The Impact of Generative AI

on

Market Research

Impact of Generative AI
on Market Research by
Market Researchers
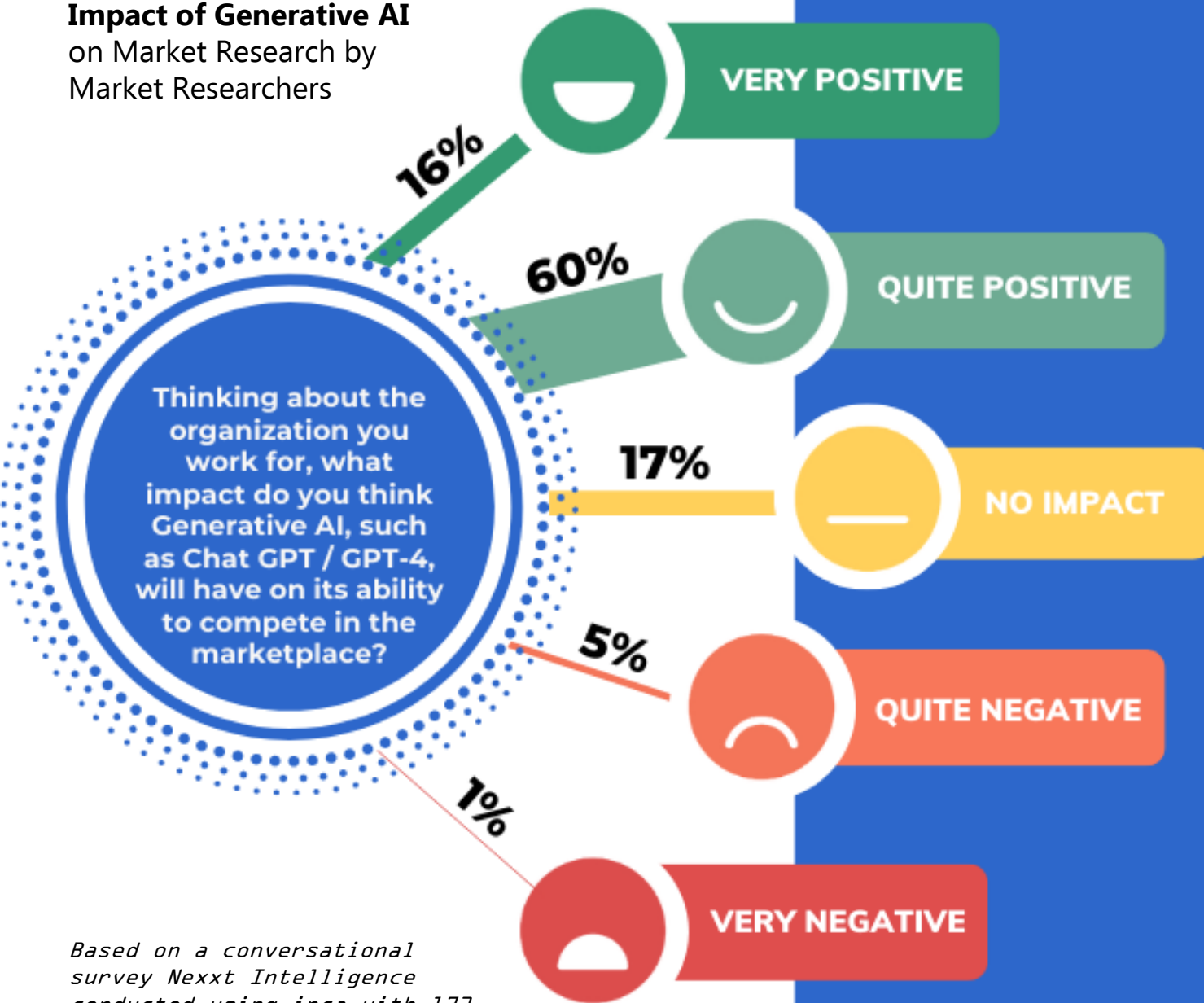
Thinking about the organization you work for, what impact do you think Generative AI, such as Chat GPT / GPT-4, will have on its ability to compete in the marketplace?

16% — VERY POSITIVE

60% — QUITE POSITIVE

17% — NO IMPACT

5% — QUITE NEGATIVE

1% — VERY NEGATIVE

- **Optimism and curiosity**

- **A prolific array of benefits anticipated**

- **However, not enough knowledge**

Does generative AI have genuine potential to transform how we uncover authentic human insights, versus just automating tedious and time-consuming tasks of traditional approaches?

Conversational AI

- What is it?
- How could it be used in Market Research?
- What are the expected benefits?

Is conversational AI delivering the expected benefits?
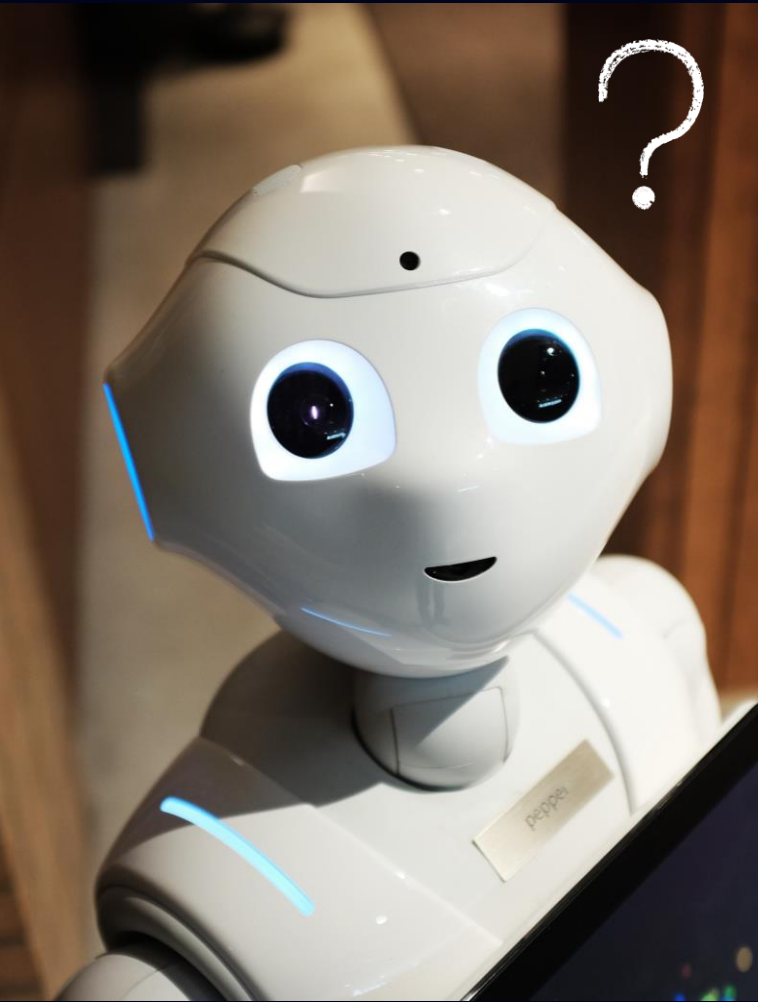
1. Does conversational AI help build engagement?
2. Does conversational AI help generate deeper insight?
3. Does conversational AI help with survey quality?
4. Does Conversational AI have to work in a conversational format?
5. Is conversational AI about asking questions only?

Two Research on Research Studies

1 Standard survey vs. conversational AI survey

2 Standard survey with conversational AI probing vs. without

inca + logit

#1

Q Does conversational AI help build engagement?

A Yes.
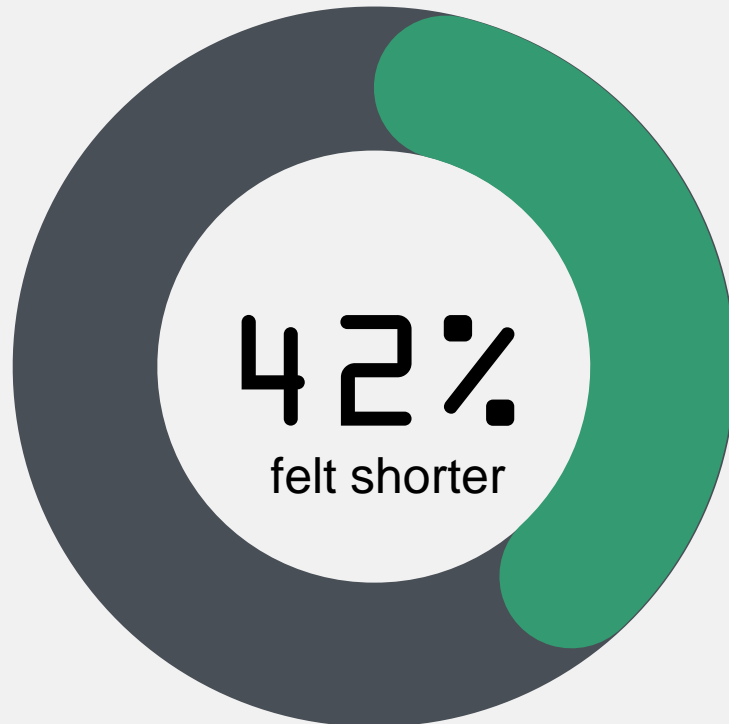
Conversational AI survey was perceived shorter

Standard Survey
LoI: 9.3 minutes

Conversational AI Survey
LoI: 11.8 minutes

42%
felt shorter

60%
felt shorter

15% same, 43% longer
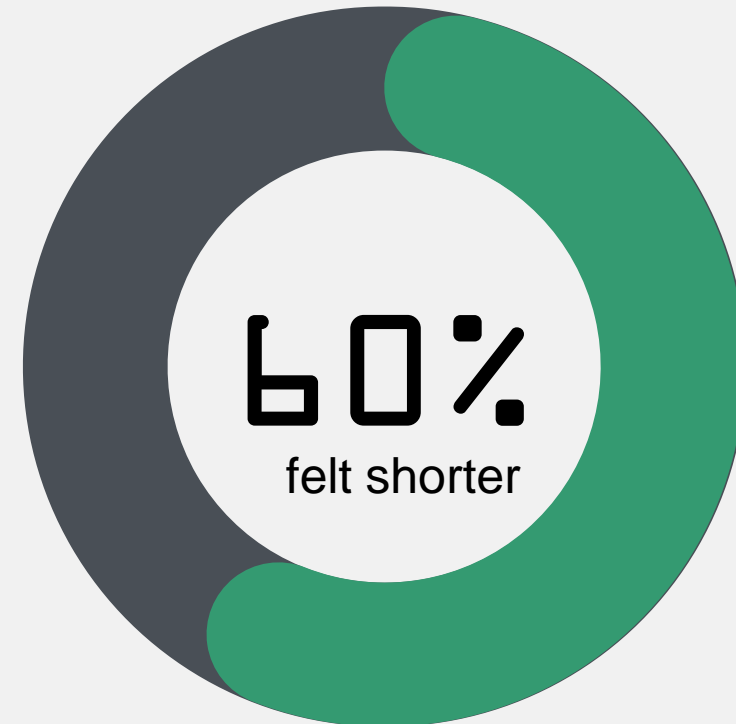
12% same, 28% longer

Participants reported a better experience...
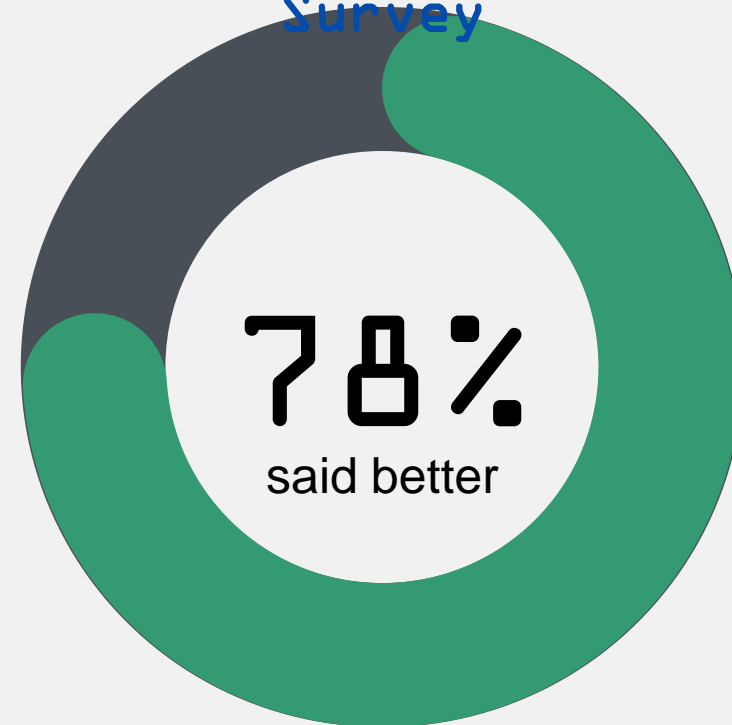
Question: Compared to other surveys you have done, how would you rate this survey experience?

Standard Survey

60%
said better

36% a lot
better

Conversational AI Survey

78%
said better

45% a lot
better

...because it's more engaging

	Standard Survey	Conversational AI Survey
Like the format / chat / interactive	2%	34%
Fun / engaging / interesting	5%	21%
Simple / easy	26%	21%
Straightforward questions	20%	13%
Fast / a short survey	17%	13%
A standard survey / familiar	16%	10%
Good questions / allow me to express my feelings	14%	9%
Generic positive / nothing / don't know	15%	5%

Participant feedback

"All other surveys require you just to tap on answers, but this one was more like an experience as we were actually chatting with a bot!"

"Felt like talking to a person rather than having to pick an answer that somewhat I agree with"

"I feel like I am talking to a real person to express my thoughts, and I am being heard"

"This new format is fun and makes you feel like your opinions matter and are heard"

"It sure beats checking off little boxes!"

#1

IMPLICATIONS

- For quality data, we need to focus on combating fraud, but the importance of participant engagement is also critical
- Conversational AI can be a key enabler of this
- Higher engagement = better survey metrics

#2

Q Does conversational AI help generate deeper insight?

A Yes.

More considered responses

→ Programmed OE:
What is the first thing that comes to mind, when you think about Jagmeet Singh?

→ Participant answers:
A pretty good politician

→ inca SmartProbe:
What do you think he does well?

→ Participant's elaboration:
He focuses a lot on the little people. People that are usually left out and that really need help from the government

More considered responses

→ Programmed OE:
What is the first thing that comes to mind, when you think about Jagmeet Singh?

→ Participant answers:
Honest and hard working

→ inca SmartProbe:
What examples can you give to support your opinion that he is honest and hardworking?

→ Participant's elaboration:
He has said that he'll support the Liberals as long as they do as promised and will vote against them if they don't implement dental benefits. He is hard working with all his

More differentiated findings

Without probing

With AI probing

Policy-related [17%]

UNSPECIFIED POLICIES [8%]		
EQUALITY/LIBERTIES/MINORITIES [2%]		
TAX/SPENDING [2%]		
HEALTHCARE/CHILDCARE/WELFARE [1%]		
JOBS/EMPLOYMENT/EDUCATION [1%]		
ECONOMY/TRADE [1%]		
INFLATION/COST OF LIVING/HOUSING [1%]		
MIDDLE CLASS [1%]		
COVID/PANDEMIC [1%]		
ENVIRONMENT [0%]		
SECURITY/GUNS [0%]		
FOREIGN POLICIES [0%]		

Personal Traits [49%]

GENERAL GOOD OR NOT GOOD [25%]	
INTEGRITY OR CURRUPTION [8%]	
CHARISMA [10%]	
EXPERIENCE [3%]	
COMPETENCE [2%]	
EMPATHY [1%]	
Generic on Leadership/Party [14%]	
LEADERSHIP [8%]	
THE POLITICAL PARTY [6%]	
Leader-specific [5%]	
LIBERAL COALITION [2%]	
FATHER'S LEGACY [1%]	
FRENCH [1%]	
IMMIGRANT/FOREIGN LEADER [1%]	

Policy-related [44%]

UNSPECIFIED POLICIES [17%]		
EQUALITY/LIBERTIES/MINORITIES [6%]		
TAX/SPENDING [5%]		
HEALTHCARE/CHILDCARE/WELFARE [3%]		
JOBS/EMPLOYMENT/EDUCATION [2%]		
ECONOMY/TRADE [2%]		
INFLATION/COST OF LIVING/HOUSING [2%]		
MIDDLE CLASS [2%]		
COVID/PANDEMIC [2%]		
ENVIRONMENT [1%]		
SECURITY/GUNS [1%]		
FOREIGN POLICIES [1%]		

Personal Traits [72%]

GENERAL GOOD OR NOT GOOD [35%]	
INTEGRITY OR CURRUPTION [14%]	
CHARISMA [14%]	
EXPERIENCE [5%]	
COMPETENCE [3%]	
EMPATHY [2%]	
Generic on Leadership/Party [18%]	
LEADERSHIP [10%]	
THE POLITICAL PARTY [8%]	
Leader-specific [10%]	
LIBERAL COALITION [4%]	
FATHER'S LEGACY [2%]	
FRENCH [2%]	
IMMIGRANT [2%]	

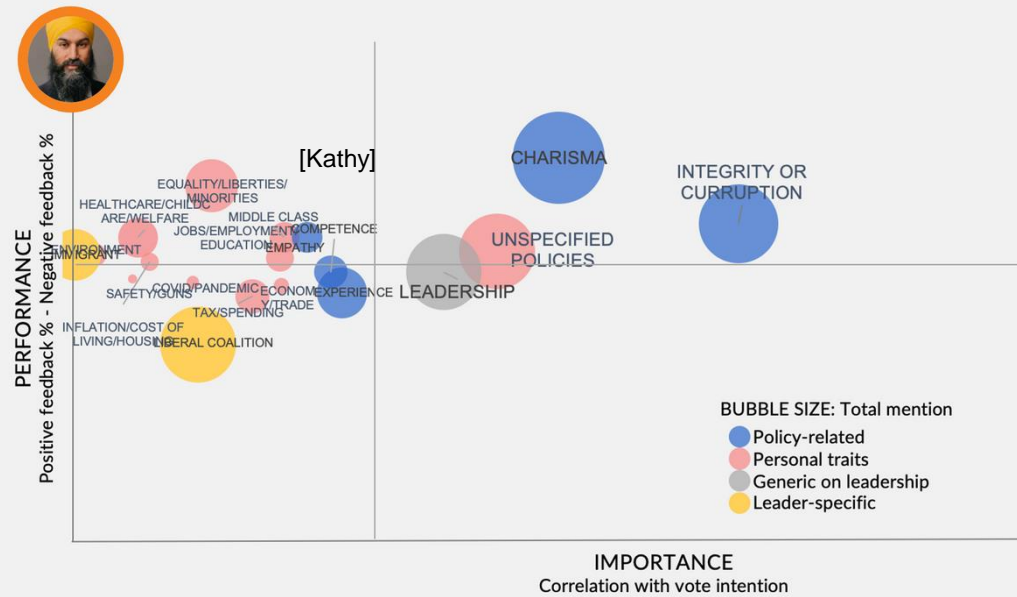11 sig. differences
3 of them on specific policies

22 sig. differences
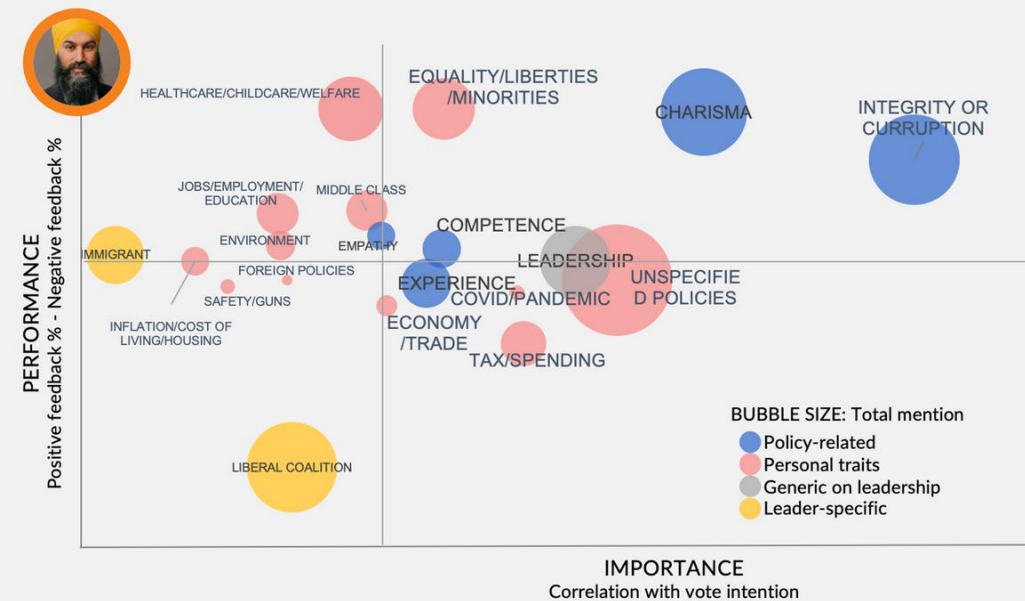11 of them on specific policies

More actionable insights/recommendations
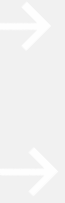
Without probing

With AI probing

3 strengths to reinforce
1 critical weakness to address

4 strengths to reinforce
5 critical weaknesses to address

On average...

2.8x
higher word count indicating **more considered OE responses**

2x
more significant differences from OE responses leading to **more differentiated findings**

2.4x
more likely to explain behaviour, leading to **more actionable recommendations**

#2

IMPLICATIONS

- If you are including OEs in surveys, conversational AI enables you to make the best use of them, delivering deeper insight
- The impact goes beyond the richness of the OEs themselves, providing more actionable insights when analysis combines open and closed questions
- Delivering better ROI from your surveys

#3

Q Does conversational AI help with overall survey quality?
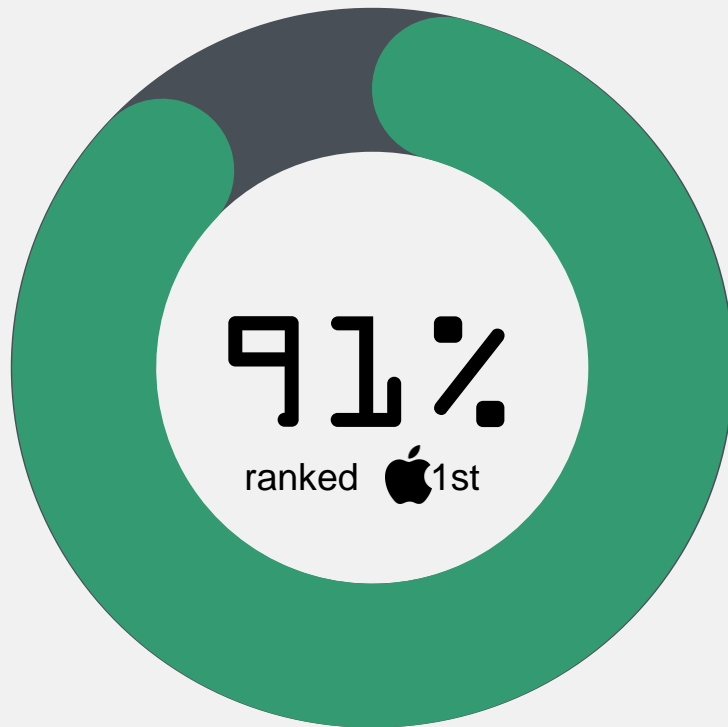
A It depends on what we compare with.

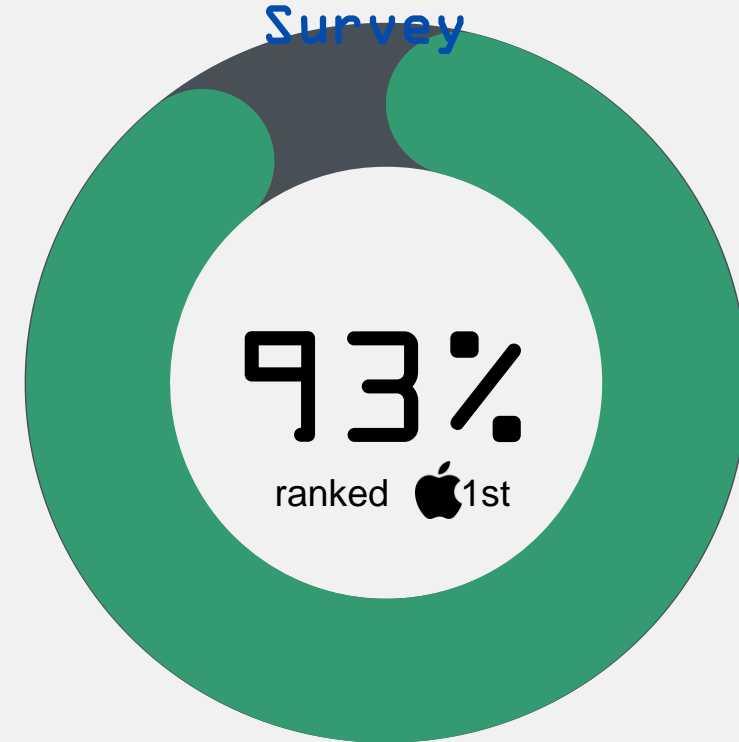# vs. standard surveys with screener for OE quality

We asked the participants what cell phone brand they currently own, and also asked them to rank their favorite brands. Among Apple iPhone owners...

Standard Survey

Conversational AI Survey

91%

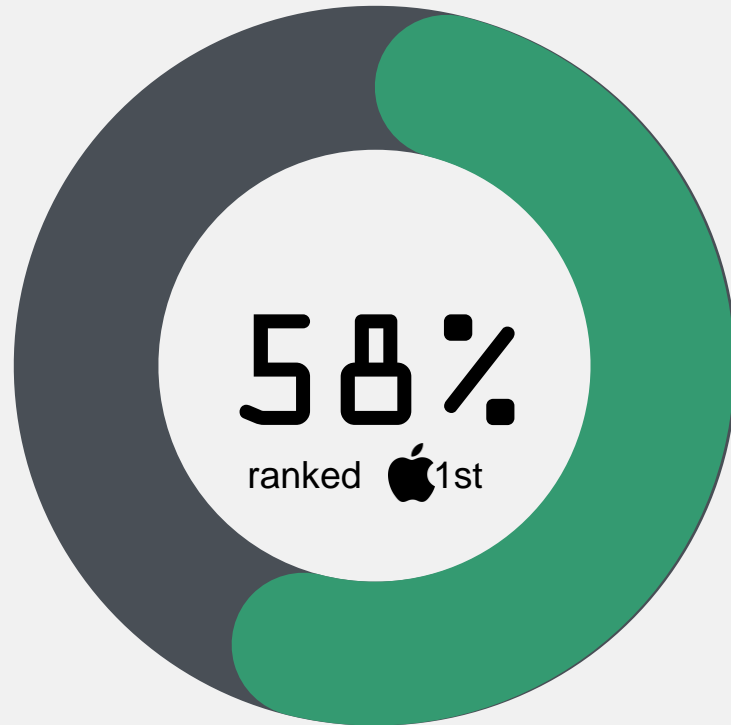ranked 🍎 1st

93%
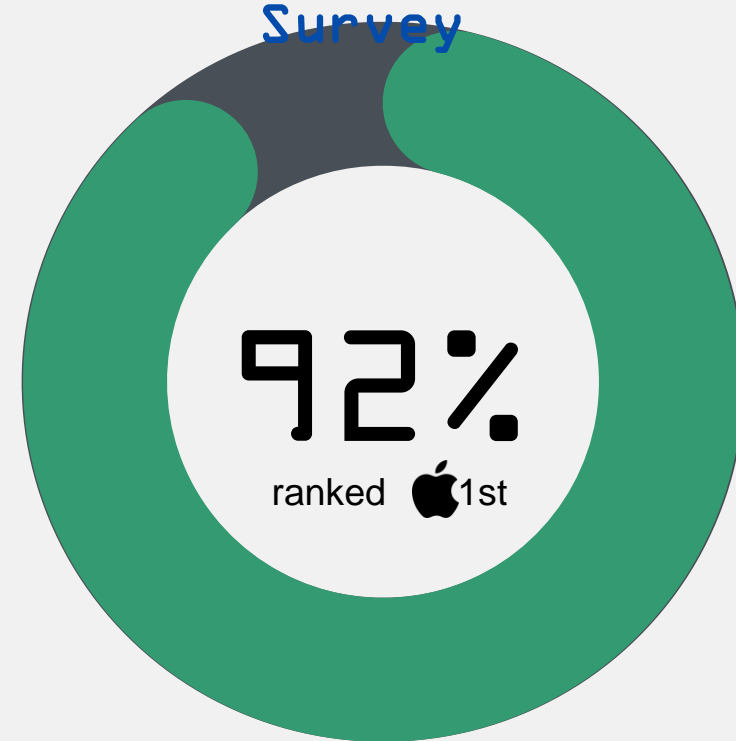
ranked 🍎 1st

vs. standard surveys without OE screener

We asked the participants what cell phone brand they currently own, and also asked them to rank their favorite brands. Among Apple iPhone owners...

#3

IMPLICATIONS

- For good quality data, more than standard panel quality checks are needed.
- Conversational AI removes the need to ask an additional OE screener at the start of the survey
- Poor quality respondents are screened out dynamically based on response in the survey

#4

Q Does conversational AI probing have to work in a conversational format?

**A** No, but the conversational format helps.

Projectives lead to nuanced emotions

Survey questions: Thinking about the new year 2023 that has just started, which of these characters best illustrated how you feel about the year to come? 2) I'm interested to know why you chose that character. Please provide as much detail as possible to tell me about the feelings and emotions the character brings to mind in terms of how you feel about 2023. And why do you feel that way?

"Standing tall means you're brave, ready for whatever. That's what I am 2023 standing tall and taking risks and making money"

"I have been sick since mid December and just starting to get my strength back. I am concerned about my financial situation with the high cost of living. I would love to travel more this year but worried
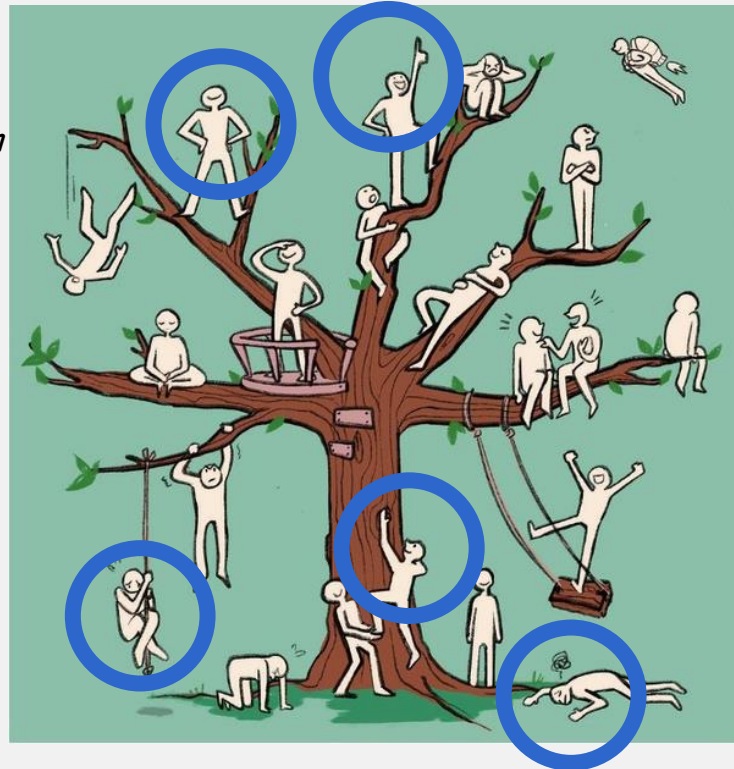
"I feel like I am at the highway this year and planning to make all my goals work . I am planning on losing 20 lb and starting a new job that I will enjoy"

"I see myself and our spouse finally at that point where we're just now at that point life where we're shedding debt, improving our home. I see my husband helping me climb to the tops of our capabilities and vice versa."

"I feel trapped in this world because I live in a capitalist society, there is no running away
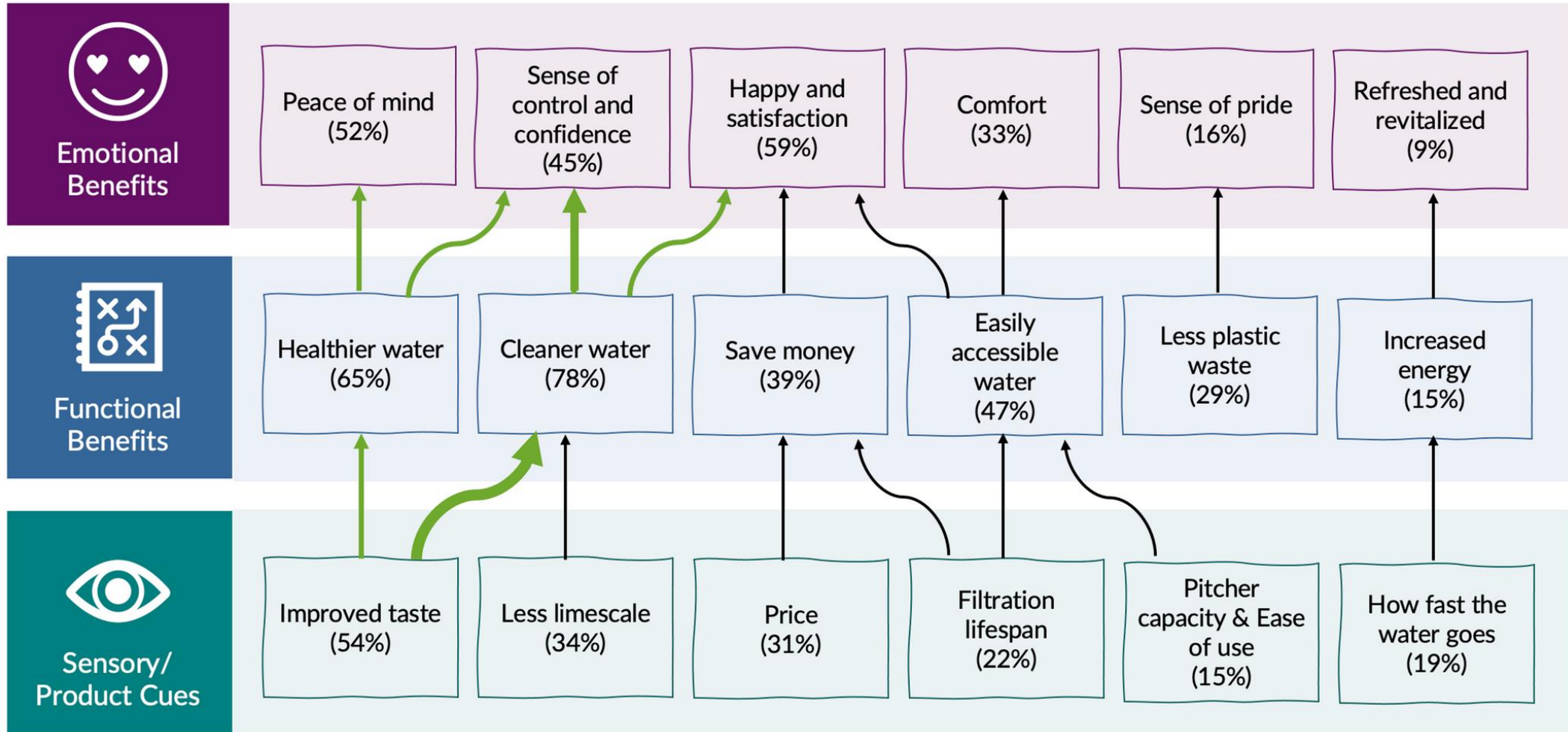
Emotions shared	Standard OE asked in the standard survey	Treeman Projective asked in the conversational AI survey
Generic positive/optimistic	56%	32%
Neutral/uncertain	11%	3%
Generic	8%	2%
Motivating / exciting	8%	15%
Joyous / happy / contented	7%	13%
Nervous / anxious	5%	2%
Struggling / tired / stressed	4%	11%
Confident / proud / strong	2%	13%
Peaceful / chill / calm	1%	8%
Lonely / lost / hopeless / desperate	2%	3%

Projectives + laddering

Emotional Benefits

- Peace of mind (52%)
- Sense of control and confidence (45%)
- Happy and satisfaction (59%)
- Comfort (33%)
- Sense of pride (16%)
- Refreshed and revitalized (9%)

Functional Benefits

- Healthier water (65%)
- Cleaner water (78%)
- Save money (39%)
- Easily accessible water (47%)
- Less plastic waste (29%)
- Increased energy (15%)

Sensory/ Product Cues

- Improved taste (54%)
- Less limescale (34%)
- Price (31%)
- Filtration lifespan (22%)
- Pitcher capacity & Ease of use (15%)
- How fast the water goes (19%)

#4

IMPLICATIONS

Two ways of using conversational AI:

1. Add it to standard surveys and get more depth, better engagement and more advanced quality check

2. Use a conversational AI survey platform designed to fully leverage the potential of what conversational AI could bring to market research

AI Summarization for conversational data

Survey questions: Thinking about the impact that Generative AI could have on your role, how do you feel? 1) Which of these characters best illustrates how you feel? 2) Why did you select that character? What does the character represent about the feelings and emotions you have about the impact that Generative AI could have on your role?
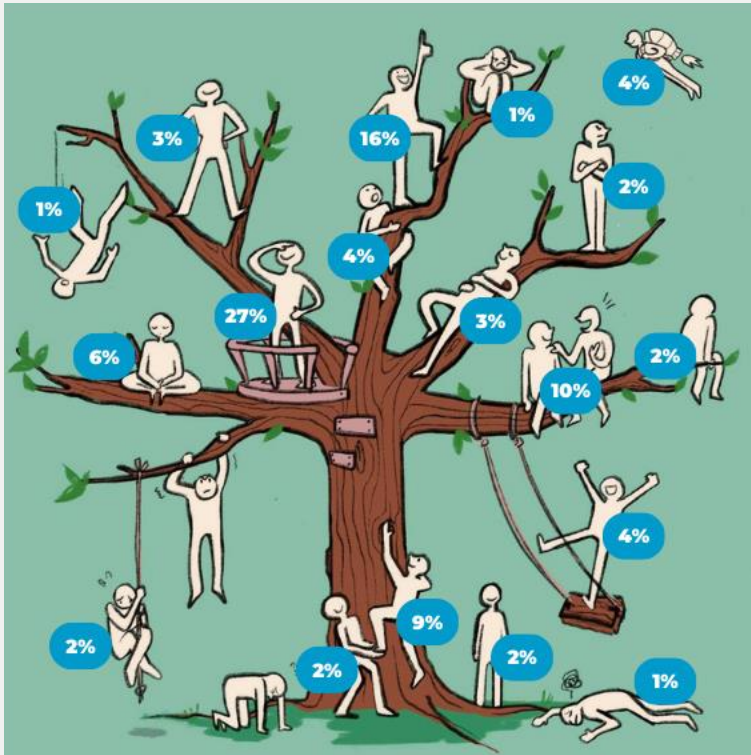
The comments reflect a range of emotions and attitudes toward the potential impact of generative AI on market researchers and their roles. The majority express excitement and optimism about the opportunities and efficiencies that could be gained, while others feel defensive and worried about losing their jobs or the value of their work. Many are curious and interested in learning more, while others are uncertain or skeptical. Here are some key points:

Positive emotions:

- Excitement about opportunities
- Optimism about the future
- Curiosity and interest in learning more
- Enthusiasm about AI capabilities
- Hopeful and looking forward
- Empowerment and efficiency
- Visionary and forward-looking
- Super excited about AI capabilities
- Looking toward the future

Defensive emotions:

- Defensive about the potential impact on roles
- Fear that it may take their job
- Fear that it may diminish job value

Mixed emotions:

- Interested but also defensive
- Calm about it, seeing good and bad things
- Curious and concerned
- Enthusiastic but also unstable about career
- Excited but also scared/confused

AI Coding for conversational data

📊 POSITIVE IMPACT [N=132]

    ⚡ OPEN IN QUICKTAG

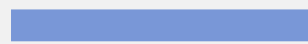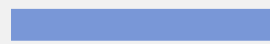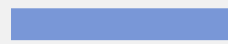| Themes (15) ⌄ | Sort by Percent (Dsc) ⌄ | Sentiment Disabled ⌄ | NetCode Enabled ⌄ |

61% Creativity and Innovation

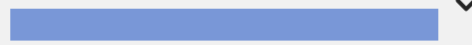**42%** AI-assisted decision-making

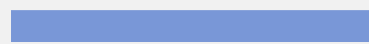**37%** Improved content creation
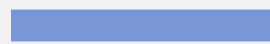
31% Enhanced creativity

60% Productivity and Efficiency

51% Time-saving

37% Automation of repetitive tasks

Verbatims [N=132]   ⬤ Sentiment

Search through respondent dialogues

Because we as an industry need to adapt to the changes, rather than be fearful of what the impact; It will allow us to get answers more quickly and complete survey's faster

Allow us to focus on the things that deliver real client value ; Unsure as yet. Other people are figuring this out

It will help us create more innovative tools and ways of working ; Chat interfaces for all our internal knowledge and learning materials

We are good at tech so we are already adopting it ; We're using it for a whole range of things, auto transcription, summarising etc

I think it has a potential to the enhance the existing offers and to make the delivery faster and cheaper.; I think it may come handy to do some elementary tasks, pre-design phase and may increase operational efficiency.

AI Coding puts the human in the loop to optimize

CSI-Q1-2021
Clustering: LTR Comment

Keywords | Themes | ↶ Undo | ↷ Redo | 💾 Save | ⬆ Export Results

Tags (44)   Filter Tags

SELECT TAGS TO FILTER RESPONSES   1 selected ▾   Clear ⊕ Merge

21.17% Customer service - good generic

9.12% Generic positive/satisfied

8.36% Long time relationship/only or primary bank

6.38% It's OK/similar to other banks/nothing special/could be b

5.13% Easy to use/work with

5.08% Online banking/banking app/website - good/easy to use

4.80% Staff - good/competent/good listening

4.39% Helpful

4.26% I don't make recommendations

4.24% Friendly/courteous

1.15% Uncategorized

Enter New Tag

Add New Tag

Responses (443)   Filter Responses

DRAG RESPONSES ONTO TAGS TO ASSIGN THEM   Select ▾ Apply to Selected Tags   0 selected ▾ Clear Select All Filtered 🔘 Show Tags

Location; **long-term relationship with the bank;** good online banking support; supportive staff

Staff - good/competent/good listening ✕ | Location/branch/ATM - convenient ✕

Online banking/banking app/website - good/easy to use ✕ | Long time relationship/only or primary bank ✕

For over 50 years I am dealing with BMO, and have always been well advised, the always friendly and competent employees.

Staff - good/competent/good listening ✕ | Friendly/courteous ✕ | Long time relationship/only or primary bank ✕

I have been with Scotia a long time. But i do not have any loyalty to them. I am good with my financial advisor. If i wasnt, i would be iok to...

Staff - good/competent/good listening ✕ | Trustworthy/honest ✕ | Long time relationship/only or primary bank ✕

I have dealt with Scotiabank for many years. I rely heavily on the advice of my Scotiabank Financial Advisor. I am very satisfied with their ...

Staff - good/competent/good listening ✕ | Long time relationship/only or primary bank ✕

The Bank Of Montreal, is such a great bank. They are there to help You with all Your banking needs, they are such Friendly Staff. They go out...

Staff - good/competent/good listening ✕ | Friendly/courteous ✕ | Long time relationship/only or primary bank ✕

Have banked with them forever, have a personal relationship with staff.

Staff - good/competent/good listening ✕ | Long time relationship/only or primary bank ✕

#5

IMPLICATIONS

- Conversational OE data require more sophisticated text analytics
- Iterative conversational AI-based analytics assistance tools, such as inca Insights Studio

#6

Q Does the effectiveness of conversational AI vary by research audience?

A Yes, but not very different.

By age

Question: Compared to other surveys you have done, how would you rate this survey experience?

18-24

35-44

55+

83%
said better

79%
said better

71%
said better

53% a lot
better

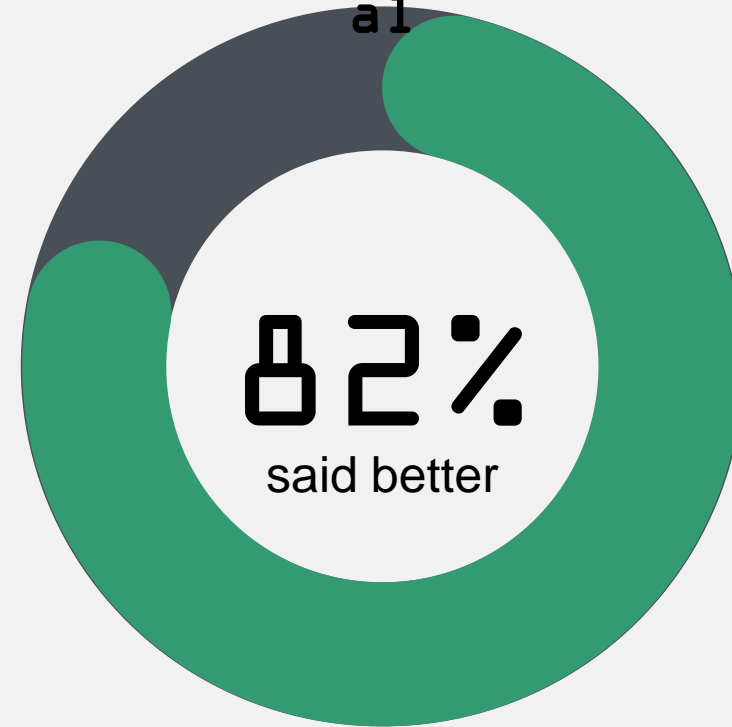45% a lot
better

40% a lot
better

Gen pop vs. Multicultural

Question: Compared to other surveys you have done, how would you rate this survey experience?

Genpop (Caucasian)

75%
said better

44% a lot better

Multicultural

82%
said better

49% a lot better

Feedback from multicultural participants

"I felt like it was therapeutical expressing my points of view; it was like visiting a therapist. There were no right or wrong answers."

"I think the texting format is very familiar, so it made it easier to understand and answer the questions. Having the visual aspect was nice as well"

"The conversation style of the questions is cute, and makes it more engaging than a more "sterilized" questionnaire".

"I felt at ease and relaxed answering the questions. I felt that I could explain my views and opinions

What about…?

- HCP

- B2B

- Patients

- Youth

#6

IMPLICATIONS

- Conversational AI works well for a very broad range of audiences
- It seems to be particularly effective for those groups who are typically under-represented in research and harder to reach

Key Takeaways

1

Conversational AI improves participant engagement and survey metrics

2

Conversational AI delivers deeper insight from quant surveys

3

Conversational AI maximizes ROI from investment in surveys: BETTER in addition to cheaper and faster