

HOW YOU CAN USE PRIMARY RESEARCH TO GET QUICK INSIGHTS INTO A SPECIFIC CATEGORY OR BRAND

How many times have you found yourself wishing for more detailed information about a brand or a category you are working on? Secondary research is helpful but many times it is outdated or just not detailed enough. Whether you are preparing a pitch and want to gather more data to showcase your knowledge or you want to use data during your client discovery process to get more insights, Lab42 can help you put together a professional grade research study you can utilize with confidence.

Primary research does not have to be costly or time consuming to give you the insights you need. As long as you know your audience and the issues you want to uncover or learn about, we will do the rest!



CONSIDERATIONS

AUDIENCE

To keep costs down, think of the broader audience definition you can use while still ensuring your data is useful. We can always filter on interesting subgroups upon completion of the survey.

SAMPLE SIZE

To control costs and timings, a sample of 200-400 is good enough to help you gather the information you need, with a reasonable margin of error and the ability to filter your data among 2-3 subgroups of interest.

QUESTIONNAIRE

You can learn what you need with just a few questions if you ask the right questions, the right way. To get quick insights in a cost-effective way, a survey of 10-15 questions (excluding demographic questions) is adequate. We can create the survey from scratch for you or we can consult on a survey you have already written.

CASE STUDY

The following case study is an actual example of how we used 200 respondents, 12 questions and a budget of \$2,500* to get some quick insights in the Bluetooth / wireless headphones category. Below are the topics we were interested in understanding:

1 SIZE OF THE WIRELESS /
BLUETOOTH MARKET

2 CLAIMED MARKET SHARE
BY BRAND

3 USE OCCASIONS

4 AREAS FOR IMPROVEMENT

5 BARRIERS TO PURCHASE

1 SIZE OF THE BLUETOOTH / WIRELESS MARKET

Currently, only 16% own Bluetooth / wireless headphones, indicating the category still has a lot of room to grow.



Among Bluetooth / wireless headphone owners, almost half (46%) are Millennials.

AMONG THOSE THAT OWN BLUETOOTH / WIRELESS HEADPHONES:



69% are first time buyers, while 31% switched from another Bluetooth / wireless brand, indicating that once they make a choice, consumers are likely to stick with it for a while.

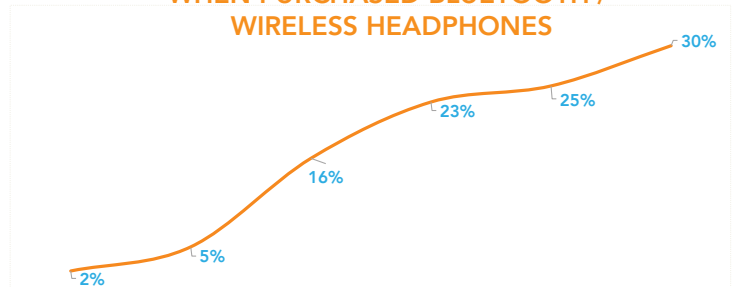


Women are more likely than men to be first time buyers of Bluetooth / wireless headphones



In addition, slightly more than half (55%) bought their Bluetooth / wireless headphones more than 1 year ago, and most of these consumers (73%) are first time buyers -- further illustrating that these consumers tend to stay with 1 brand for a relatively long time.

WHEN PURCHASED BLUETOOTH / WIRELESS HEADPHONES

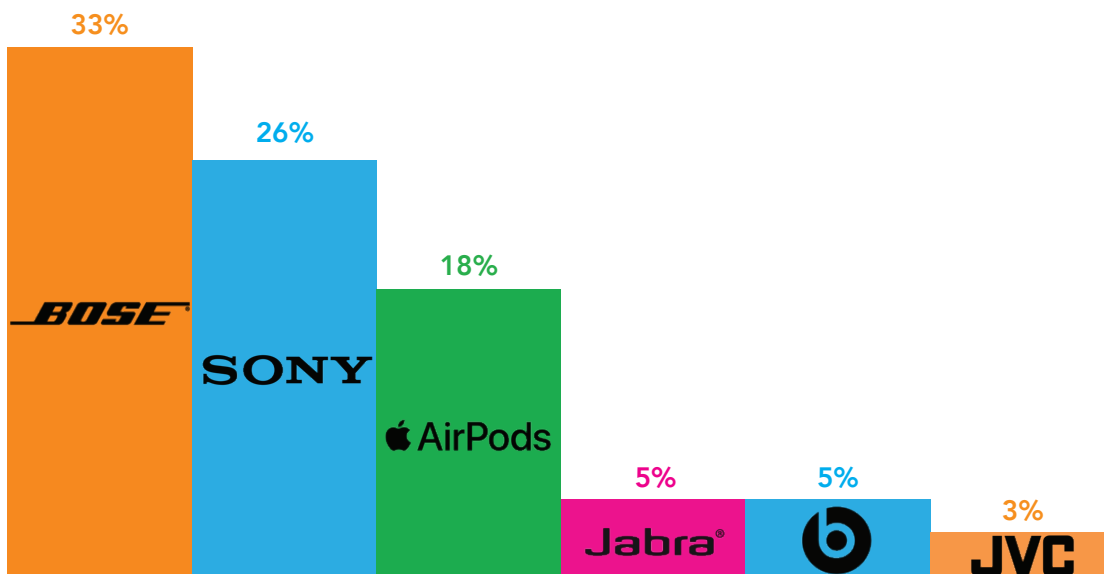


Less than 2 weeks ago 2 weeks ago to less than a month ago A month ago to a few months ago A few months ago to less than a year ago 1-2 years ago More than 2 years ago

2 CLAIMED MARKET SHARE BY BRAND

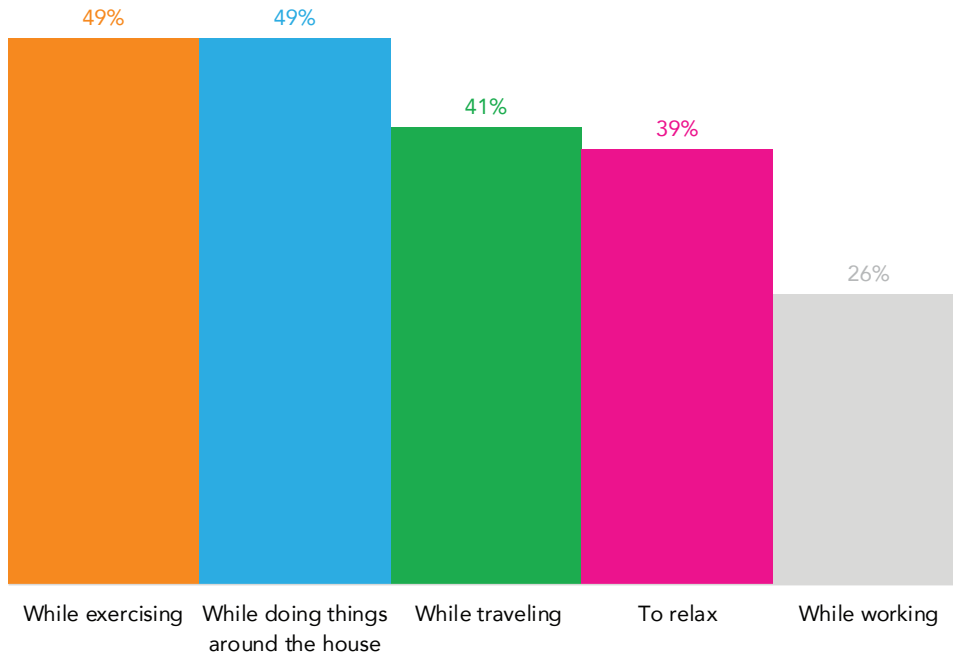
Bose has the highest claimed share, followed by Sony and AirPods.

CLAIMED CURRENT OWNERSHIP



USE OCCASIONS

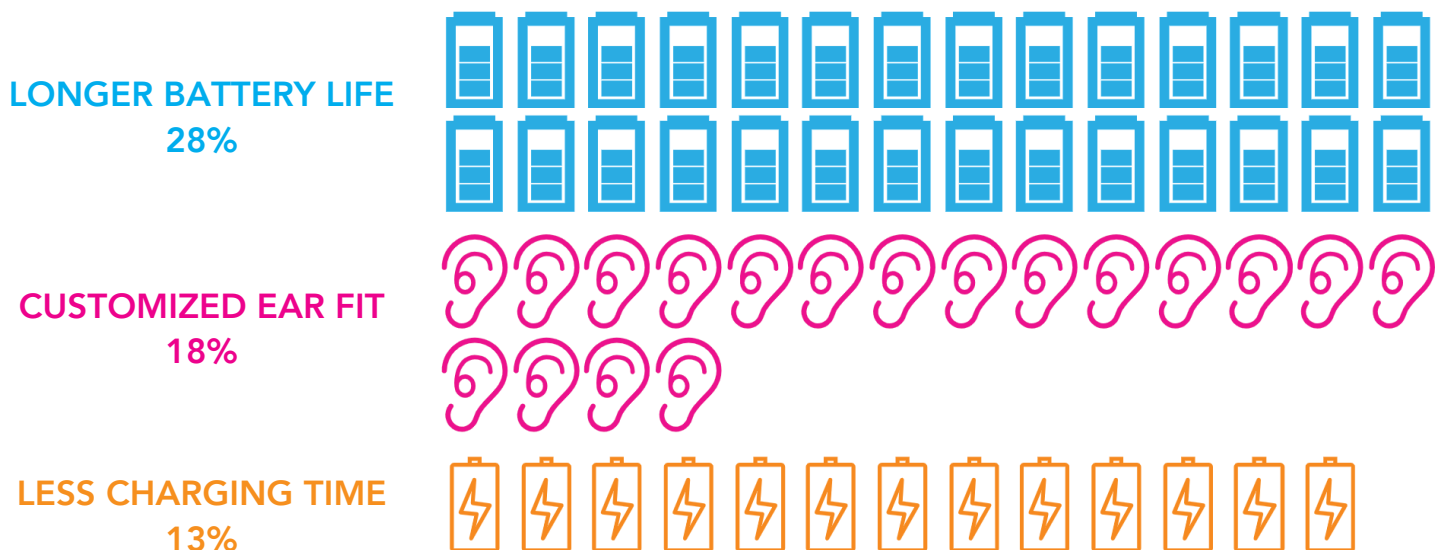
The top occasions consumers use their Bluetooth / wireless headphones are when exercising or doing things around the house and while traveling.



4 AREAS FOR IMPROVEMENT

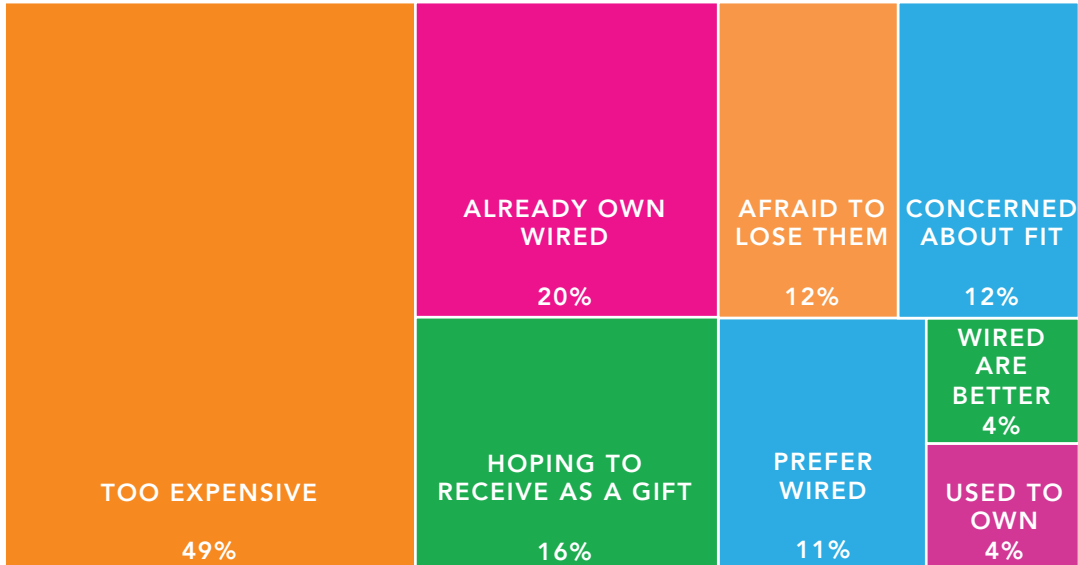
Though consumers who already own Bluetooth / wireless headphones tend to be satisfied with them, there is always room for improvement. Men are more likely to say that they want controls on the headphones, while women are more likely to say they want better sound quality.

Overall, the top 3 areas for improvement are:



5 BARRIERS TO PURCHASE

Among consumers that do not have Bluetooth / wireless headphones yet, the most common reason for not purchasing is the cost of these headphones. Other reasons that impede purchasing of these headphones include lack of urgent need and hoping someone else will purchase them as a gift.



CONCLUSION

Primary research can provide such rich information and it does not need to cost you an arm and a leg. We will only provide you the services you need with no additional costs on services you do not need.

If you want to learn more about how we can partner with you to help you gather quick and affordable insights, contact us at hello@lab42.com