

Bespoke research study?

him! research & consulting manages many different types of bespoke research projects.

bespoke
research

If you have an adhoc bespoke research study requiring a mixture of research and consulting ask him! we will happy to provide you with a comprehensive and competitive proposal.

All our external fieldwork agencies strictly adhere to the MRS (Market Research Society) code-of-conduct, and specialise in the following research methodologies:



Face-to face surveys

Personally administered pen and paper questionnaires. Interviews conducted at the "moment of truth" within the retail environment and is ideal for any "here today" style questioning. This methodology allows for a longer questionnaire than web or telephone and with the presence of an interviewer, additional probing and question clarification is possible. Show material can also be used. Primarily used for quantitative research.



Web/online surveys

Computer assisted web interviewing. Nearly 38 million people now have access to the Internet in the UK. The majority of our online research is conducted through research panels. The panels are nationally representative and are regularly maintained to enable detailed segmentation and an extremely reliable data source. Therefore this methodology can deliver high response rates and can target hard to reach demographics. Show material can be used, including audio and video. Primarily used for quantitative research. Allows for fast turnaround projects and is very competitively priced.



Telephone surveys

Computer assisted telephone interviewing. Research via the telephone can be conducted via a pre-defined sample base or via random digit dialing. The presence of an interviewer can allow for probing and question clarification. Show material cannot be used via this methodology. Can be used for both quantitative and qualitative research.



Vox pops

Qualitative or quantitative interviews with consumers, retailers, HO execs etc, filmed and edited to produce short, sharp, snappy video clips that can create a "wow factor" and bring presentations to life.



Focus groups

Focus groups are an ideal methodology for high concept, qualitative research. Representative groups are recruited and research within a group environment, allowing for interaction and idea exchange. Focus groups can also be viewed by the client. Show material and live examples are an ideal component for this methodology.



In-store filming

High quality filming within store/outlet environments to capture shopper movement and actions. Results will show, amongst others; movement around store, purchases, dwell time, shopper profiles. Clips, heat maps and quantitative data are just some of the formats in which the final results can be viewed.



In-store audits

We can capture in-store audits as an additional extra within the majority of our face-to-face in-store research. However, we can also provide stand-alone in-store audits capturing everything from location of POS down to individual SKU availability.



Accompanied shops

Combining both shopper observations and qualitative face-to-face interviewing. The accompanied shop is an ideal way to establish the decision drivers for shoppers whilst observing their movement around a shopping environment. Heat maps, movement paths and detailed shopper verbatim are just some of the ways in which the results can be shown.

We can also provide mystery shopping, eye-tracking and much more.

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For further information on these or any of the other research methodologies or to discuss your research brief please contact Katy Moses katy.moses@him.uk.com 020 7611 0421/ 07912 717 567 or visit www.him.uk.com