Choosing a Primary Research Method

Can the respondent answer accurately? (What someone consciously believes may differ from “deeper” opinions; beliefs about hypothetical products may not be well developed.)

- **OPINIONS**
- **BEHAVIOR**

**PROJECTIVE METHODS**

Does the question involve **OPINIONS** or **BEHAVIOR**?

**EXPLORATORY or PRECISION research?**

- **EXPLORATORY**
  - **INDIVIDUAL INTERVIEWS**
  - **FOCUS GROUPS**
- **PRECISION**
  - **SURVEYS**

**MARKET RESEARCH**

Can the relevant behavior be observed in the customer’s natural environment?

- **YES**
  - **SCANNER DATA** (e.g., brand choice, impact of advertising, previous purchases, competing brands, demographics)
  - **OBSERVATION** (e.g., how long does the shopper spend? What does he or she look at? Is anyone else involved?)

- **NO**
  - **EXPERIMENTATION** (determine causality—e.g., impact of product design, advertising message)
  - **PHYSIOLOGICAL** (e.g., determine reactions, attention, arousal)