

PRODUCT INFORMATION SHEET

MallTalk™ Focus Groups

What we do: Our MallTalk™ focus groups help our clients better understand the ‘whys’ that go to explain behaviours. We agree a clear brief with our clients which includes a detailed discussion guide. Using trained researchers we recruit to an agreed specification only those individuals who meet the exact criteria. Recruitment is typically on the basis of a combination of age, gender, life stage as well as behaviours. In addition we can also recruit to respondents’ underlying values, beliefs and motivations using the Values Modes™ model. Moderation of the groups is carried out by one of our experienced consultants. All MallTalk™ groups are recorded digitally and video recording can also be arranged whilst a viewing facility is also an option.

A MallWalk™ is an extended focus group allowing for a more experiential session including a guided discussion around the physical scheme.

The result: The strength of qualitative research is that it enables client managers to take each of the aspects of their business and probe for the reasons for particular behaviour. In shopping centres this might lead to a better understanding of the drivers to conversion, frequency and dwell, giving insights into how to improve these.

Our view: “We believe that meeting customer needs profitably is one of the very definitions of marketing. However the prerequisite to this is of course identifying and understanding exactly what your customers or prospective customers actually want. Qualitative research is particularly valuable for more abstract work concerning communications. Given the high level of investment in branding, advertising, PR and promotions, some measure of pre-testing is both prudent and responsible. Qualitative research is a particularly powerful tool in this respect. Within the consumer goods industries the once standard mega-survey “The Usage and Attitude Study” has been replaced by simple behavioural surveys supported by focus groups which address each element in the mix”.

Our expertise: We conduct all our own focus groups, using our own trained facilitators. This means that all the research expertise is kept within the team and learning can be shared throughout the business. We conduct all moderation and analysis of transcripts ourselves to better inform our reporting of findings.

