

## WMM: Qualitative Market Research 101 - Part 7/12

### When doing qualitative market research in different countries, what are the most important things to watch out for?

When conducting qualitative market research in different countries, there are a few key things to keep in mind to ensure the validity and reliability of the findings:

#### 1 **Cultural considerations:**

Different cultures may have different norms, values, and ways of communicating, which can impact the way participants respond to questions and interact in focus groups. It's important to be aware of these cultural differences and to tailor the research methods accordingly.

#### 3 **Legal and ethical considerations:**

Different countries have different laws and regulations regarding research, such as data privacy laws. It's important to ensure that the research complies with all local laws and that participants give informed consent.

#### 5 **Data collection methods:**

Some countries may have different preferences or limitations for certain data collection methods, such as online surveys or in-person interviews, it's important to be aware of these and adapt the research methods accordingly.



#### 2 **Language barriers:**

If the research is being conducted in a country where a different language is spoken, it's important to have a proficient translator or to work with a research agency that has experience conducting research in that language.

#### 4 **Sample size and characteristics:**

It's important to ensure that the sample size is large enough to be representative of the target population and that the participants are selected in a way that ensures they are representative of the population of interest.

#### 6 **Data analysis and interpretation:**

Analysis and interpretation of data collected in different countries may require different approaches, it's important to be aware of the cultural and social context while analyzing and interpreting data.

*By keeping these things in mind, you can help ensure that your qualitative market research is conducted in a way that is sensitive to cultural differences and that the findings are accurate and representative of the target population.*