



7 Mistakes to Avoid in Market Research Studies



When you're bringing a new product to market or refining an existing product to stay ahead of changing tastes, time is of the essence.

You can't afford to waste a moment on poorly-designed research. To ensure you do your market research study right the first time, watch out for these seven missteps.



MISTAKE

HOW TO AVOID IT



Inadequate sample size.

If your sample size is too small, your results will be inconclusive at best, and unreliable at worst.

Reduce the margin of error and increase your confidence level by using a sample size that provides statistically significant results for the target population.



Unqualified participants.

You won't get an accurate read on your audience if your study includes participants who don't use or have your products, aren't located in the right geographical area, or — in the case of bots — aren't even human.

Screen out bots and unqualified participants by adding a qualitative video or photo question to ensure participants are suitable and have the necessary products on hand. You should also use geo-tracking to confirm participants' locations.



Biased samples.

If your sample doesn't include a diverse enough range of respondents, any insights you gain may not be representative of your target population.

First, define your target population, noting relevant characteristics such as age, gender, race, ethnicity, income, education, and geographic location. Then, use random sampling or quota sampling and multiple data collection methods to ensure that your sample represents your target population. You can also recruit participants from different sources to increase diversity and offer incentives to encourage participation by underrepresented groups.



Leading questions.

If your questions dictate the response you're looking for, you won't learn anything new.

Phrase questions in a neutral manner that doesn't suggest a particular answer.

MISTAKE

HOW TO AVOID IT

Poor question design.

When questions are confusing or open to multiple interpretations, responses tend to be equally unclear.

Keep your questions concise. Run a small pilot study to test your questions and identify any issues with complexity or ambiguity.

Too many questions.

Study fatigue is real. When you ask too many questions, you can overwhelm respondents, leading to inaccurate or incomplete responses.

Edit, edit, and edit again. Prioritize the most important questions and consider using skip logic to eliminate questions that aren't relevant to certain respondents. Use a variety of questions and activity types to minimize fatigue.

Data errors.

Faulty data leads to faulty conclusions and can manifest in a couple different forms. Data analysis errors happen when researchers use the wrong statistical tests, or fail to account for confounding variables.

Data entry problems can also occur if researchers manually enter survey responses into a database or spreadsheet, or fail to correct errors such as outliers or invalid responses.

Plan and execute the data analysis process carefully, using reliable statistical methods and validating test results. Consult with statisticians if necessary to ensure your process is sound. Double-check data and use automated data entry and data cleaning tools to eliminate human error.

QualSights helps the world's leading companies conduct quantitative and qualitative market research studies that deliver authentic consumer insights and reduce the risk of missteps like these.

To learn how we can help your brand, [schedule a personalized demo today.](#)

SCHEDULE A DEMO