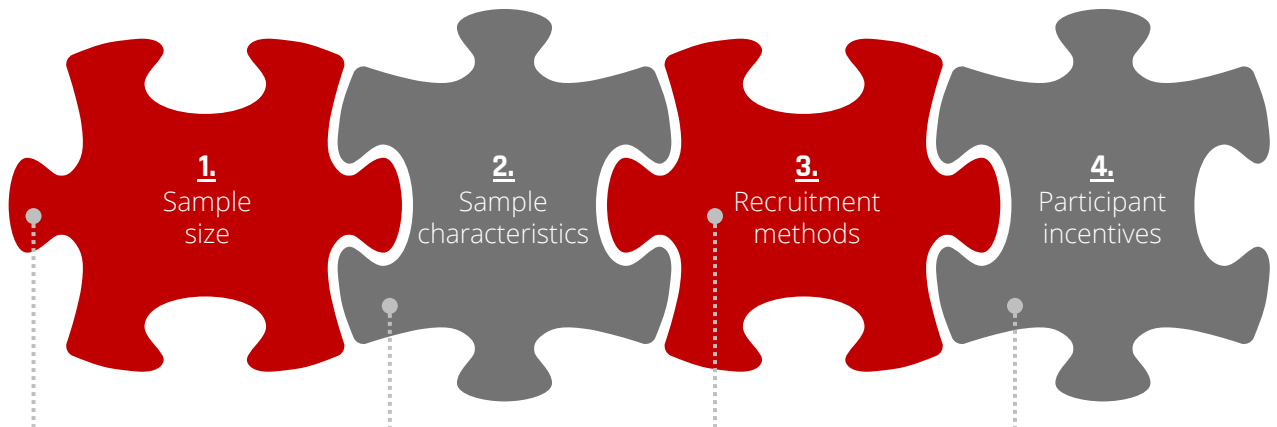


## WMM: Qualitative Market Research 101 - Part 6/12

### How important is the recruitment part in qualitative market research projects?

**Recruitment is a critical part of any qualitative market research project, as the participants selected to participate in the research will greatly impact the validity and reliability of the findings.** A poor recruitment process can lead to a biased or unrepresentative sample, which can lead to inaccurate or misleading conclusions. There are a few key aspects to consider when recruiting participants for a qualitative market research project:



The number of participants recruited will depend on the type of research being conducted and the research question being addressed.

A larger sample size may be needed for a more in-depth exploration of the topic.

The characteristics of the participants recruited should align with the target population of the research.

For example, if the research is focused on a specific demographic or market segment, the participants should be representative of that group.

There are various ways to recruit participants, including online surveys, phone interviews, or in-person focus groups.

The recruitment method should be appropriate for the type of research and target population.

Participants should be adequately compensated for their time and effort, whether that be through cash payments, gift cards, or other incentives.

*Overall, the recruitment process is crucial in ensuring that the data collected is accurate and representative of the target population, and it's important to work with a research agency that has experience and expertise in participant recruitment.*

