



# 4 REASONS TO DO “IN-THE-MOMENT” RESEARCH

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# ABOUT THIS PAPER

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One of the many strengths of mobile research is that it can happen **in-the-moment**, or close to the moment of people's experience. However, it is not always exploited to the fullest of its potential because we often fall back into familiar research methods.

Surveys on mobile devices allow you to be with your customers at the moments and in the locations that matter, at home or on the go:

- **While using the product**
- **While consuming it**
- **While shopping**
- **When entering or exiting a location**

This makes it possible to see more clearly how people perceive and interact with brand touchpoints. Here are four reasons to leverage the potential of **in-the-moment research**.

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# 1 HUMAN MEMORY IS NOT COMPLETELY RELIABLE

We did not have many viable options before, but with in-the-moment research we can help overcome the fact that human memory is flawed by all kinds of biases<sup>1</sup> when recalling facts and actions: **availability peak-end, halo effect, attention bias, confirmation bias, hindsight bias, etc...**

Unless the objective of your research is to verify long term memory retention, such as is the case with communications research, in-the-moment research will be a better means to:

▶ **Present things as they are** rather than as respondents *claim* they are.

▶ **Capture volatile facts and emotions**, in the moment and over.

As Gartner Research pointed out back in 2006, there is an astonishing effect – *“feedback collected immediately after an event is 40% more accurate than feedback collected 24 hours after the event”* and they also found that *“response rates increase 10% to 12% simply by requesting feedback as soon as the event is completed”*.

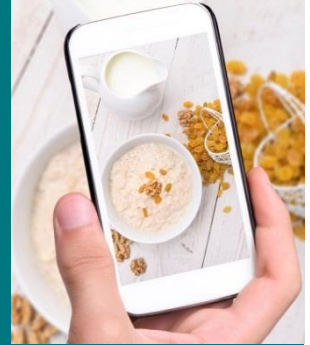
1. Source: Ipsos behavioral economics practice. Please refer to appendix for definitions of biases

## CASE STUDIES

The following case featured in the Handbook of Mobile Market Research<sup>2</sup>, illustrates the difference in the moment can make.

### How many cereal packs in UK

In an online survey conducted in 2013 with UK housewives, the average claimed number of cereal packets stored at home was lower than expected. So **to check the accuracy of the online data, around 150 participants were asked to take a photo of the place where they kept their cereal and send this via SMS to the agency.** This showed that on average people had almost **twice as**



**many packs of cereal (9 versus 5) than they had claimed based on recall,** and it also showed the

proportion of **own label was much higher than had been claimed (35% versus 20%)...** The recall of the market leading brands in the survey was reasonably accurate, but **consumers consistently failed to recall many of their lesser used cereals – which often tended to be smaller brands and own label products.** **The use of photos completely removed any ambiguity, providing accurate data with minimal input required by respondents.**

And **our experience with in-the -moment research shows that granular facts can be assessed,** such as differences in the rating of coffee depending on hour of day or location.

### Coffee rating in China

When, where and how consumers drinking their coffee impact product perceptions.



#### Consumers rate coffee highest at night

Early morning	6,7
Mid morning	6,7
Early afternoon	6,3
Mid afternoon	6,5
Early evening	6,5
<b>Late evening</b>	<b>7,2</b>

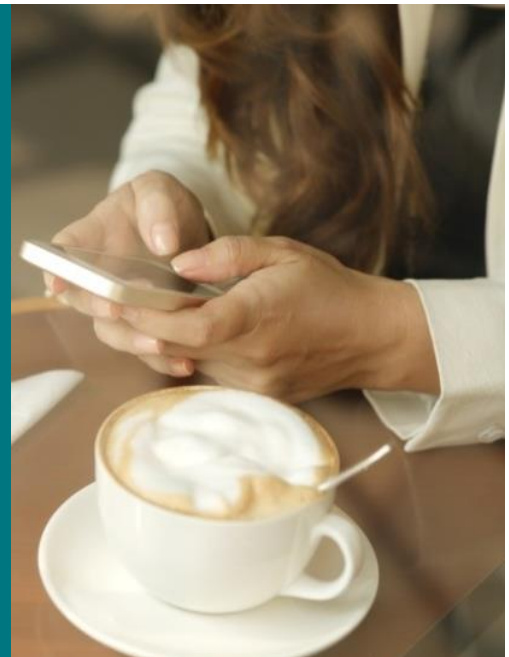
Consumers rated coffee higher at home vs office



6.8



6.4



2. The Handbook of Mobile Market Research, by Ray Pointer, Navin Williams and Sue York. Wiley, 2014.

# 2 MANY DECISIONS HAPPEN IN-THE-MOMENT

In-the-moment decisions: product choices at the moment of truth, impulse purchases, media browsing, reactions to advertising...

**In-the-moment research reveals information and detail about events and influences that contribute to decision making during consumers' busy lives, but would tend to go unreported in most retrospective studies.** What's more, respondents are very willing to share these moments with us.

## CASE STUDIES

### Snacking in Argentina

In a recent survey on snacking between meals, 150 respondents reported 1151 snacking occasions in the course of one week. 10% were before breakfast, 31% between breakfast and lunch and 50% between lunch and dinner. For every snacking occasion, they reported what, where, with whom they snacked, where the snack was bought and which need state it satisfied. **The granular information thus collected provided deeper insights on each snacking moment than the client's traditional U&A studies, leading to a more detailed positioning and communication strategy for their products.**



### Shopping for toothpaste and cold remedies in Poland

When in-store, at the moment of truth, **only one in five shoppers felt that they saw something new or different on the shelf and few of them are able to describe what it is.**

Did you see anything new or different while browsing in the cold and flu remedies shelf?

**YES: 20% NO: 80%**

Did you see anything new or different while browsing in the toothpaste shelf?

**YES: 13% NO: 87%**

In-the-moment data collection also allowed to capture information on **purchases made from the same shelf and identify cross-selling opportunities.** For example, Cold and flu shoppers frequently made multiple, complimentary purchases from the same shelf: throat relief, handkerchiefs, vitamins, fever and pain.



# 3 IN-THE-MOMENT PICTURES AND VIDEOS BRING CONTEXT AND REALITY

Experience shows that **respondents really enjoy sharing pictures and video** with us. This visual material illustrates the landscape in which your products and services live and **helps us better understand consumers' words**.

- When they answer “**homemade**”, what does that really mean for them?



“I opened a package and put it in the oven myself”



“I made it from scratch”?

- What better way of understanding respondent's reality than via a **video**?

## CASE STUDY

In these 3 short videos, a motorist explains in the moment how he went about changing the oil in his car. They show he does *not* follow the owner's manual recommendation to have a professional change the oil, but he does strictly comply with the manual in terms of oil brand to use.

Video 1

Video 2

Video 3

*Click on the pictures to watch the videos.*

# 4 IN-THE-MOMENT INSIGHTS GIVES YOU A COMPETITIVE EDGE

In **Product Testing**, the in-the-moment portion of the research has many times provided discrimination that was not observed in the traditional recall based research, **impacting the launch decision and/or allowing to improve products before market.**

## CASE STUDIES

### Face mask product test in China

In-the-moment is different and can impact launch decision of a product. A cosmetics company wanted to compare the prototype of a new product with a competitor.



The **traditional recall method** showed that the product was safe to launch as the prototype was at parity with or superior to competitor. **In-the-moment mobile diary** offered new information showing that the skin feel and the fragrance needed to be improved.



#### Performance of prototype vs competitor

#### Traditional Recall Survey

#### In the Moment Mobile Diary

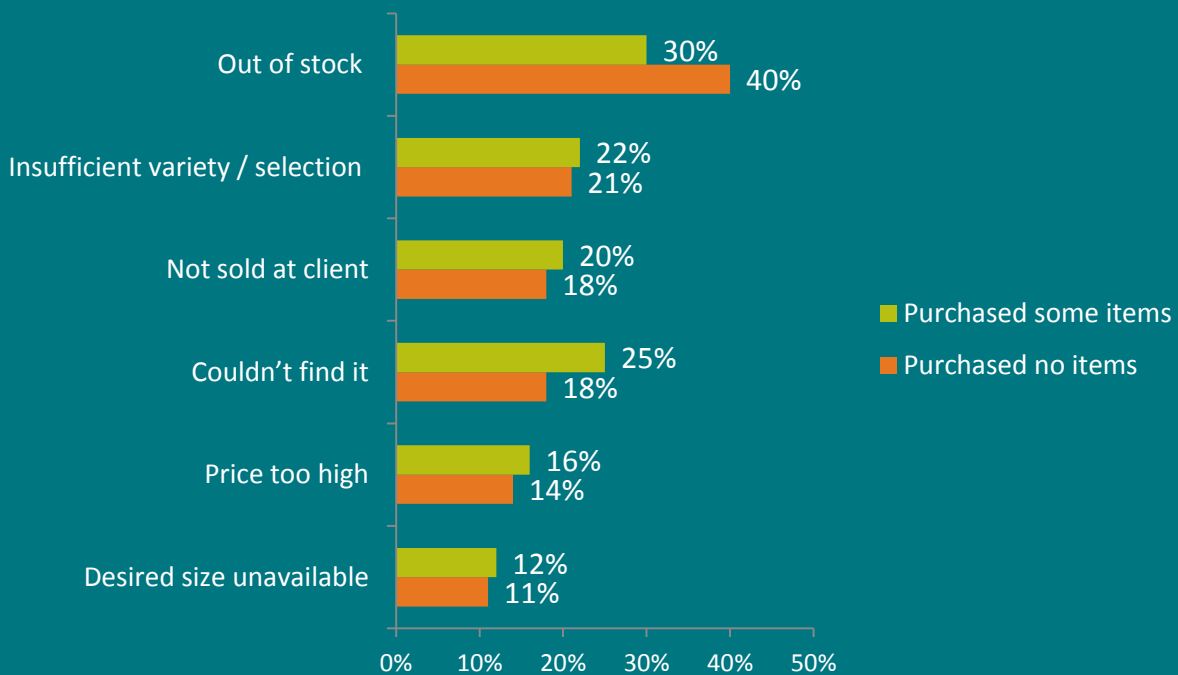
Overall Liking	Parity	Parity
Quick absorption	Win	Win
Breathability	Parity	Win
Skin feel	Parity	Loss
Fragrance	Parity	Loss

In **shopper research**, geo-triggering surveys after retailer exit, have allowed to survey people who did not purchase all they wanted and to understand the magnitude and reasons for this missed opportunity as well as the measures to take to reduce it.

### Shopper research in the US

In collaboration with Google Consumer Surveys, Ipsos conducted mobile research for a large retailer to evaluate missed purchases. We learned that .... 10% of customers left without purchasing anything and 28% did not purchase all they wanted.

#### Reasons for non purchase



**\$47 billion** in lost sales  
for client annually in-store



**55%** went on to buy from  
another retailer  
(or online)





# 5 WHEN TO USE IN-THE-MOMENT RESEARCH?

**In-the-moment research will provide valuable insights in all occasions where you are interested in live situations, real behavior, reactions when respondents experience the need state you are targeting.**

Therefore, the most obvious research candidates are:

- |  |   |
|--|---|
| ▶ <i>Early stage Product development</i> | ▶ <i>Shopper research, pre-store, in-store or at exit</i>                               |
| ▶ <i>In home Product Tests</i>           | ▶ <i>Communication research that focusses on consumer experience of the advertising</i> |
| ▶ <i>Usage and Attitudes</i>             | ▶ <i>Reactions to live events such as media content or political debates</i>            |

# 6 HOW TO LEVERAGE THIS POTENTIAL?

Ipsos offers in-the-moment research through various methods that can be used alone or in combination with traditional research:

- **Ipsos survey Apps** that respondents download onto their smartphones. They have the advantage of being available offline, being very easy to use and to capture pictures and videos with. They also allow geolocation, geo-tracking and geo-triggering.
- **Geo-triggering with Google Consumer Surveys**: surveys triggered with GCS mobile panelists who visited selected locations in the past 48 hours.
- **SMS access**: respondents get a mobile friendly survey link by SMS and enter it every time they are in that moment. Fast and broad coverage, high engagement due to Ipsos' unique device agnostic survey design.
- **QR code recruitment**: consumers spontaneously scan a QR code encountered in the moment and location of interest and are invited to an online survey.

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# APPENDIX

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## Definitions from Ipsos Behavioral Economics practice (page 3):

- **availability**: we judge things as either more likely or as frequently occurring if they come to mind readily. If something can be recalled easily it must be important.
- **peak-end**: we judge and experience by its most intense point – the “peak”- and its end, regardless of whether a peak is pleasant or unpleasant, or how long it lasts.
- **halo effect**: our overall impression of a person influences our feelings and thoughts about that person’s character. *Same can be said for a stimulus.*
- **attention bias**: a predisposition of our attention to process certain types of information before others e.g. people automatically devote more attention to negative information than to positive.
- **confirmation bias**: searching for, interpreting and remembering information that confirms our beliefs.
- **hindsight bias**: the inclination to see the past as being predictable. Colloquially known as the “knew it all along effect”.

# ABOUT IPSOS INTERACTIVE SERVICES (IIS)

IIS, the Ipsos online and mobile global research division with more than 15 years of experience.

With **1,500 passionate online and mobile experts** we deliver industry leading research with access to **90+ countries**. The Ipsos network spans **online panels, real time sampling and mobile** respondents.

**IIS is member of** ESOMAR, AIMRI, CASRO, ARF and EFAMRO and certified on key **ISO 9001, 20252 and 27001**.

[www.ipsos.com](http://www.ipsos.com)

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Martijn started her career in market research in 1987 and has experience in qualitative and quantitative, marketing and advertising research. She has always had international assignments thanks to her multi-cultural background and her fluency in 5 languages. Today, Martijn is responsible for Mobile Product Development in the global Ipsos Mobile team.

A Dutch citizen, Martijn has lived and worked in many different countries and today resides in Buenos Aires. She has a Masters degree in international economics and an MBA and a strong interest in cross-cultural topics.



**Simon Gallagher**

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As the Head of IIS Mobile Operations, Simon has a sole focus on the execution, development and delivery of Mobile research (SMS, Mobile Internet, Applications and passive measurement) at Ipsos. Simon has a background in scripting and innovation and has been with the company since 1996. Initially responsible for CAPI administration and field support he moved to the scripting and management of Computer Assisted Interviewing projects, before being at the forefront of our switch to online research in the early 2000's or for the past six years the implementation of Mobile Research across the Ipsos world.

### QUESTION

Please contact your local Ipsos office for more information on what we can do for you in-the-moment.