



How new mobile research can help you uncover true consumer preferences in emerging markets

Paul Janssen and Robin de Rooij | October 2017

*“Approximately 440 emerging-market cities are poised to deliver close to **half** of global GDP growth”*

Research in emerging markets poses several challenges



Lower online penetration makes it hard to reach all the right people



Survey can be too complex for certain SEC target groups



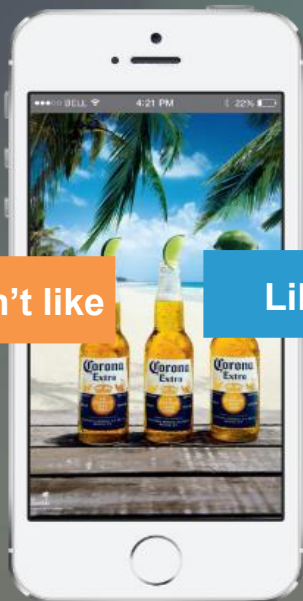
Cultural norms make it harder to unveil true preference

| How to solve for this?

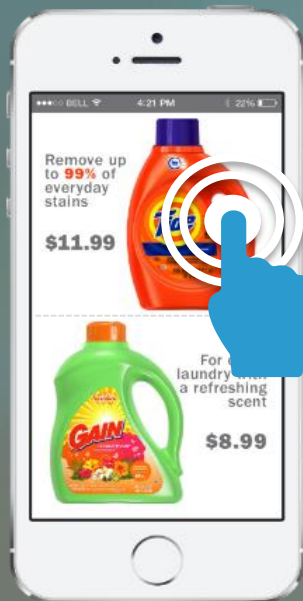




Attraction



Conversion



The Why



UNS ► **KENTM**

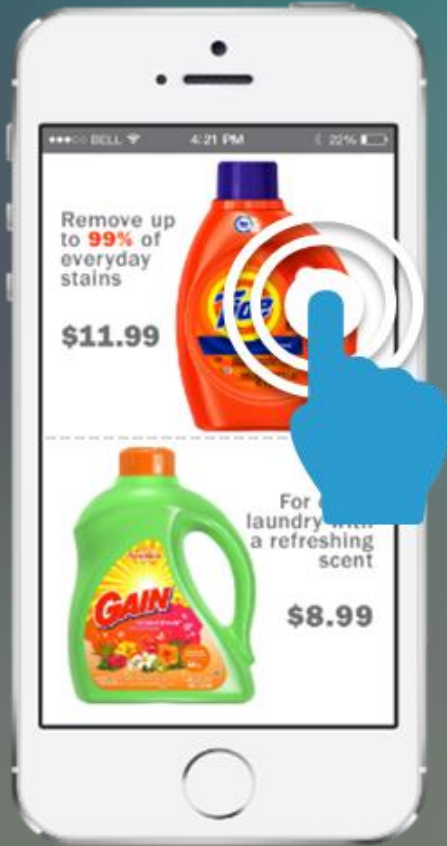
Attraction. Categorize stimuli through an intuitive swiping exercise that relies heavily on system 1 processes



Swipe Direction
Metric 1



Reaction Time
Metric 2



Conversion. Compare and consider different options at the moment of truth like a store shelf or a website



Product Choice

Metric 1



Reaction Time

Metric 2

| Case study: Asian markets

An aerial photograph of the Shanghai skyline at sunset. The Oriental Pearl Tower is prominent in the foreground, with the Huangpu River flowing through the city. The sky is a mix of orange, yellow, and purple, reflecting on the water. Other skyscrapers like the Shanghai Tower and the Jin Mao Tower are visible in the background.

1. How to reach the right people

2. Engage and connect

3. Understand real preferences

A group of four children are gathered around a smartphone. The child in the center, wearing a light blue t-shirt, is holding the phone. To their left, a child in a red and white checkered t-shirt looks on. Behind them, another child in a pink shirt is visible. To the right, a child in a red sleeveless shirt is also looking at the phone. The background is a simple wooden wall.

Mobile will help reach
the right people

| Engagement is up



"It really was refreshing and more engaging than other, more monotonous, surveys"

"Fun way to take a survey over just answering questions"

"Liked that it was interactive and not just re-reading the same questions... it kept my interest"



Understanding real preferences by reducing response bias

Bias 1. Acquiescent Response Style (ARS)

Bias 2. Socially Desirable Responses (SDR)

| Multi-country study to test hypotheses

**10 shampoo
messages**



**Tested through 3
different methods**



Partner



India



Philippines



Singapore



Australia

Swiping helps reduce ARS and levels the playing field

	India	Philippines	Singapore	Australia
Rating	5.7 (100)	5.4 (96)	5.0 (89)	4.9 (87)
Swiping	66.9 (100)	68.2 (102)	66.1 (99)	59.5 (89)

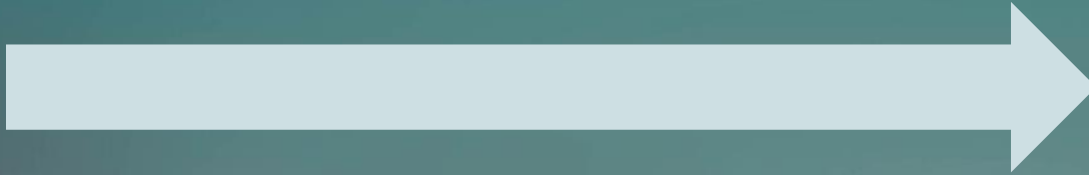
| Swiping reduces socially desirable responses

	Rank for most (#1-3) socially desirable items	Rank for least (#8-10) socially desirable items
Rating	3.2 ↑	7.8 ↓
MaxDiff	3.4	7.3
Swiping	3.6 ↓	7.1 ↑

Chart represents averages across the three Asian countries (India, Philippines, Singapore)



Lower online penetration makes it hard to reach all the right people



Expand reach



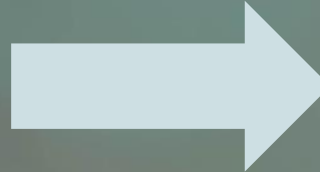
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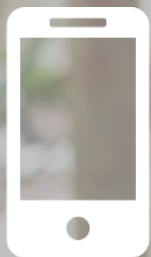
Raise engagement!



Cultural norms make it harder to unveil true preference



Reduces biases



Try it yourself

<http://tinyurl.com/SKIM-Unspoken>





| Thank you



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