

# WMM: Qualitative Market Research 101 - Part 11/12

## Why is fieldwork so important for qualitative market research?

**Fieldwork is an important aspect of qualitative market research because it helps to ensure that the data collected is accurate and reliable.**

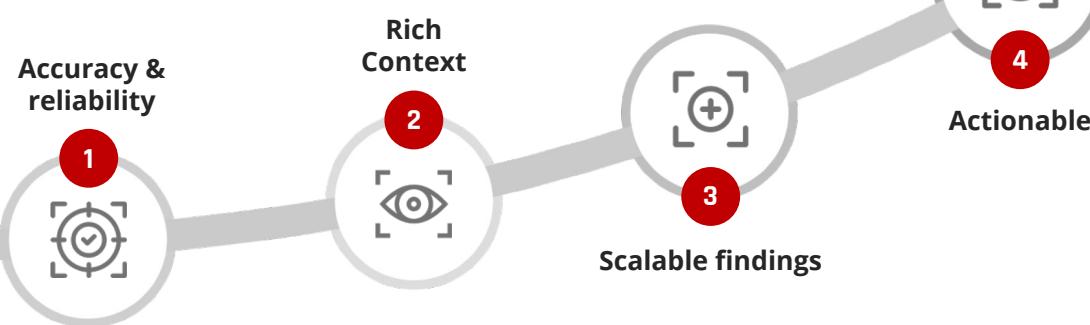
Fieldwork involves recruiting participants, scheduling and conducting interviews or focus groups, and collecting and analyzing data.

By conducting research in the field, researchers can observe participants in their natural environment, which can provide valuable insights into their attitudes, behaviors, and motivations.

**Fieldwork also allows researchers to gain a deeper understanding of the cultural and social context in which the research is being conducted.**

For example, if a business is trying to understand consumer attitudes towards a new product, it is important to conduct research in the places where the product is likely to be used, such as in their homes or workplaces.

This allows researchers to observe the participants in their natural setting, which can provide a more accurate picture of how the product is being used and perceived.



Moreover, fieldwork can help to increase the external validity of the research, which means that the findings can be scaled to be applicable to a larger population beyond the participants.

By conducting research in the field, researchers can increase the representativeness of the sample, which can increase the generalizability of the findings.

In summary, **fieldwork is important for qualitative market research because it helps to ensure that the data collected is accurate, reliable, and scalable.**

Conducting research in the field allows researchers to observe participants in their natural environment, which can provide valuable insights into their attitudes, behaviors, and motivations, and allows researchers to understand the cultural and social context of the research.

**Insights from fieldwork often turn into strategic recommendations, hence it also need to be actionable.**