



# THE IMPORTANCE OF **Advanced Methodologies in Consumer Research**

Understand why advanced methods are instrumental in a research strategy and how they'll become a non-negotiable for teams that hope to produce actionable insights for their business.

# Advanced Method Research: What's in It for Me?

## 1. Unlocking the 'why'

Advanced research methods are a means of research that go beyond standard usage and attitude questions. By usage and attitude questions, we're talking about simple questions that get at the 'what' but don't always explore the 'why'.

For example, a usage and attitude question might ask "Which fast food restaurants do you enjoy?", but a Key Driver Analysis (a type of advanced research method) can ask respondents which elements 'drive' their satisfaction

with fast food restaurants (i.e. proximity, familiarity, taste, quality, etc.). Instantly, the findings become that much richer through advanced methodology.

Instead of relying on gut feel or making an assumption based on a simple data point, advanced method findings already come with an added insights layer – be it underlying preferences with implicit testing, consumer motives with a KDA, or statistically-ranked features with TURF and MaxDiff.



## 2. Quality of insights

Advanced research methods are rooted in scientific and mathematical principles, often relying on algorithms behind the scenes that produce actionable consumer findings. This means responses are automatically evaluated for things like response time, tradeoff decisions, selection order, and implicit reactions, producing higher-quality findings than standard descriptive metrics can capture.

While data cleaners can weed out 'poor quality' respondents in any kind of survey (even basic usage and attitude ones), advanced methods go a step further to consider the actual quality of each response – providing insights that executives can trust and support confident decision making.

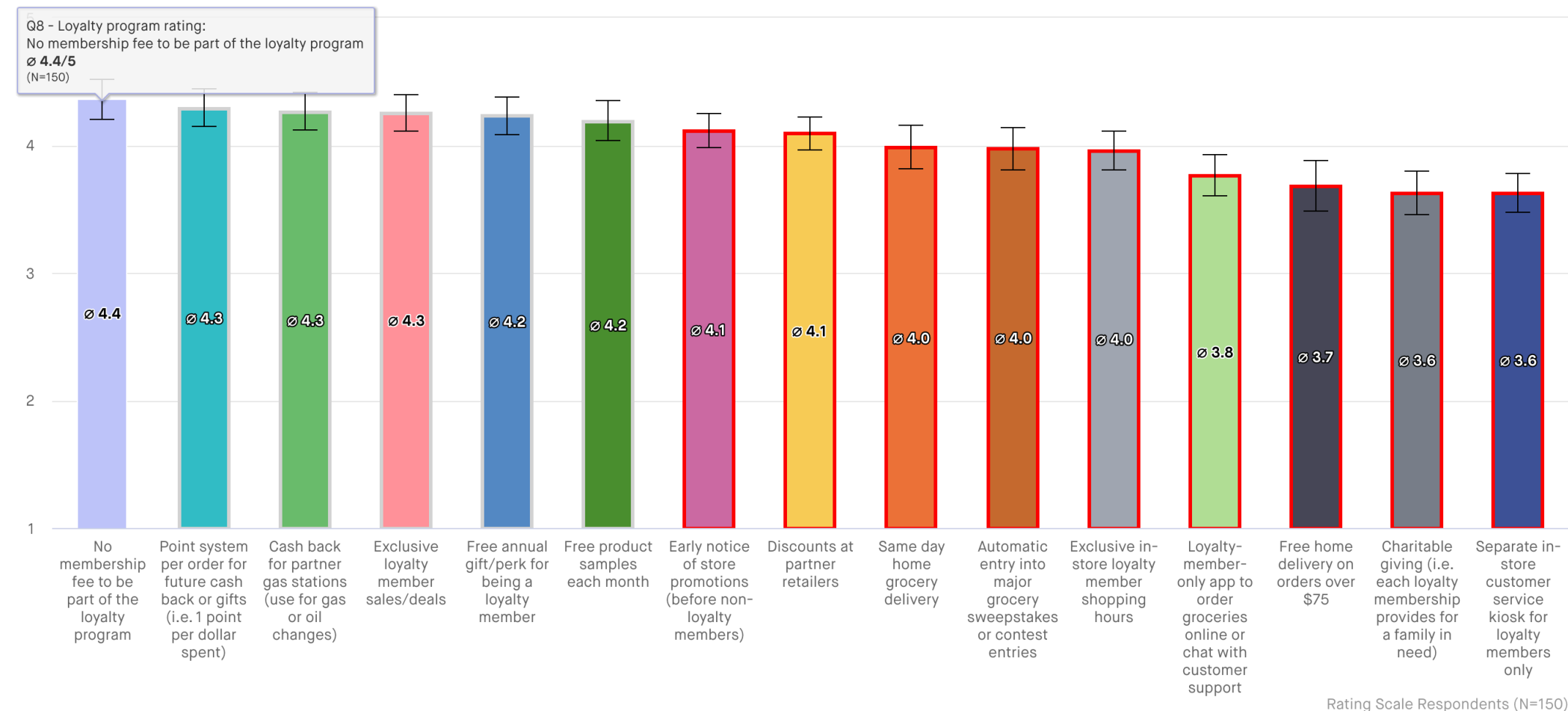
For example, let's look at a comparison between descriptive insights (a rating scale question) and advanced insights (a MaxDiff) when asking respondents about the most appealing aspects of a grocery loyalty program.

In the rating scale chart below, we see that six items are equally rated as most appealing – with no statistical differences (indicated by the absence of red bar outlines on the first six items). Even between the top 6 statistically highest elements and the ones that follow, there's only a

0.10–0.30 difference in average (4.4 vs. 4.1). This doesn't help a grocery brand decide on the top elements to include in their loyalty program offer. Rather, they're left dealing with an 'everything is appealing' respondent bias.

RATING SCALE CHART

As the primary or joint grocery shopper for your household, please **rate the appeal** of the following elements of a **grocery store loyalty program**.





Compare the insights on the previous page to advanced insights findings from a MaxDiff, which forces respondents to make tradeoff decisions between loyalty program elements (i.e. they have to choose between a set of items rather than being able to say all are appealing).

These MaxDiff findings would provide a brand with

a clear takeaway on the top elements to consider including in their offer: no membership fee, a point system per order for future cash back, cash back for partner gas stations, and exclusive loyalty-member-only deals.

When we take a closer look, we also see that 'Early notice of store promotions' has a negative

MaxDiff value, meaning consumers chose this aspect more often as 'least appealing' than 'most appealing'. Compare this to the rating scale results, where 'Early notice of store promotions' is among some of the top-rated aspects! Similarly, we now see in the MaxDiff that while 'Free annual gift/perk for being a loyalty member'

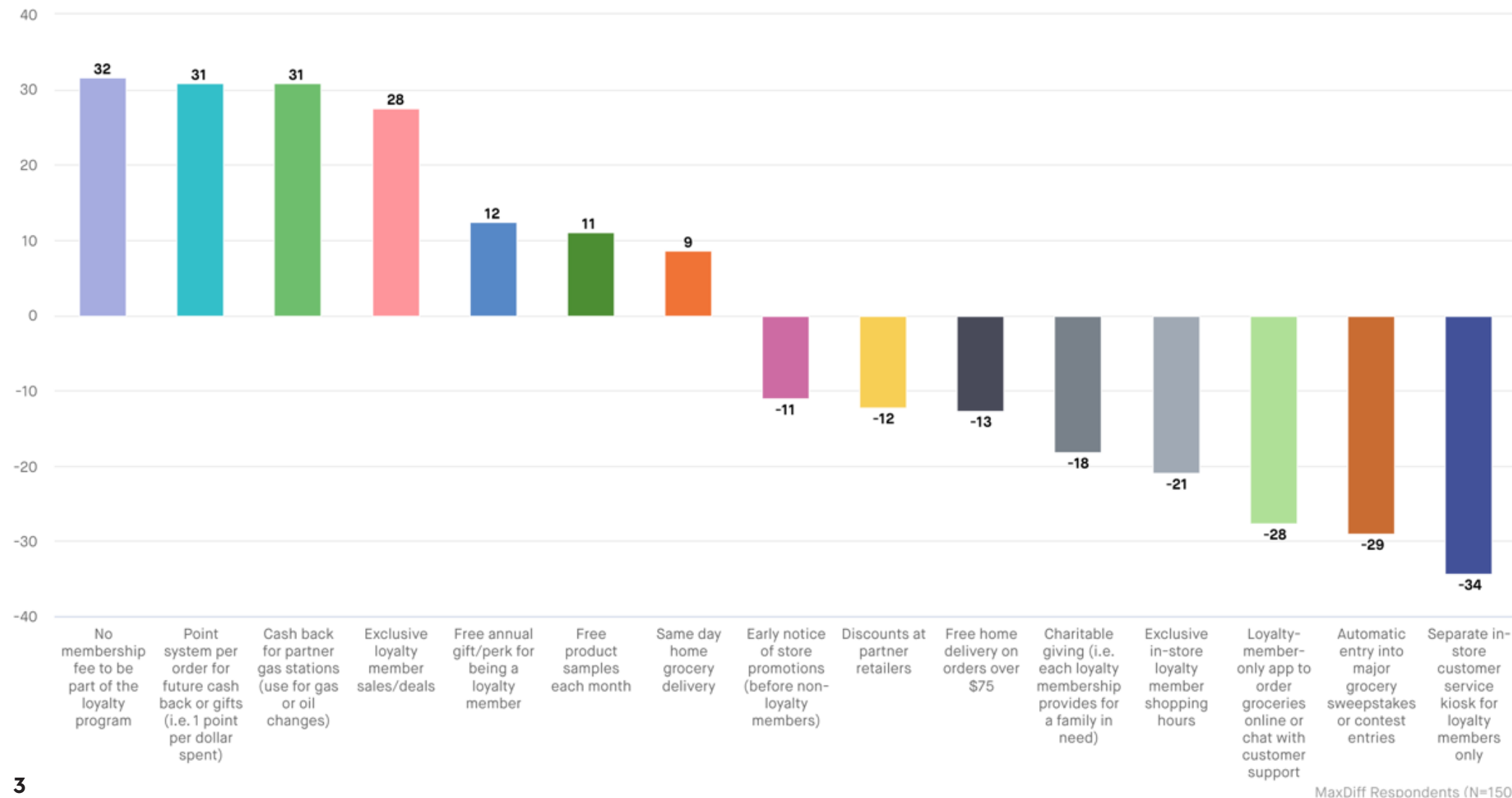
and 'Free product samples each month' were in the top-rated items at the rating question, they're significantly less appealing when respondents are forced to make tradeoffs in the MaxDiff.

Armed with these advanced insights from the MaxDiff, grocery brands now have confidence in knowing that if they include a few (or all) of those four top aspects in their loyalty program, shoppers will be interested in becoming a loyal member of their grocery store.

**P.S. Learn more about the quality of insights you can unlock from Advanced Methodologies in our dashboard [here](#).**

### ADVANCED METHOD MAXDIFF CHART

As the primary or joint grocery shopper for your household, please choose which of the following elements of a **grocery store loyalty program** are most/least appealing to you.



*"Using quantilope's automated conjoint analysis, it became very clear that not all customers think the same. These differentiated results helped decide who to target with which services."*

**Hermann Hausenbiegl,**

Head of Customer Insights & Analytics at Zurich Austria

*"In the beginning, I thought I was 100% sure which feature had to be written on the front of the new product. Surprisingly, it was not voted first by the customers."*

**Ole Strohschnieder,**

Founder and CMO of Just Spices

\*Just Spices utilized a MaxDiff, Concept Test, TURF, and Conjoint to finalize a product





### 3. Competitiveness

In today's world, consumers change quicker than businesses can often keep up with. Remember the short stint of whipped coffee, feta pasta, and TikTok salmon that all had their moments to shine? In all these cases, businesses were left scrambling to keep up with their stock of products for these fads. However, these trends have since died down, with consumers no longer flocking to the markets for instant coffee, feta (which seemingly sold out across the globe), and seaweed wrappers. Does that mean grocery stores and manufacturers should change their production? Will the trend come back? What's the next big thing to anticipate for? These are all questions that advanced research can help predict or answer to stay ahead of the competition rather than trying to catch up.

For example, a KDA might show what's driving consumers to purchase 'fad' items to determine if it's a sustainable change for the business (i.e. are consumers buying something just to try it out and stay up with the times, or do they buy it because of the quality, taste, ease of use, etc.). As another example, a TURF analysis can demonstrate the flavor combinations of a product that will reach the most consumers, regardless of how trendy something is. Or, segmentation might show which types of consumers are purchasing 'trendier' items so businesses dedicate certain resources to cater to this group without totally neglecting others.

As consumers grow increasingly harder to predict, advanced methods are the stable and competitive edge brands need.

***"I'm a huge advocate of the implicit measures; those are key elements that I can bring to business decisions. It fits in with the mindset of where the industry is going and addresses the gap between what people say and what they do."***

**Andy Smith,**

VP of Consumer Insights at Flowers Food



# What Advanced Methods are Available to My Research Team?

quantilope's Consumer Intelligence Platform offers the largest array of automated, advanced research methods in the market research industry.

quantilope's methods are simple to leverage, through drag & drop functionality or automated, advanced charting options. Choose the method that makes sense for your unique business objectives – be it to prioritize a long list of items with a MaxDiff,

finalize a concept with Choice-Based Conjoint, or test two iterations of advertising collateral with an A/B Test.

Each method is not only easy to set up – it also uses AI-based machine learning to automatically analyze the results. With quantilope's platform, you don't need a degree in behavioral science or statistics to benefit from advanced consumer insights.



## Segmentation

Cluster your target audience based on their varying needs



## Implicit Association Tests (SIAT and MIAT)

Capture subconscious consumer associations



## Choice-Based Conjoint Analysis (CBC)

Determine the influence of individual attributes



## Maximum Difference Scaling (MaxDiff)

Prioritize a long list of items



## Mental Availability

Understand consumer buying scenarios to grow your brand



## Key Driver Analysis (KDA)

Determine what's driving consumer behaviors/outcomes



## Net Promoter Score (NPS)

Uncover customer satisfaction for your product/brand



## Penalty Reward Analysis (Kano Factors)

Closely investigate relationships within a KDA



## Price Sensitivity Meter (Van Westendorp)

Measure consumers' willingness to pay



## Mental Advantage

Measure your brand's strengths and weaknesses



## A/B Testing - Pre-roll and Monadic

Test iterations of a concept before going live



## Total Unduplicated Reach and Frequency Analysis (TURF)

Optimize your audience reach



## inColor\*

Enrich your quant insights with AI-driven video research

\*Separate from the quantitative platform but can be used to supplement quantitative insights



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