through reports is to take the quote from one respondent to be the ultimate truth. Quotes are included in reports to add color, explain further, and provide examples. They are not meant to serve as an end-all and be-all, and should be looked at in their entirety with the research, not individually.

Wrapping It All Together

Incorporating qualitative research lets you understand why one concept performed better than another and how to optimize existing concepts for future testing. Numbers can be intimidating, which can often prevent people from fully applying and understanding quantitative research results. But pairing qualitative and quantitative research provides the context to confidently say why certain outcomes came to be.

To see examples of our client work, both quantitative and qualitative, take a look at our [free resources](#).

[Check Out the Free Resources](#)