



Back to school
How to get closer
to consumers
than ever before
with Bilendi Discuss



Introduction

As we know, the challenges facing market research have changed significantly in recent years and will continue to be driven by further changes in the future. From our point of view, the new challenges can be identified on three general and two specific levels.

General Challenges

The years when companies offered their products and services to consumer groups whose consumption habits and purchase intentions changed only very slowly are over. Today, companies encounter consumers who have lost loyalty to a product or brand and who are **constantly turning to new products and services**. To survive in this competition, one's own product range must be adapted and precisely targeted to consumers in ever shorter cycles. **Deep knowledge of the constantly changing preferences and attitudes of consumers is a basic requirement.**



1 Do more with the same budgets

Companies' budgets for market research have not developed at the same speed as the markets in which they operate. Consequently, research demands approaches that are more productive, more precise and leaner. **The goal is to get more and more accurate insights at the same cost.**



2 Need for speed

The market is not only changing more than before but also faster. Market research must keep up with this speed and this has an impact on all phases of research. Concepts must be ready to hand. Field times should no longer take weeks, but mostly a few days without risking poor coverage of the sample. However, **this can only be achieved through a high degree of accessibility and reactivity of the sample.** The first insights should be available immediately after the end of the field. **This can only succeed if market research is much more agile.**

3 Customer Centricity

Efficiency and speed are necessary for future market research, but this will only be sufficient if the research focuses on the consumer and not on the product or service. In contemporary marketing, the value chain starts with the consumer's expectations, needs and wishes. **This focus on the consumer requires a change in market research.** In the future, market research must offer more than just a measurement of the consumer through quantitative studies. It must become the spokesperson for the consumer through a suitable mixture of quantitative and qualitative survey methods, and this with increased efficiency and speed.

Specific Challenges

In addition to these general challenges to market research of the future, two specific challenges can be defined from the perspective of a provider of online surveys. The cause of these specific challenges lies in the changing behaviour of people in their digital everyday life.

1 Accessibility

Online surveys now have a history of more than twenty years. Initially seen as the junior partner of traditional survey forms, online surveys are now the dominant method. With the expansion of social media offerings and online shopping, competition for the attention of internet users has become increasingly challenging for market research. Consequently, people are becoming less accessible to online surveys. This competition for digital attention has been further intensified by new communication channels on the mobile internet. **Push messages from mobile apps and instant messengers have greatly changed digital communication, especially among the younger generations.**

2 Rising awareness of data security and data protection

Internet users have become more sensitive to the issue of data security and data protection. The consequence is users are more circumspect about sharing data and information on the internet. The decision for or against sharing is made less on the basis of the actual data security and the real protection of personal data, since the transparency of information is too low for this, but rather using a personal cost-benefit calculation. **What is the benefit of an internet offer for me? Am I willing to forget my concerns about data protection in return?** Although market research actually has a high standard of data security and data protection due to strict self-regulation, which is also perceived by the participants, the personal benefit of participating in a market research study is generally rather low.

In addition to a declining willingness to participate, this has a negative impact on the acceptance of third-party apps or plug-ins offered within market research. The acceptance of downloading apps or plug-ins in market research is therefore comparatively low.

The Client

STABILO is one of the leading writing instrument manufacturers in Europe. Its core competencies are in the areas of writing, painting & drawing and highlighters. With over 1,500 employees, Stabilo operates internationally. The headquarters is located near Nuremberg, in Germany and their products are available in more than 180 countries worldwide. Stabilo has been working together with Bilendi in international and national market research studies since 2017.



The Challenge

"Back to School", the time when summer ends and school starts again, is the best-selling and therefore most important time of the year for Stabilo. This is when the purchase of school supplies for the new school year takes place. Since the consumer is at the centre of Stabilo's business decisions, it is crucial for them to be **as close as possible to its target group** at this time and accompany them in their journey. Since, as with many other companies, budgets for this research are limited, they must above all be used efficiently. Stabilo relies on a high level of self-involvement within the research, i.e., many studies are carried out by the company itself.

When choosing a research approach and research tools, it is therefore crucial that the handling is simple and understandable and that the implementation takes little time. Only in this way can efficient DIY research function. However, this should not be at the expense of the quality of the research. **The goal is always to achieve high-quality insights into consumer behaviour and decisions with as little effort as possible.**



The Solution

To meet these challenges in one research approach, Stabilo decided to conduct the "Back to School" study based on the Bilendi Discuss research tool.

Bilendi Discuss is a multichannel communication and analysis platform for qualitative market research, on which companies can get in touch with their desired target group.



Easy-to-use for participants

The special feature: communication takes place on the familiar channels of the target group, such as **WhatsApp, Facebook Messenger, Slack or LinkedIn**, without participants having to download a third-party app. The specific channel chosen by the participants is left up to them. As a further plus point, in addition to the higher acceptance of this offer compared to the download of special market research software, the participants are already familiar with the creation and sending of images, videos, voice messages and texts, as they already use WhatsApp and Co.


In Bilendi Discuss, participants are simply invited to the study by email, link or QR code. This makes Bilendi Discuss the voice, eyes and ears of consumers at the point of sale, on the road or in the comfort of their own four walls.

Easy to use for researchers

Bilendi Discuss is used either as a "do it yourself" or "do it together" tool using an intuitive and easy-to-configure interface. Timings can be planned, content created, questions and follow-up questions asked or surveys integrated with just a few clicks. In this way, the user can concentrate on the essentials, namely his research questions, and does not lose time through coordination processes with an external service provider.

Data analysis starts in Bilendi Discuss in real-time. In addition to the immediate contributions of their target group, researchers have direct access to the number of contributions, the most active and best participants and other key figures. Live coding, word cloud, tops and flops, filterable views and sentiment analysis accelerate the generation of crucial insights immensely. Bilendi Discuss uses methods from machine learning for this.





Please take us with you
when you are shopping!

The Study Description

The Bilendi Discuss study "Back to School" was conducted over nine consecutive days from 24 September 2021 to 2 October 2021 in Germany.

A total of 102 people from the Bilendi Online Panel were invited to participate, of which 66 people registered to take part (65%) and 56 people actively participated (85%). The active participants were incentivised with 20€ each after completion of the study. Parents of school-age children (91% of active participants) and school-age adolescents and students (9%) who indicated that they had purchased school supplies in the last ten days, or would be purchasing school supplies in the next ten days were invited to participate.

52 people participated in Bilendi Discuss via WhatsApp and 4 people via Facebook Messenger.

The discussions, moderated by Stabilo, focused on shopping needs and behaviour, brand perception and product experience, interests and leisure activities, and topics such as sustainability in purchasing decisions.

The participants took the researchers with them on their shopping days via texts, pictures, videos and voice messages.

A total of 1277 posts were made in 49 threads/questions over the nine days, including 174 pictures and videos and 38 voice messages. Pictures and videos shared included children's schoolbags, school shopping lists, favourite pens, drawings and shopping environments. Questions were answered via text message or voice message, with voice messages being significantly longer and more detailed than text messages.

1277
POSTS

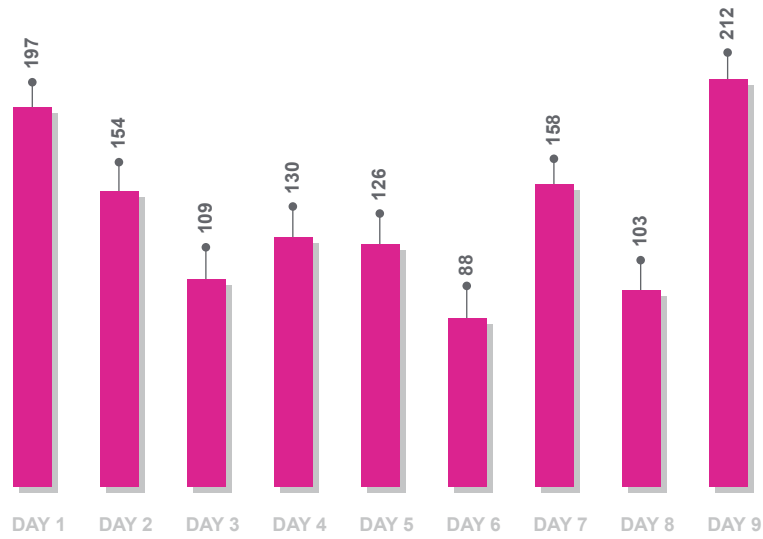
49
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38
VOICE
MESSAGES

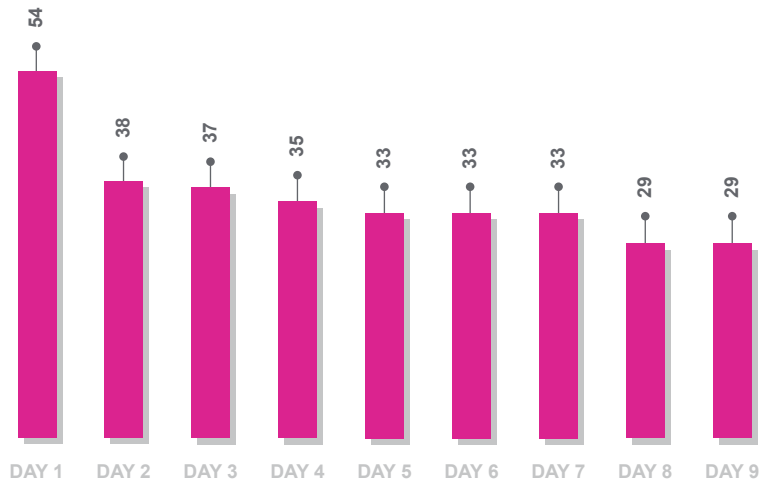
The Study Description

The participants differed in their level of activity. The majority of the participants had a high activity level, i.e. they wrote more than 30 posts within the nine days of the study. The most active participant made 75 posts, i.e. more than eight posts per day.



Posts per day

(figure 1)



Number of active participants per day

(figure 2)

The Study Description

At the beginning of each study day, participants were greeted by a welcome message that briefly introduced the topic of the day. This message was followed by specific research questions each day, before a farewell message ended the day.

The participants received each message as a push notification on their digital device.

The questions were posted in quick sequence, usually in the morning.

The participants could post their answers to the questions at any time of the day.

Specific questions could be asked about each post, creating a dialogue.

Participation measured by the number of contributions per day was very high on all days (fig. 1), although the number of active participants declined after the first day, but then remained almost constant in the following days (fig. 2).



The Impact

Stabilo emphasises that in no other study have they been so close to consumers over such a long period of time. Only through the combination of text, voice message and video message in a quick exchange was it possible to dive into the language and worlds of the consumers in addition to the content and thus get a realistic picture of the purchasing process.

The use of familiar messenger services transforms a dry interrogation of attitudes and opinions into an entertaining and very active dialogue with the consumer. With Bilendi Discuss, communication takes place at eye level and in the natural environment of the consumer, and the consumer pays back by being more active. Due to the possibility of tagging posts with keywords in real-time, initial content analysis was directly visible and could thus be incorporated into the further course of the study. This saved even more time in analysing and summarising the insights.

Key Takeaways

What answers to the current challenges of market research could be observed through the use of Bilendi Discuss in this study?

1 Lean and efficient

The possibility of multimedia feedback gives a detailed view of the consumer's world without much effort

2 Easy implementation

A short introduction is enough to carry out the whole study independently

3 Close to the consumer

Direct exchange with consumers via familiar messenger services strengthens customer centricity

4 User-friendly

By using familiar messenger services, the participant can get started straight away without any hurdles

5 High activity

As in familiar digital exchanges with friends, the communication channels motivate more active participation

Client Testimonials

“It was not work it was fun and we had the experience that we have never been so close to our customers when they were buying pencils”

Maximilian Stein
Head of Market Research and Analytics
STABILO International GmbH



About Bilendi

Bilendi Services for Market Research helps market researchers to collect data by reaching and engaging even the most challenging targets in Europe. We combine innovative solutions with proprietary technologies to gather and deliver your data exactly when and how you need it. We provide data, technology and services which allow market researchers to collect and interpret insight: Translation, scripting, sampling, quality checks, coding, data processing as well as our multichannel conversational and analytic platform Bilendi Discuss

Why Bilendi

From Sample Only to Full Service

We provide data, technology and services which allow market researchers to collect and interpret insights: translation, scripting, sampling, quality checks, coding, data processing, Bilendi Discuss online qualitative platform.

Dedicated and flexible local teams

We have dedicated and flexible operations teams based in 13 offices across Europe.

A unique partner for your qualitative, quantitative or hybrid approaches

Focus groups, Post-purchase feedback, Customer Journey Improvement, Shopper Experience, Co-creation, Innovation, Product or Service testing, UX Research, Pre-Task / Post-Task, Diaries, Blogs, Messaging Instant Feedback, Communities...

A Trusted Partner

Bilendi adheres to the quality standards defined by the market research industry and is a member of the major European professional associations.

The whole Bilendi group has been successfully audited to achieve the ISO standard 20252:2019, a certification specifically for market, opinion and social research. The certification relates to the way in which market research studies are planned, carried out, supervised, and reported.

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