



Top Tips for Getting Great Information from Your Focus Groups

In-person qualitative research can tell you a lot about the consumer, but consumers sometimes say one thing and do another. So, how can you make sure to capture accurate research to connect people to your brand? Here are some tips at how to understand the voice and motivations of your participants, presented by Insights in Marketing.



Choose the Right Moderator

Look for a moderator who:

- Works together with you as a partner to achieve your objectives
- Is innately curious about what makes consumers tick
- Connects easily with consumers
- Relates to participants easily



Ask The Right Questions

A few ways to make sure your questions are effective:

- Order your questions properly to reveal hidden motivations behind consumer behavior.
- Use indirect questions — Instead of asking “How many times did you use the product?” ask “How would you like to feel while using this product?”
- Use a rapid fire approach to get gut reactions and honest feelings from participants.
- Design questions to accomplish your overall research objective



Observe Verbal & Non Verbal Cues

Consumers communicate in many different ways. Each face to face communication actually consists of three elements:

1

The Words Chosen

2

Vocal elements

- Tone
- Inflection

3

Non-verbal elements

- Facial expressions
- Visual cues
- Body language

If your moderator isn't familiar with non-verbal cues, you risk missing over half the message your consumers are sending. This is why choosing a moderator with discriminative listening skills who knows when to pursue further questions and with years of client and supplier side experience is vital to make sure that you get the most information possible.

Achieving the complete consumer picture through qualitative research is possible, if you surround yourself with moderators and colleagues who work to delve into the mind of the consumer. Need help perfecting your qualitative research methods? The experts at Insights in Marketing can help. Visit www.insightsinmarketing.com to find out more.