



# How real respondents with real purchases can help close the say-do gap

The Quirk's Event – Chicago  
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# Let's get introduced





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84.51° Consumer Research

Research Verified by Behavior

 **Do It Yourself**  
84.51° IN-QUERIES

**Full Service** 

REAL HUMANS. VERIFIED PURCHASES. QUALITY RESULTS.

**MY WORK**



**FUTURE RESEARCHERS**



**DOG TREAT TESTER**



# Who is 84.51° and why is that important?



A retail data science, insights and media company  
A wholly owned subsidiary of Kroger

**First-party transaction data from 62 MM U.S. households**

VALUE EXCHANGE  
SCALE

UPC-LEVEL  
COMPLETE

OMNICHANNEL  
LONGITUDINAL



# Hurdles in conducting high quality research

HURDLE #1



Automation  
and artificial  
intelligence

HURDLE #2



Bad actors  
doing bad  
things

HURDLE #3



Reporting  
behavior is hard  
to remember



# How do you overcome these hurdles?

## REAL PEOPLE AND REAL PURCHASERS

In other words, conducting research among behaviorally-verified respondents





# How do we know this?

## Research on Research: Understanding the differences between **SELF-CLAIMED** and **BEHAVIORALLY-VERIFIED RESPONDENTS**

### **SELF-CLAIMED**

Traditional screening where respondents are qualified for research by self reporting behaviors



### **BEHAVIORALLY-VERIFIED**

Identified for research based on actual purchase behavior from loyalty card or other transactional data

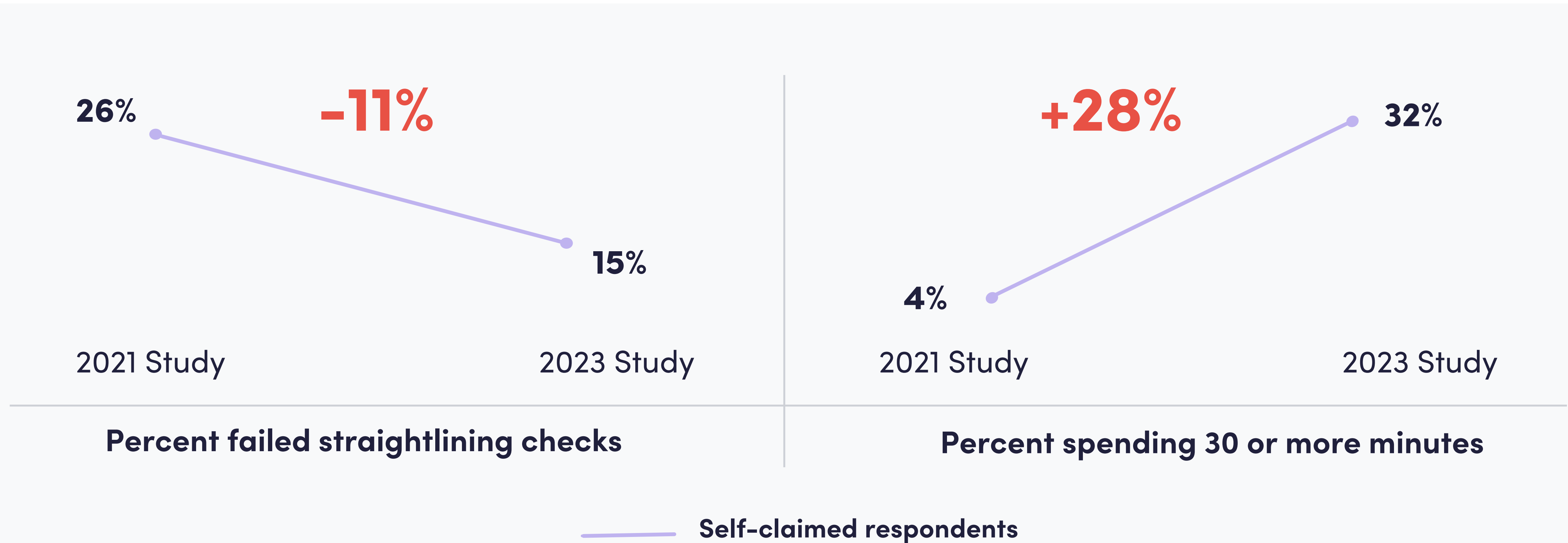


HURDLE #1

# Automation and artificial intelligence

Real respondents are *real* and avoid pitfalls of AI

# We see AI models getting smarter at taking surveys, so **real matters**



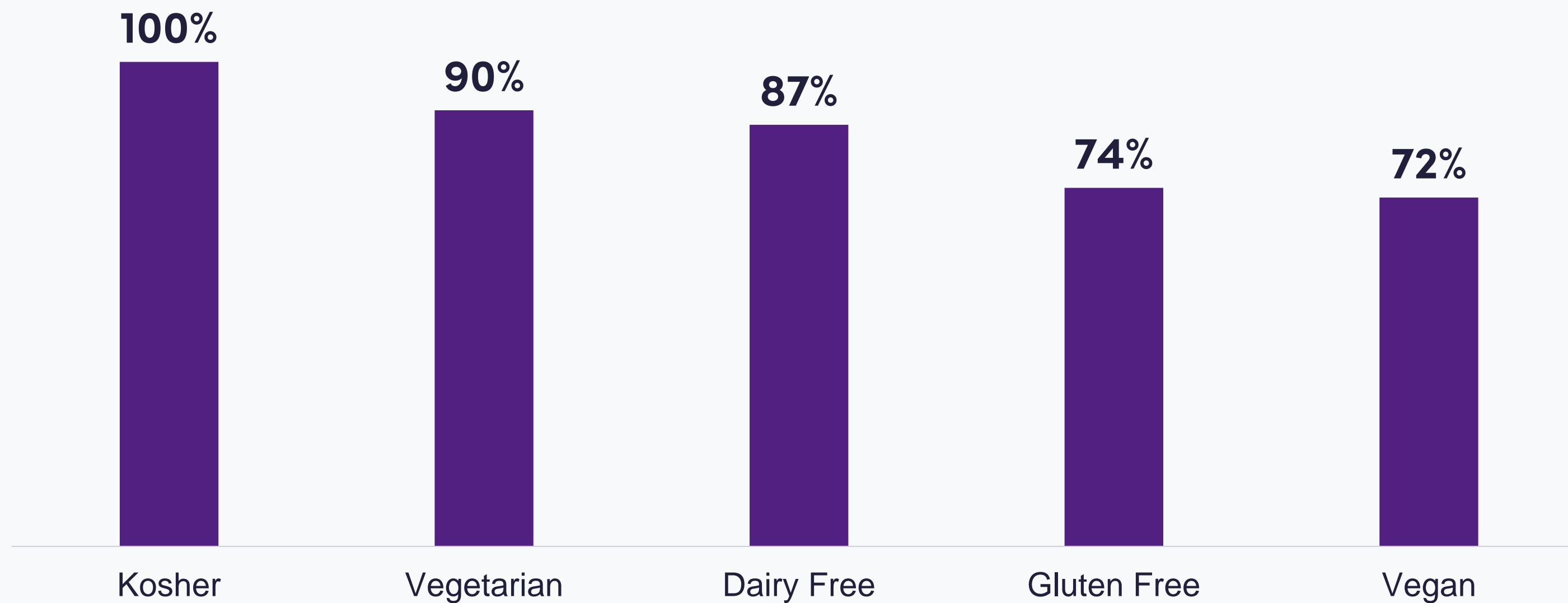
Source: Behaviorally-verified sampling versus Self-claimed sampling: A study on data quality, effectiveness and accuracy. 84.51° study 2023.  
+ three separate 84.51° Consumer Research Product Profile Projects, 2021.





# Bots can pass standard quality checks and get into surveys

## Dietary Preferences



Source: Custom Kroger Research on Dietary Needs, 2023



100% of the respondents indicated they followed a Kosher diet, 90% Vegetarian, and so on....  
**Doesn't look very real**



# Open ends are a good indicator of bots and that is getting harder to detect

An example of open ends from a recent study:

“Why don’t you shop Kroger delivery?”

Comply with **Crog's** minimumrder amount requirements

Comply with **Crog's** privacy policy and data protect

Create a **Crog** account

Create an account on **Crog's** official website or ap

**Crog** sets a specific delivery period

**Crog's** minimum requirements for shopping amounts n

What if there was no spelling error?

Comply with **Kroger's** minimumrder amount requirements

Comply with **Kroger's** privacy policy and data protect

Create a **Kroger** account

Create an account on **Kroger's** official website or ap

**Kroger** sets a specific delivery period

**Kroger's** minimum requirements for shopping amounts n

Source: Custom Kroger Research on Dietary Needs, September 2023



# Real also means better responses and better respondents

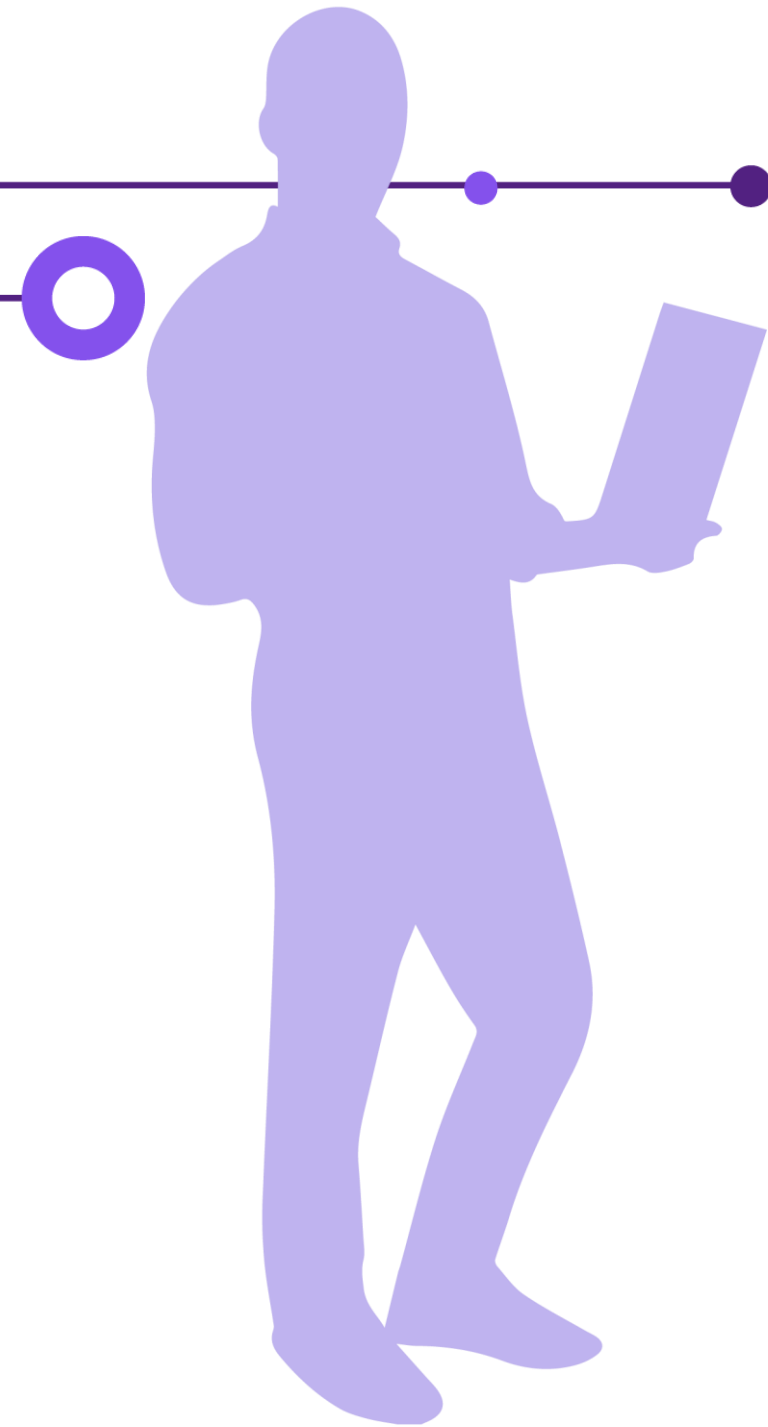
Beyond  
overcoming AI by  
being **real**  
**respondents** and  
**real purchasers...**

Real respondents  
are also **better**  
**respondents**

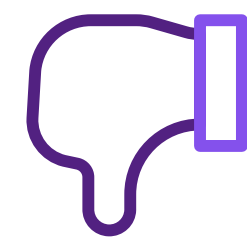


# Better quality from **real** respondents

**SELF-CLAIMED** respondents are:

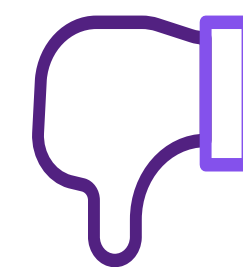


1.6x



More likely to fail a  
straightlining check

2.0x



More likely to fail  
an attention check

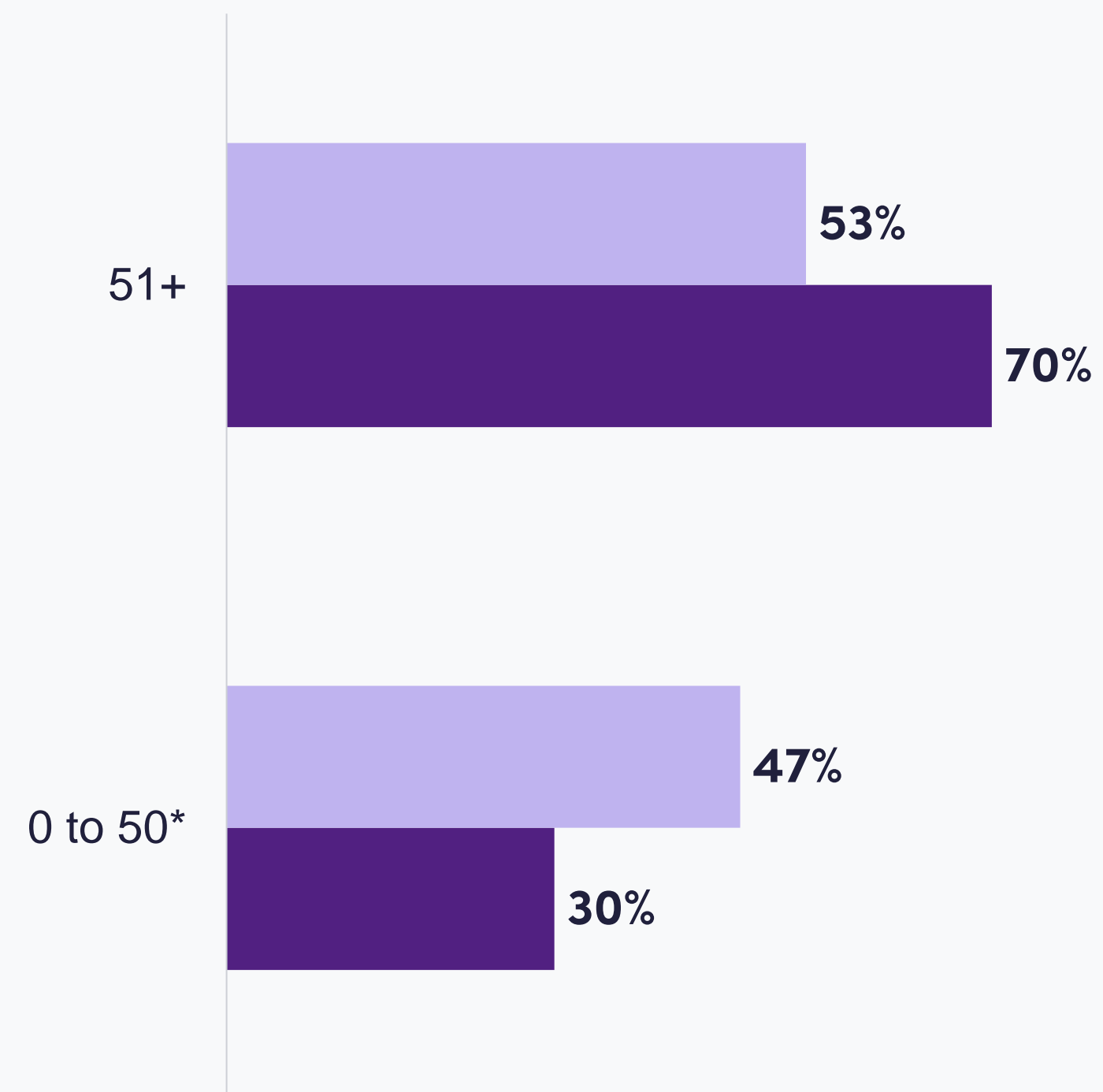
Source: Behaviorally-Verified Sampling vs. Self-Claimed Sampling: A Study on Data Quality, Effectiveness and Accuracy. 2023 by 84.51°.



# Richer open-ended responses from real respondents

## Open end response length

● Self-claimed (n=500) ● Behaviorally-verified (n=176)



Source: 84.51° Consumer Research Product Profile, 2021  
\*All respondents entered at least 4 characters



## “Likes” about product (illustrative comments)

### Self-claimed respondents

- Quick meal
- Not sure
- Delicious
- The taste
- Easy meal
- Healthy
- It's easy
- Taste
- Ready made
- Price
- Fresh
- Simple Meals

### Behaviorally-verified respondents

- High quality ingredients and easy to use
- All the work and planning is done for you
- Their products are very strong and sturdy
- It looks like it would be easy and delicious.
- You're able to get a whole meal in a kit.
- All of the ingredients you need are there, pre-portioned.
- It looks like it would be convenient to use.
- It looks delicious. Doesn't help that I am hungry
- The fact that I can have a day off without cooking



HURDLE #2

## Bad actors doing bad things

They make a difference in our research, and not in a good way



# The wrong people are getting into research

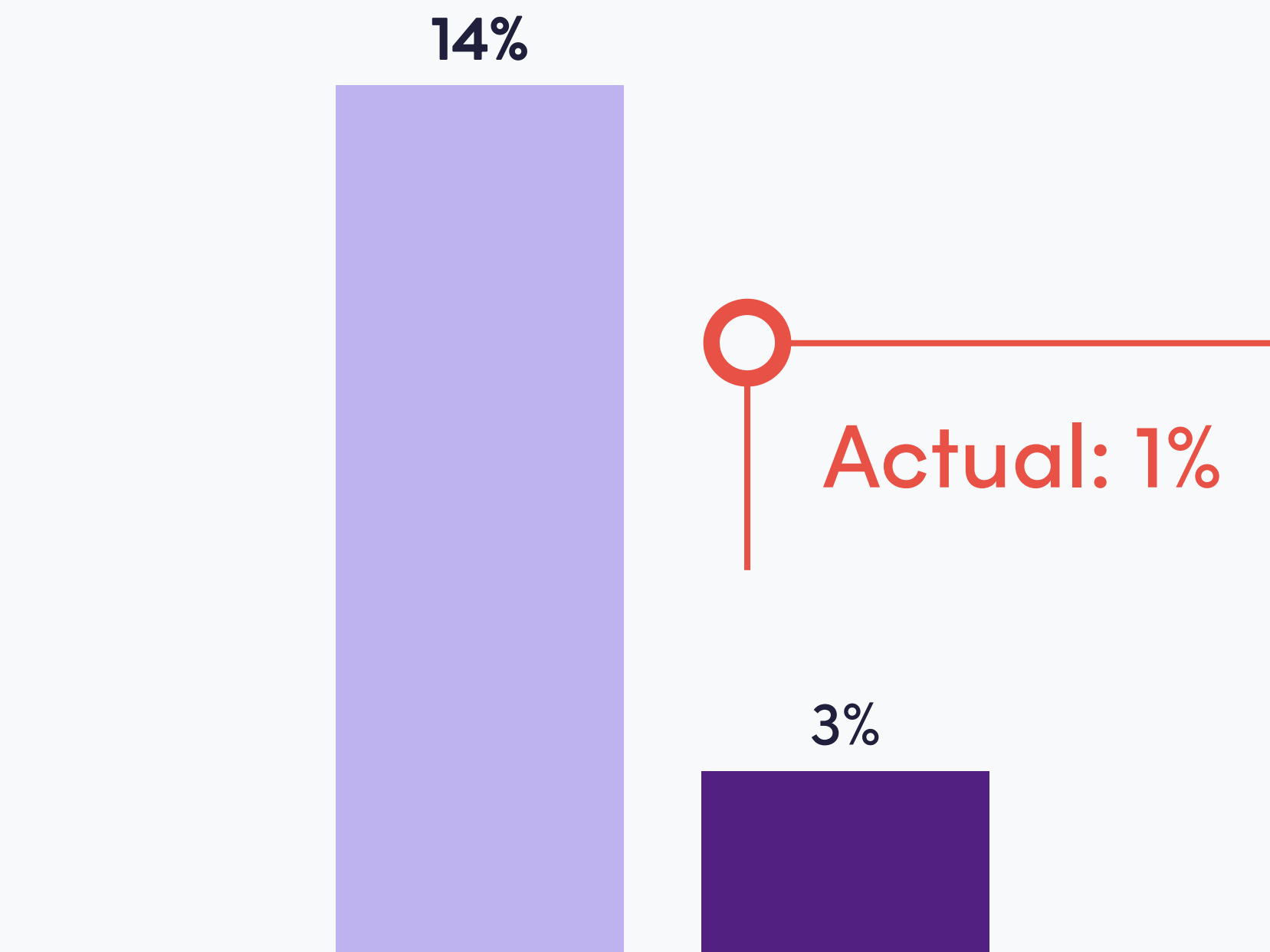


Source: Behaviorally-Verified Sampling vs. Self-Claimed Sampling: A Study on Data Quality, Effectiveness and Accuracy. 2023 by 84.51°.

# And they are over-claiming purchase behavior

## % Claiming purchase of all listed categories

● Self-claimed ● Behaviorally-verified



Source: Behaviorally-Verified Sampling vs. Self-Claimed Sampling: A Study on Data Quality, Effectiveness and Accuracy. 2023 by 84.51°.



## Average number of retailers shopped



4.6

Self-claimed respondents



2.5

Behaviorally-verified respondents

Source: Behaviorally-Verified Sampling vs. Self-Claimed Sampling: A Study on Data Quality, Effectiveness and Accuracy. 2023 by 84.51°.

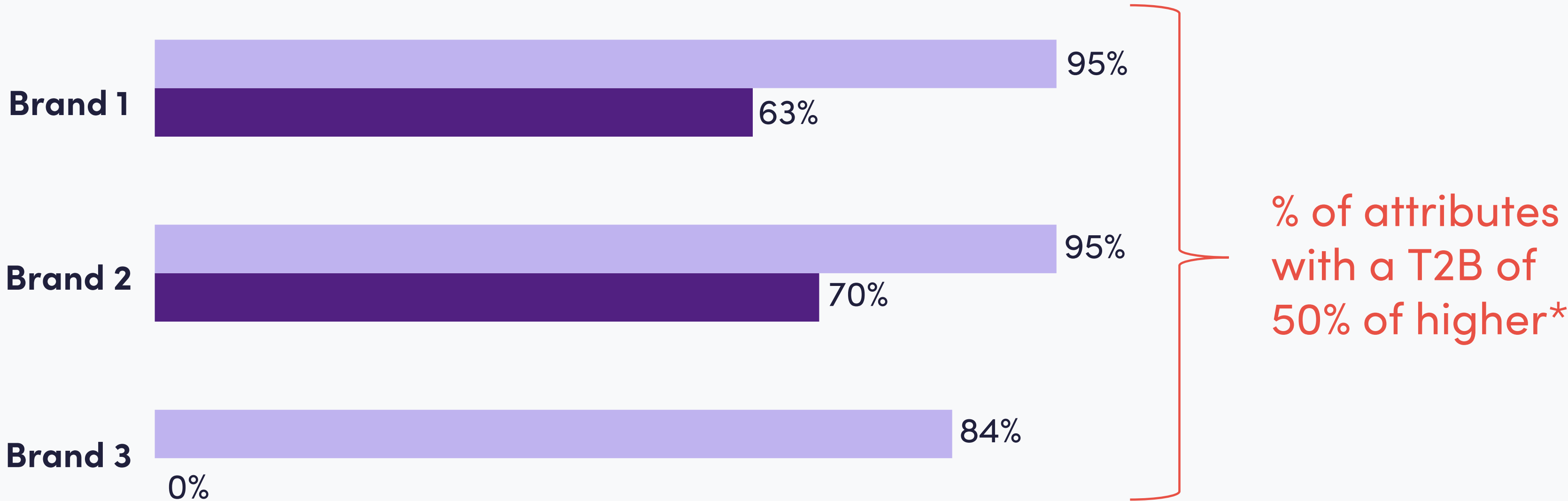




# Self-claimed respondents show elevated results that can impact business decisions

## Self-claimed respondents show more favorable ratings of brands

● Self-claimed ● Behaviorally-verified



Source: Behaviorally-Verified Sampling vs. Self-Claimed Sampling: A Study on Data Quality, Effectiveness and Accuracy. 2023 by 84.51°.



# And could put investment at risk

**Purchase  
intent**



**ELEVATED  
BY 22%\***

**Ad  
Ratings**



**ELEVATED  
BY 14%\***

**NPS**



**ELEVATED  
BY 14 POINTS**

Source: Behaviorally-Verified Sampling vs. Self-Claimed Sampling: A Study on Data Quality, Effectiveness and Accuracy. 2023 by 84.51°

All results shown are the difference between self-claimed and behaviorally-verified buyers across all studied categories. \*Top 2 box on a 7-point scale.



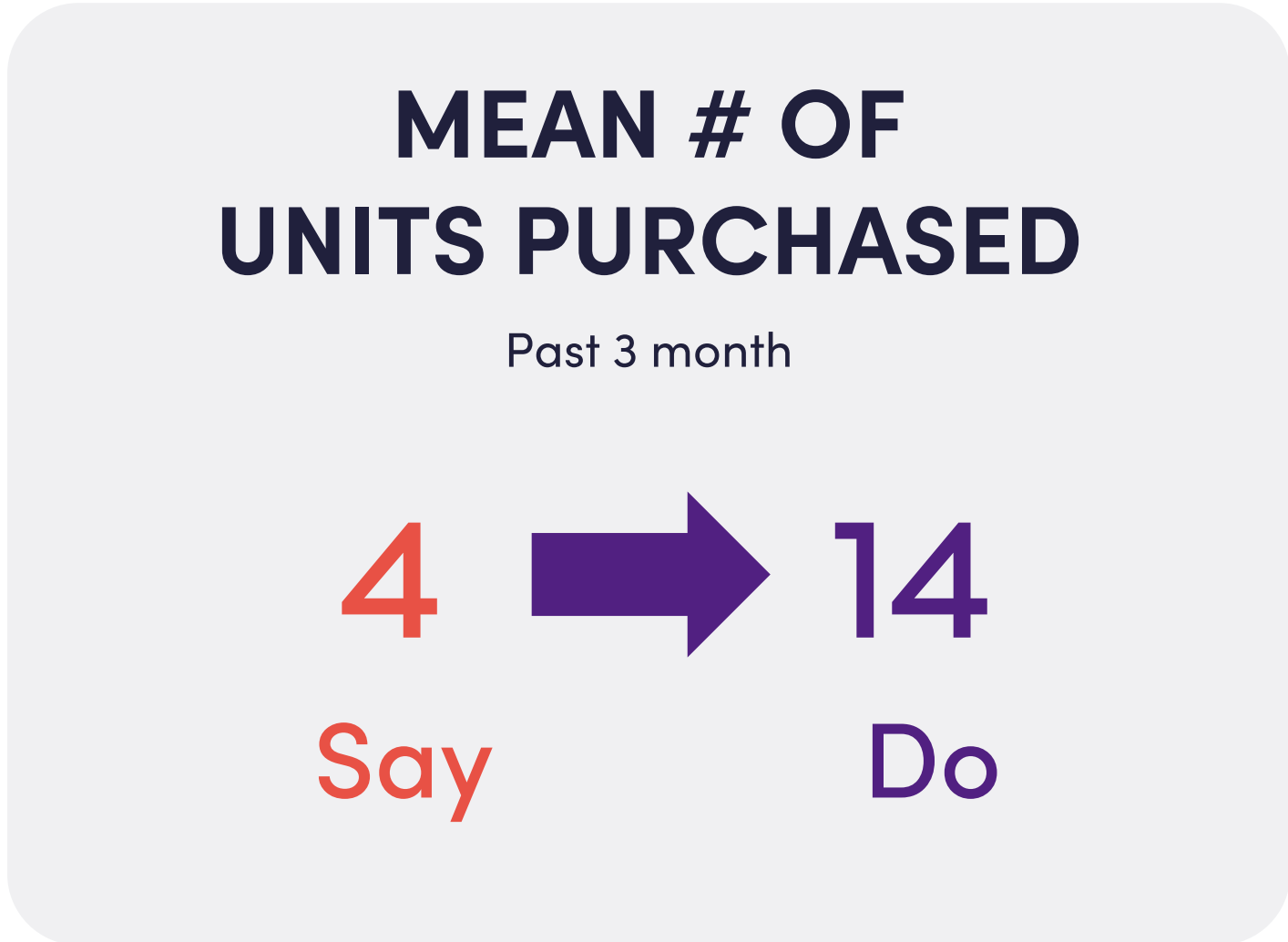


HURDLE #3

# Reporting behavior is hard to remember

# Real purchases also help with the say-do gap

## DATA FROM BEHAVIORALLY-VERIFIED RESPONDENTS



Source: Behaviorally-Verified Sampling vs. Self-Claimed Sampling: A Study on Data Quality, Effectiveness and Accuracy. 2023 by 84.51°.



# Bringing it all together

Business driving insight from real people who made real purchases

**INSIGHT:** The bottle is the hero



Based on the insight, the bottle is built into the outer packaging and can





# How you can jump these hurdles

WHERE POSSIBLE:

Use real respondents with real purchases

**REAL PEOPLE + REAL PURCHASES = QUALITY RESULTS**

WHEN NOT POSSIBLE:



Vet providers, ask questions, understand the validity of the sample and respondents



Check the data, read open ends, look for the illogical



Keep evaluating and re-designing quality checks as AI gets smarter

DOWNLOAD  
the full study:



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WHO ARE SELF-CLAIMED VS. BEHAVIORALLY-VERIFIED RESPONDENTS?

**SELF-CLAIMED** respondents are recruited for a research panel based on their own self-reported purchases, behaviors or preferences.

**BEHAVIORALLY-VERIFIED** respondents are screened based on actual purchase behavior and typically are also asked if they were the purchaser, sometimes called "double verified."



UNLIKELY TO REPRESENT ACTUAL CUSTOMERS

**75%** of self-claimed respondents misstated their purchase behavior and should not have been in the study sample

HIGH PROBABILITY OF BEING PLACED IN THE WRONG BUYER CELL

**60%** of self-claimed respondents are misclassified into the wrong heavy/medium/light buyer group

AND THE OVERSTATEMENT IS DRAMATIC ENOUGH TO LEAD TO DIFFERENT BUSINESS DECISIONS

Behaviorally-Verified Buyers Self-Claimed

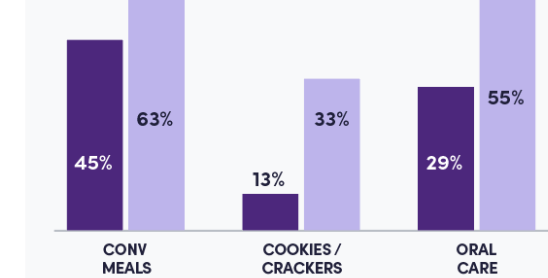
AD TESTING

Ad Seen Would Increase Amount of Shopping at Kroger (Top 2 Box)



CONCEPT TESTING

Concept Purchase Intent (Top 2 Box)



BRAND USAGE

Claimed Brand Usage for a Niche Brand

