

Mobile Market Research for Consumer Goods: Saving Time and Improving Quality

Research agencies and companies still view with scepticism market research projects that are software-assisted and carried out using mobile devices. At the same time, mobile market research has proven to be very advantageous, particularly in long-term, more complex projects. The following case study on a representative Point-of-Sale survey in German supermarkets shows how mobile market research technology enables greater convenience, time saving and quality. The management consultancy of Bormann & Gordon, specialists in POS market research, was commissioned on behalf of a major beer manufacturer to carry out a representative POS survey in approximately 500 German supermarkets and off-licences. To accurately track the quality and performance of the placement and promotional offers of the beer products in the markets, a team of approximately 40 surveyors was given the task of recording the current situation throughout Germany. The surveyors were provided with Android tablets equipped with cluetec's mQuest software for mobile surveys. The main reasons for conducting mobile research are founded on the advantages this form of research provides. Especially the permanent monitoring option is very valuable as daily data exports enable to quickly detect



any misunderstandings that may have arisen and to react to them. This is a major difference to past paper & pencil surveys, where mistakes would not be detected until the end of the survey. Amending surveys in-house and synchronising updates automatically with all client devices offers immense benefits. Additionally, the features of mobile research improve all quality aspects of the field work, thus increasing consequently the significance of the survey. On one hand, the software offers integrated plausibility checks: data are automatically checked for plausibility during the input process and as such input errors are

avoided. On the other hand, the surveyors can (and should) use the photo function available in the tablet to photograph products and their placement straight away. The software automatically assigns the photographs to the current data set resulting in richer and less error-prone data sets.

The more complex a research project, the more sense it makes to use software-controlled, mobile survey technology. The greatest time-saving factor is the speed with which the acquired data are made available. Where in the p&p times a standard time span of two weeks had to be allowed to get all the data sheets back from surveyors; today all the data is available immediately.



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