

Get to the "Why" With Focus Group Research

Session Description:

Focus group research is a useful tool for collecting in-depth information about customer needs, perceptions, behaviors and motivations. While surveys and other "quantitative" research can help you to predict behavior, focus groups can help you to understand "why" people act as they do. Focus groups can be effectively used "up front" to develop survey questions, or to help understand why people responded the way they did to a survey. However, focus groups are NOT good tools to predict behavior for an entire population.