

WMM: Qualitative Market Research 101 - Part 10/12

How important is industry experience and knowledge, when conducting a qualitative market research project?

Industry experience and knowledge are important when conducting a qualitative market research project, as they can provide valuable insights into the market and the target audience.

Industry knowledge:

Having knowledge about the industry in which the research is being conducted can help the researcher understand the context of the market and the specific challenges and opportunities that exist. This can help to inform the research design and ensure that the research questions are relevant and meaningful.

Experience:

Having experience in conducting qualitative market research can help the researcher to navigate the complexities of the research process and to make informed decisions about the best methods to use. This will ensure that the research is conducted in an ethical and rigorous manner, and that the findings are valid and reliable.

Understanding of participants:

Industry experience and knowledge can also be beneficial when it comes to understanding the participants in a research project. This can help the researcher to develop effective recruitment strategies, to design appropriate consent forms and to conduct interviews or focus groups that are tailored to the participants' needs and perspectives.

*It is worth noting that **having industry experience and knowledge is not always necessary.** In some cases, a fresh perspective can be beneficial. Additionally, having a team with a diverse backgrounds can add value to the project, resulting in a more holistic, well-rounded findings. It is important to have a clear understanding of the research objectives and a mix of both industry knowledge/experience in methodologies to conduct a successful qualitative market research project.*

