



5 ESSENTIAL CONSUMER RESEARCH STUDIES FOR BRAND MARKETERS

ABOUT INFINITI

Infiniti Research is a leading provider of actionable market intelligence and advisory solutions that help global organizations in entering, competing, and capturing maximum market potential. Our experienced market researchers follow highly tailored and proven methodologies to support clients with succinct answers for business decisions in areas including Market Opportunity Assessment, Emerging Market Planning, Benchmarking, Value-Channel Analysis and Customer Segmentation. Our researchers have extensive experience in deep dive custom research and consulting assignments for over 100 Fortune 500 companies and numerous small and medium-sized companies across several industry verticals.

OUR CORE COMPETENCIES

Our core specialty lies in offering a complete range of competitive intelligence and research services and obtaining fresh market data through variety of primary research methods.

OUR VISION

We believe that the success of our clients will help us succeed. Our values reflect the thinking of the top management, which is to put our client's interests ahead of our own.

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INTRODUCTION

Modern businesses have become increasingly customer-centric. The rising market competition and the power of social media are putting relentless pressure on companies to understand their customer better and offer exceptional customer service. Brands can gain a better understanding of their customer by evaluating the preferences, needs, values, and also their purchasing power.



Using consumer research studies, brand marketers can execute effective marketing campaigns, mitigate investment risks, and improve competitive value. In this article, we have identified some critical consumer research studies that can help businesses thrive in today's ultra-competitive business environment.

Conducting a comprehensive consumer research study requires formidable industry experience and technical expertise. Request a free proposal to know how we can help you with understanding your customer requirements better.





Market segmentation

One size no longer fits all as far as customers are concerned. Customers are becoming more inclined to hyper-personalization in their products and services. In order to optimize their performance, businesses must dissect their audiences based on critical insights including customer attitudes, demographics, and behavior. By creating such buyer personas, businesses can map the value of their offerings to the consumers, tailor communications and promotions to specific needs of the consumers, and identify untapped markets. An effective market segmentation study can help enterprises derive these insights for both B2C and B2B audiences. For B2B audiences, market segmentation can help identify vital data such as company size, revenue, and product category details relevant to the clients' industry. Firms can then use these insights to tailor their sales pitches and package their offerings to improve sales efficacy.

Social media Monitoring

Social media has provided an opportunity for consumers to be extensively vocal about their opinions. Brands that are not tuned into their customer concerns online can lose out on a bounty of valuable insights and feedback. But customer feedback is a highly unstructured data and extracting value out of this could often prove to be a tedious task for businesses. Ergo, it is essential to have a dedicated social media marketing team that keeps a constant watch on customer grievances online and also identify new trends and measure the brand voice on online platforms.

Customer satisfaction and loyalty analysis

Customer satisfaction is a vital yardstick in measuring the effectiveness of a product and determine its viability. By measuring customer satisfaction businesses can optimize their investments and decide which products to pull the plug on and which ones to push. A satisfaction and loyalty analysis will reveal factors such as advocacy and repeat purchase influencers, overall customer satisfaction and likelihood to recommend or reject an offering over time, and the scope of improvement in an offering to meet evolving consumer needs. Additionally, consumer research study empowers brands to view product life cycles from a consumer's perspective and give recommendations for better consumer alignment.

Brand research

Brand research is the study that helps companies understand their brand and the general customer perception of it. It also helps to analyze how customers perceive the brand against their peers in the market. By undertaking brand research, companies can determine their strengths and weaknesses and also understand the key elements affecting the brand image. It involves analyzing the level of consumer awareness, their brand preference, factors that impact their brand preferences, and willingness to recommend a brand. These insights help companies undertake practical steps to improve their market positioning.

Campaign effectiveness

With every new ad campaign, marketers are pressurized to show better ROI. Testing campaigns on a sample group can save valuable time and resources while providing critical insights to optimize their final campaign. By testing a potential campaign on a focus group, companies can predict their campaign's impact on a larger audience and then fine-tune their strategy to meet the desired outcome.

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