

MSSA PRESS RELEASE: THE MARKET RESEARCH INDUSTRY REDEFINED ITSELF TO BECOME THE INSIGHT INDUSTRY

In the past market or marketing research was to a great extent attentive on problem identification and different ways of collecting data to identify similarities and differences in the information collected. Consequently, to understand the outcome of the data analysis.

Now the emphasis is on finding insight as Schalk van Vuuren, MD of MSSA, reports his views.

At a recent SAMRA (Southern African Marketing Research Association) conference in Sandton, ample prominence was placed on bringing more insight in methodology, techniques, conclusions and recommendations to the market /marketing research industry. In Europe and the Americas this change has been going on for some time.

What do we understand by change in emphasis from “research” to “insight”? It means that in South Africa we should provide more insightful conclusions and engage the consumer and use their experience in an insightful way in the research. The research clients should also be involved in the research process to appreciate and increase insight of the consumer.

Hence, it is to uncover the buying behavior, through consumer research journeys, integrated with the research design. Research inferences should focus more on the actions to be taken, the strategy and looking from outside-in the research problem. Researching the consumer experience will convey more insight for decision making,

Recycling of data and harvesting it at a later stage will be an opportunity for evaluating the **foresight** (trends) and bringing **hindsight** of the consumer experience recorded. All in all the research should provide better **insight** to the research problem.

You need to research your market on a regular basis to obtain better insight of your market (farmers/produces and your competitors). To participate in MSSA's 1920 Farmer Trend Study contact Schalk van Vuuren at 012 346 0718 or mssa2@mssa-research.co.za.