



Assume Nothing with Consumer Research

Module 4

Bonus Content



04 Bonus Content

Help! My budget!

Here's what you can do with a limited research budget

The consensus towards research usually is that it's necessary, but expensive. And if all you've seen is full service research, that may well be the case, because a team of people is doing the research for you. There are other options though.

1. Research is always cheaper when you DIY it, and there are online platforms that would provide this service (including [ours!](#)).
2. There are free resources online on how to conduct quantitative research yourself, like this course where you've already learned some important steps in the research process. You can check out some additional resources in your notes too!

Additional resources

1. Check out our [best practices in research design](#), some of which might look familiar!
2. Here are some [basics on Data Analysis](#) that you might find helpful.

04 Bonus Content

Proving the importance of research & data

How do I convince my organisation that conducting research is important & impactful?

Even with all the talk these days on the importance of data, there may be those who still need convincing. Here are some talking points that you might find useful as you try to convince your boss to give you a research budget!

Additional resources

1. [The importance of market research, and 5 key learnings you could gain from it](#)
2. [Successful brands that invest in research, sometimes in creative ways!](#)

1-2-3 step to complete your research project

From Idea to Insight: Simplifying Your Research Project with the 1-2-3 Approach!

01



Research objectives

Why are research objectives important? Research objectives are important because they establish the scope and depth of your project.

02



Questionnaire design

The questionnaire must be designed with clear and concise questions that are relevant to the research objectives to ensure that the data collected is useful.

03



"Actual" Data Analysis

When research objectives are clearly defined, data analysis becomes more straightforward since the focus is on identifying and interpreting data that is directly relevant to the research questions.



Unleash the Power of Consumer Research: Journey from Start to Success

Consumer research is a powerful tool that can help you make informed business decisions and understand the needs, preferences, and behaviors of your target audience. But guess what? It's not rocket science. It's just like understanding your parents, friends, and kids, and reacting accordingly based on their personality and mood. By taking a data-driven approach to understanding your customers, you can make informed decisions that lead to increased sales, customer satisfaction, and brand loyalty. So, ditch the guesswork and start leveraging the power of consumer research to make your businesses more successful.

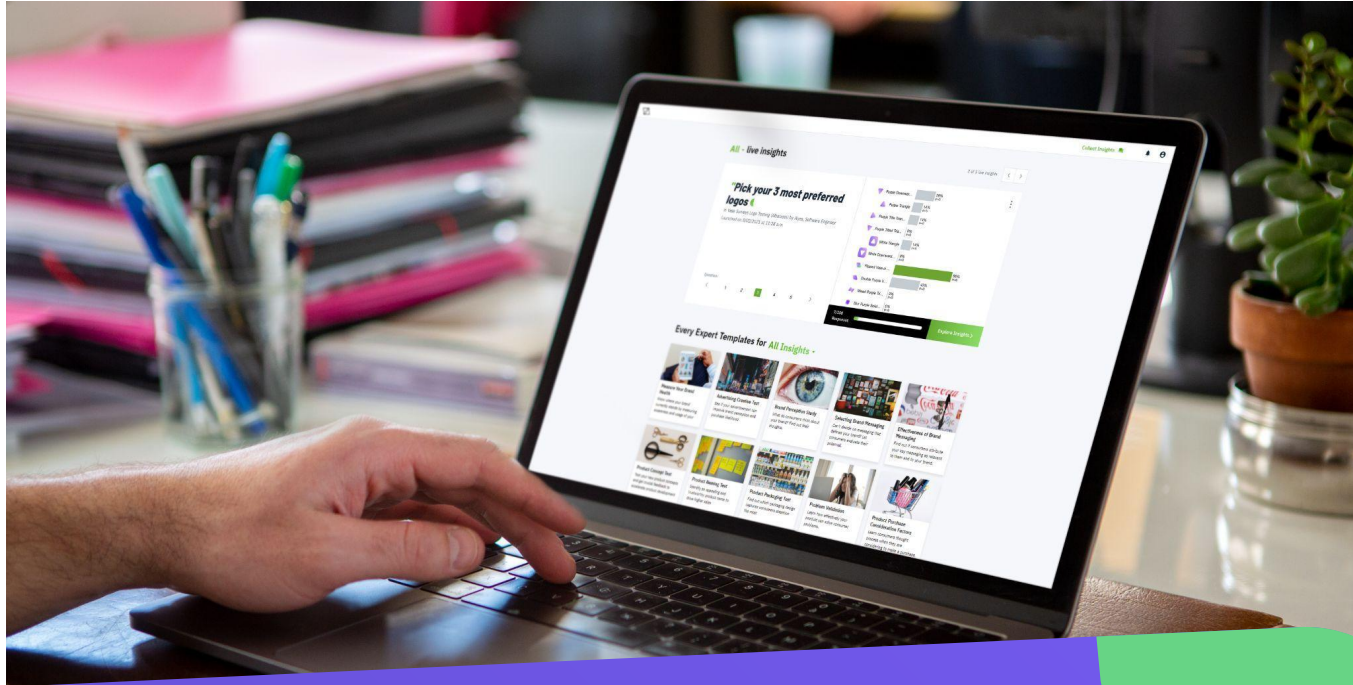
Remember, understanding your customers is key to unlocking business success!



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Assume Nothing with Consumer Research

Thank you



Our Professional & Qualified
Customer Success Team is always
ready to help

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