



Research Business

17th
Annual
Predictions
Issue!

December 2011

17 years of delivering MR business insights, from the publisher of

RESEARCH CONFERENCE REPORT

RESEARCH DEPARTMENT REPORT

PHARMA MARKET RESEARCH REPORT

www.rflonline.com

Report

Technological, Methodological, Economic and Business Changes Impacting Market Research

Jon Last, President, Sports and Leisure Research Group (White Plains, NY): Service- and permission-based customer relationships will remain the most significant drivers of brand differentiation. Simultaneously, ubiquitous message bombardment from a proliferation of channels/delivery systems will render traditional syndicated audience reach less relevant in the consumer purchase process.



The implications for research will include:

- Greater need for shopper process insights gleaned from observational and attitudinal measuring modalities
- Attitudinal insights fused more with behavioral and transactional data
- Questionable results from W-O-M and social media.
- Concerning traditional syndicated audience currency: “Innovators” will reject it and seek more experimental design and customized competitive assessment of marketing impact on brand perceptions. Sadly, too many will cling to the past and nicely packaged, simple, all encompassing met-

rics. The result: continued industry scrutiny and more exploration of cheap, off-the-shelf DIY packages.