

x AI in Market Research:

Unlock a competitive edge



Explore more resources!

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Meet Dan Fleetwood



President of Research and Insights at QuestionPro, one of the industry's leading providers of web-based research technologies. As President of Research and Insights, he plays a crucial role in defining the research technology and innovation that QuestionPro provides to remain a leader in the research insights technology industry.

He has 15+ years of market research experience and is passionate about software's role in helping businesses. Dan believes software can help companies get better feedback, uncover actionable insights, and develop better products and services.

Dan attended both the University of Washington and Central Washington University and holds a Bachelor of Science in Business Administration and a Bachelor of Arts in Communications.

Executive summary

The eBook explores the transformative influence of generative and conversational AI on market research. It begins by highlighting the widespread adoption of AI in market research and details its numerous benefits to the industry. One core focus is the significant reduction in time required for traditional market research tasks, ushering in the era of NextGenResearch with AI at its core. This AI-driven approach democratizes research, making it more accessible and agile on a larger scale.

[QuestionPro's](#) notable role in leveraging generative AI is showcased, with insights into its integration across the Research Suite, including the survey tool, the audience and sample tool, the communities platform, and InsightsHub.

Addressing concerns about job displacement, the eBook also examines the evolving role of market researchers in an AI-driven landscape. It concludes with a forward-looking perspective on generative AI's role in shaping the next decade of market research.

To tackle the challenges related to the widespread adoption of artificial intelligence in the global research, insights, and analytics sector, I am also the coordinating group member of [ESOMAR's AI task force](#), and I focus on some of the aspects we have taken to help with responsible AI in market insights, in this ebook.



Market research has become the linchpin of effective brand strategies in today's rapidly evolving business landscape. As the demand for generative artificial intelligence (AI) is projected to grow at an impressive rate of 42% in the coming decade, there's a compelling case for integrating this technology to enhance the speed and effectiveness of insights.

Some recent studies have shown that over 90% of professionals in the insights management space believe that AI will make jobs easier. Still, there is also a risk of making traditional market research roles obsolete.

Explore how [QuestionPro](#) is leading the charge in harnessing the power of generative AI to usher in a profound transformation of the insights landscape.

The proliferation of generative and conversational AI in market research

With the ever-shifting dynamics of the consumer economy and global market conditions, market research has emerged as the bedrock of strategic decision-making. Recent years have witnessed two pivotal catalysts that have propelled the market research industry towards greater agility and the digital realm—firstly, the global pandemic and, more recently, the accessibility of generative AI.

The global pandemic was a crucible that tested the mettle of market research. Rapid changes in consumer preferences and economic trends rendered existing research obsolete, emphasizing the need for real-time and agile insights. Researchers adapted swiftly to stay ahead of dynamic trends and evolving demands, emphasizing the importance of staying attuned to the market's pulse.

Enter generative AI—an innovation that has been on the horizon for some time but has now become the vanguard of transformation in the research and insights landscape. From generating novel research ideas to validating past hypotheses, dissecting vast datasets, and even gauging human emotions in qualitative research, AI is ushering the research industry



into a new era—Research 3.0. This paradigm shift involves embracing both direct and non-direct research methods, leveraging various media, employing chatbots, minimizing human intervention, and harnessing the power of observational research.

Predictions of a 42% growth rate for generative AI over the next decade underscore its impending impact.

While this surge in AI adoption may render some traditional roles obsolete, it concurrently propels market research towards hyper-agile and intelligent insights. This rapid evolution has redefined the role of technology in reshaping how insights are managed and utilized, marking a significant leap forward.

The transformative impact of generative AI on the market research landscape cannot be overstated—it has propelled the industry into a new realm of innovation and adaptability. However, integrating AI into market research remains a nascent endeavor that requires enthusiastic champions to accelerate its adoption.

The synergy between generative AI and market research is poised to reshape how we understand and utilize insights, forging an exciting path toward a future of untapped potential.



Benefits of AI in market research



Generative AI offers several benefits when integrated into market research processes. Here are some of the key advantages:

1. **Efficiency and time savings:** Generative AI can automate and accelerate market research, such as generating survey questions, analyzing open-ended responses, and summarizing qualitative data. This significantly reduces the time and effort required for manual tasks, allowing researchers to focus on higher-level analysis and strategic decision-making.
2. **Data processing and analysis:** Generative AI can handle large volumes of data more efficiently than human researchers. It can quickly analyze vast datasets, identify patterns, and extract valuable insights, enabling researchers to understand market trends and consumer behavior comprehensively.
3. **Idea generation:** Generative AI can assist in generating innovative research ideas and hypotheses. By analyzing existing data and identifying gaps in knowledge, AI can suggest new research directions that human researchers might have overlooked.

4. **Enhanced personalization:** Generative AI can tailor survey questions and content to individual respondents based on their preferences and behaviors. This leads to more personalized and engaging surveys, resulting in higher response rates and more accurate data.
5. **Language translation:** Generative AI can facilitate cross-cultural research by providing real-time language translation. This enables researchers to gather insights from diverse global audiences without language barriers.
6. **Data quality and consistency:** AI algorithms can maintain consistency in data collection, coding, and analysis, reducing the risk of human errors and biases that can impact research results.
7. **Advanced insights:** Generative AI can uncover deeper insights by analyzing unstructured data, such as social media posts, customer reviews, and comments. This enables researchers to understand consumer sentiment and opinions more nuancedly.
8. **Predictive analysis:** Generative AI can predict future market trends and consumer behavior by analyzing historical data, helping businesses make informed strategic decisions.
9. **Cost savings:** While there may be an initial investment in AI tools and technology, the long-term cost savings come from increased efficiency, reduced manual labor, and the ability to generate insights more quickly.
10. **Iterative improvement:** Generative AI can continuously learn from new data and feedback, improving its performance over time. This iterative process leads to better accuracy and more refined insights as the AI system evolves.
11. **24/7 availability:** AI-powered chatbots and virtual assistants can provide round-the-clock customer engagement, answering inquiries, and collecting data at any time, enhancing the accessibility of research.



12. Innovation catalyst: Integrating generative AI encourages a culture of innovation within research teams. Researchers can focus on higher-level tasks, such as strategic analysis and interpretation, while AI handles routine tasks.

Incorporating generative AI into market research can lead to more efficient, accurate, and insightful outcomes, ultimately enabling businesses to make data-driven decisions that positively impact their strategies and bottom line.

Time taken to conduct traditional market research tasks

Market research has seen innovation by leaps and bounds. Moving from traditional paper surveys to using [mature research platforms like QuestionPro](#) has reduced the time to conduct tasks but also reduced complexity. However, it is still a time-consuming process. Market research, user research, and business research still take time, depending on the duration and complexity of projects.

Projects could range from a few days to even a few months. Let's look at the most time-consuming research and insights management tasks.

The time taken to build a questionnaire traditionally

Building a market research survey's timing varies due to complexity, question count, and detail. Generally, it takes days to weeks. Here's a breakdown:

- Planning (1-3 days): Define goals, audience, topics, and structure.
- Question development (2-5 days): Craft clear, aligned questions.
- Design and formatting (1-3 days): Create a user-friendly layout.
- Review and pilot testing (1-3 days): Check errors, pilot test.
- Revisions and finalization (1-2 days): Revise and finalize structure.
- Distribution (ongoing): Deploy, monitor, adjust.

Times are estimates and vary based on familiarity, resources, and complexity. Collaboration and planning are key for effective insight-gathering.



How much time does it take to code open ends in market research?

Coding open-ended responses in market research involves organizing qualitative data into themes or categories. Coding time depends on response count, complexity, coders, framework, expertise, and quality control. More responses or complex answers require more time. Multiple coders, a clear coding framework, and quality checks ensure accurate results. Smaller datasets might take hours to days, medium ones several days to a week, and larger datasets several weeks. Using software involving multiple experienced coders with clear guidelines can expedite the process and ensure reliable findings.

How much time is spent reading and summarizing qualitative text in market research?

The time spent on reading and summarizing qualitative text in market research varies due to factors like text quantity, complexity, detail, familiarity, coding, tools, and collaboration. More text, complex content, and detailed summaries require more time. Short texts might take hours to a day, medium texts a few days to a week, and long texts several weeks. Using text analysis tools, team collaboration, and familiarity with content can impact the time. Allocating ample time for reading, summarization, and quality control ensures accurate insights from qualitative text.

How much time is spent by research teams cleaning and harmonizing market research data to prepare it for analysis?

The time spent by research teams on data cleaning and harmonization for market research analysis varies based on data volume, complexity, sources, quality, transformations, methods, collaboration, and expertise. Larger datasets, complex data, multiple sources, and poor quality require more time. For simple datasets, cleaning might take days to a week; moderately complex, a couple of weeks; highly complex, weeks to months. Strategies to expedite the process include documenting steps, using tools, setting guidelines, and validation. Allocating ample time for thorough data cleaning is crucial for accurate analysis and insights.



How much time is spent on the analysis of market research survey data?

Analyzing market research survey data's time varies due to analysis complexity, scope, data type, preparation, tools, experience, and reporting. Basic descriptive analysis might take hours to a day. Intermediate analysis with cross-tabulations and tests could take days to a week. Complex statistical analysis like regression might need weeks. Qualitative analysis varies; a small dataset takes days to a week, and larger ones more. Interpretation and reporting time also matter.

These are rough estimates and change based on your project's specifics, tools, and familiarity. Allocating ample time for analysis is crucial for accurate and meaningful insights.

How much time do researchers take to build dashboards in market research projects?

Creating dashboards in market research projects takes varying time due to dashboard complexity, data prep, visualizations, customization, tools, integration, and testing. Basic dashboards need days to a week; intermediate ones, weeks; advanced ones, several weeks. Elements like data integration, customization, and tool proficiency affect time. Testing for accuracy and user experience adds time. These are rough estimates and differ based on your project specifics and tools. Allocating time for design, data prep, and testing ensures insightful dashboards.

How much time do researchers spend looking for previous research?

Time spent by researchers seeking previous research varies due to topic specificity, resource availability, research depth, experience, tools, source quality, and source count. Specific and niche topics take longer. Access to databases affects efficiency. Quick scans differ from exhaustive reviews. Experienced researchers are more efficient. Effective tools, like databases and search engines, speed up the process. Source quality matters. Larger source counts take more time.

Basic scans take hours to a day, comprehensive reviews days to weeks, systematic reviews or meta-analyses weeks to months. Allocating ample time for thorough reviews is crucial for informed research. Using strategies and tools effectively helps streamline the process.



NextGenResearch with AI at the core

Faster, smarter research



To be future-ready and push the boundaries of Research 3.0 and NextGenResearch, QuestionPro has spent much time taking away from mundane tasks and leveraging generative AI in multiple stages of the research and insights management process.

There is an advanced focus on research efficiency to ensure that the insights team can focus on building transformation roadmaps and not waste time on mundane tasks.

Efficiency in research and deeper insights natively can make market research future-ready!

Some of the salient benefits of NextGenResearch with AI at its core are:

- Embrace a greater emphasis on observation and listening rather than extensive questioning.
- The move towards AI-as-a-service
- Embrace approaches that offer real-time solutions and prioritize personalization.
- The increasing demand for AI that is ethical and responsible.
- Organizations are shifting their focus towards being more centered around human needs and experiences.

While the use cases are many, the role of generative AI in market research still requires a lot of planning to do away with repetitive tasks and move toward research with AI at its core.

Democratized and agile research at scale with generative AI

As a leader in web-based research technology, we have transformed insights management through its deep integration of generative AI. Our commitment to incorporating artificial intelligence into our technology vision and product suite has streamlined large-scale research operations while preserving efficiency and cost-effectiveness.

Our exclusive [AI research engine, QxBot](#), assumes a critical role in various stages of the research journey, simplifying complex tasks and accelerating innovative research. Here's how we empower researchers and brands to harness the capabilities of generative AI:

1. **Build surveys on any topic within seconds:** With conversational AI seamlessly integrated into our survey platforms, users can effortlessly craft surveys on various topics, reaching a diverse audience within seconds. QxBot is adept at generating research studies with intricate logic and advanced quota management.
2. **Retain legitimate survey data within your research:** QuestionPro's intelligent design guarantees the removal of low-quality responses generated by AI, ensuring the effectiveness of research studies and maintaining high data quality. Our smart machine-learning engine also validates qualitative research studies and data, reducing non-human interactions with data.
3. **Simplified data synthesis and natural language processing (NLP):** Generative AI automates time-consuming tasks such as data synthesis and transcribing qualitative research data, yielding insightful findings. Through native AI integration in our qualitative and quantitative platforms, users gain access to motions, sentiments, and trend lines.
4. **Visual representations and custom images in research:** Leveraging a generative AI engine and OpenAI's Dall-E, QuestionPro empowers users to transform text and prompts into visual representations, delivering precise images within the survey tool.



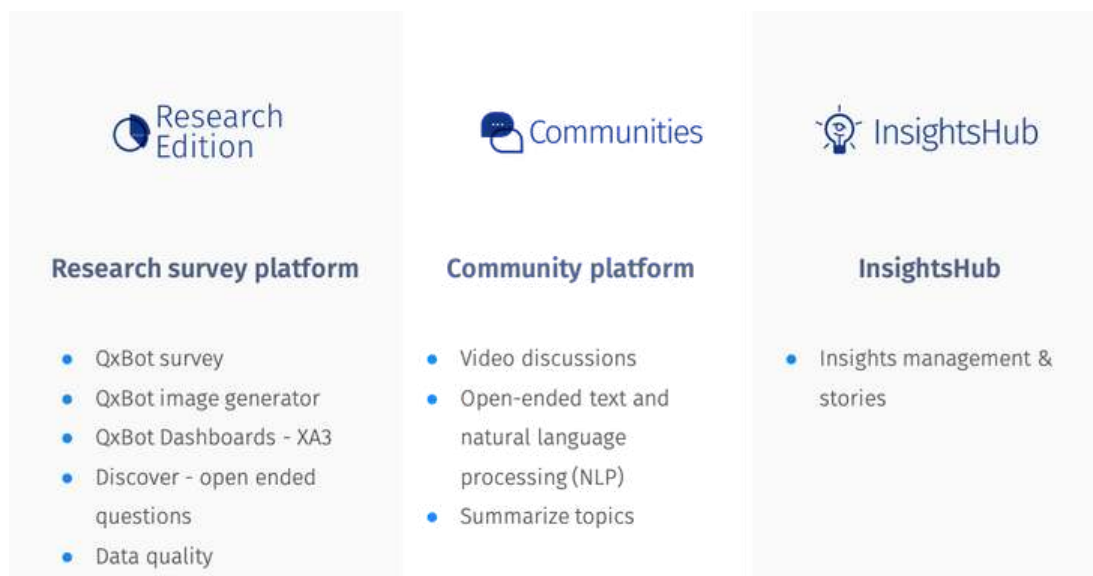
5. **Data-based storytelling with intelligent dashboards and widgets:** Researchers can effortlessly generate customizable dashboards from survey data, promptly identifying trends and patterns. Additionally, automatic insights can be generated for widgets added to the dashboard.
6. **Enhanced insights repositories:** Generative AI's analysis of extensive research data eradicates isolated insights and fragmented information, enhancing insights management within InsightsHub.

The potential of generative AI in research processes is limitless as long as there's a willingness to explore and learn. At QuestionPro, our unwavering commitment is to push the boundaries and advance the field of market research with innovative and efficient AI solutions.

QuestionPro's footprint with generative and conversational AI

As mentioned above, QuestionPro has built an AI manifesto that puts generative and conversational AI, machine learning, and natural language processing at the core of its industry-leading suite of enterprise-grade research tools.

Let's look at how you can personally use AI in your market research to reduce the time taken to manage and conduct studies, reduce complexity, increase efficiency, and propel the ROI of market research.

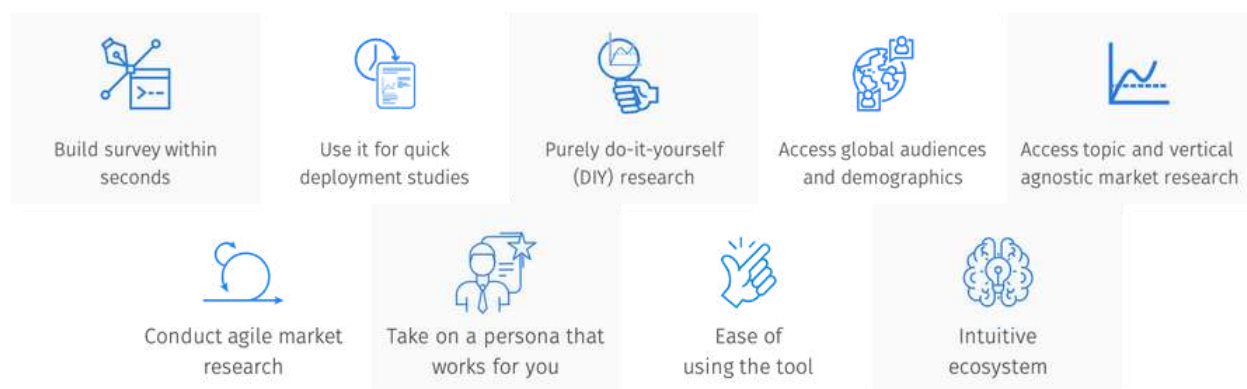


AI in the QuestionPro Research Suite

The [QuestionPro research survey software](#) is an enterprise-grade survey tool that is used by researchers, insights professionals, and anyone looking to conduct market research of any complexity.

[QxBot](#) is QuestionPro's innovative generative AI tool designed within our existing survey platform. Using a conversational interface to create surveys on any topic within seconds, you can build quick, creative surveys on any topic you are looking to research in as little as 60 seconds.

Some salient features of QxBot, are:

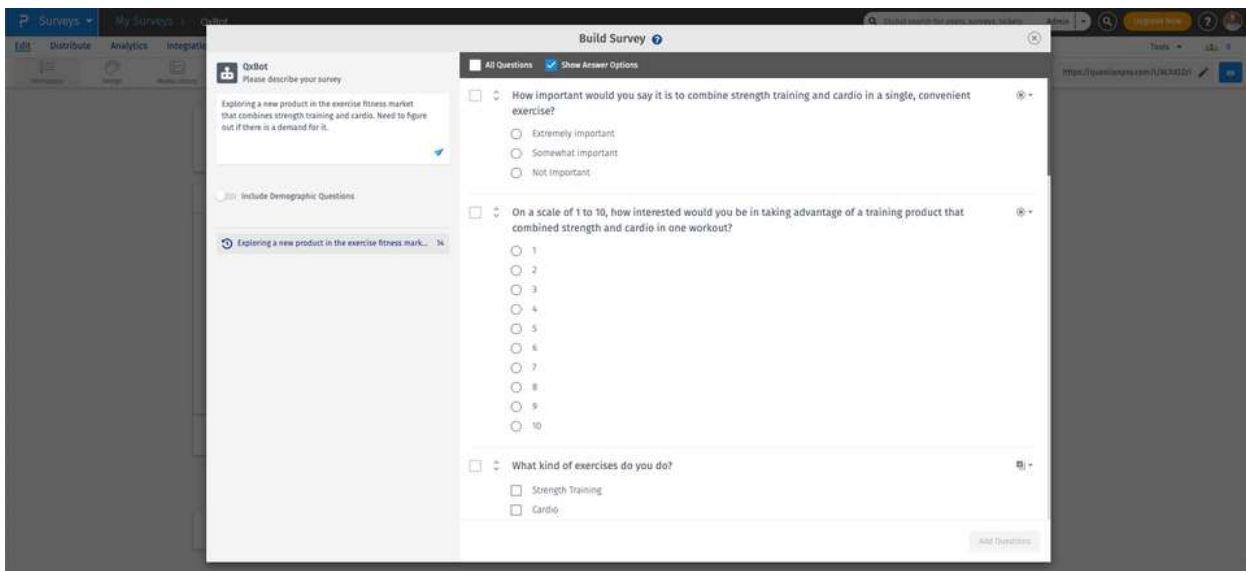


- You can use it to build surveys within seconds on any topic of your choice.
- Use it for quick deployment studies where time is of the essence.
- Work on research projects with a purely do-it-yourself (DIY) research model.
- Access global audiences and demographics natively from within the system so you reach the audience of your choice.
- Access topic and vertical agnostic market research without any restrictions on topic
- Conduct agile market research where the heavy lifting of planning, developing, and managing a survey is taken away within seconds.
- Take on a persona that works for you so you can ask the right questions most relevant to your brand.
- The intuitive ecosystem and ease of using the tool puts the power of managing research in your hands!

QxBot survey

You can define your research topic in two simple steps and generate survey questions from the platform within seconds with [QxBot](#).

With a simple query, you can generate a repository of qualitative and quantitative survey questions on the topic of your choice. The simple, intuitive conversational style box helps you develop the questions to the detail and persona that matches your research study and in the language of your choice.

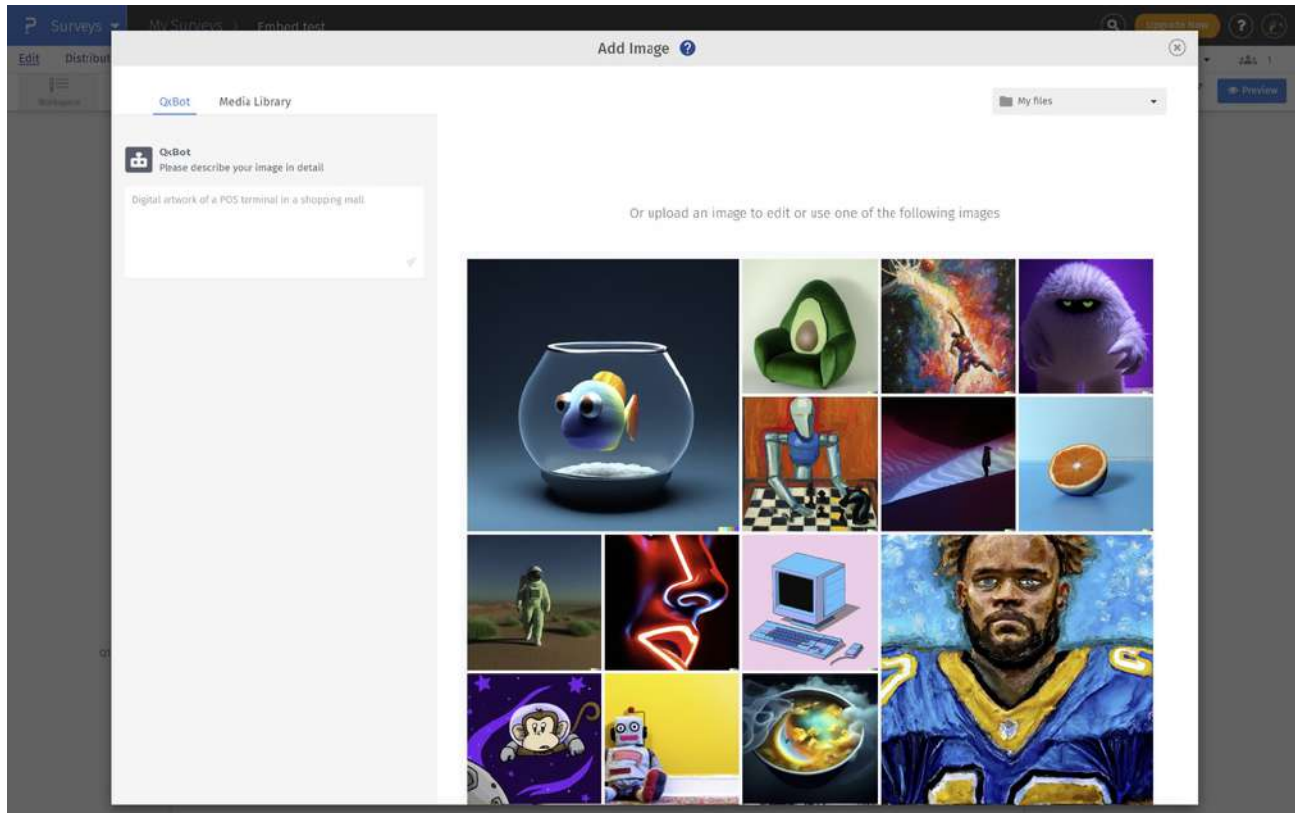


Get a [step-by-step QxBot survey setup guide](#) on building and tweaking your survey in a language of your choice within seconds.

QxBot image generator

Use the QxBot AI engine to create images of your liking within seconds to use in the survey.

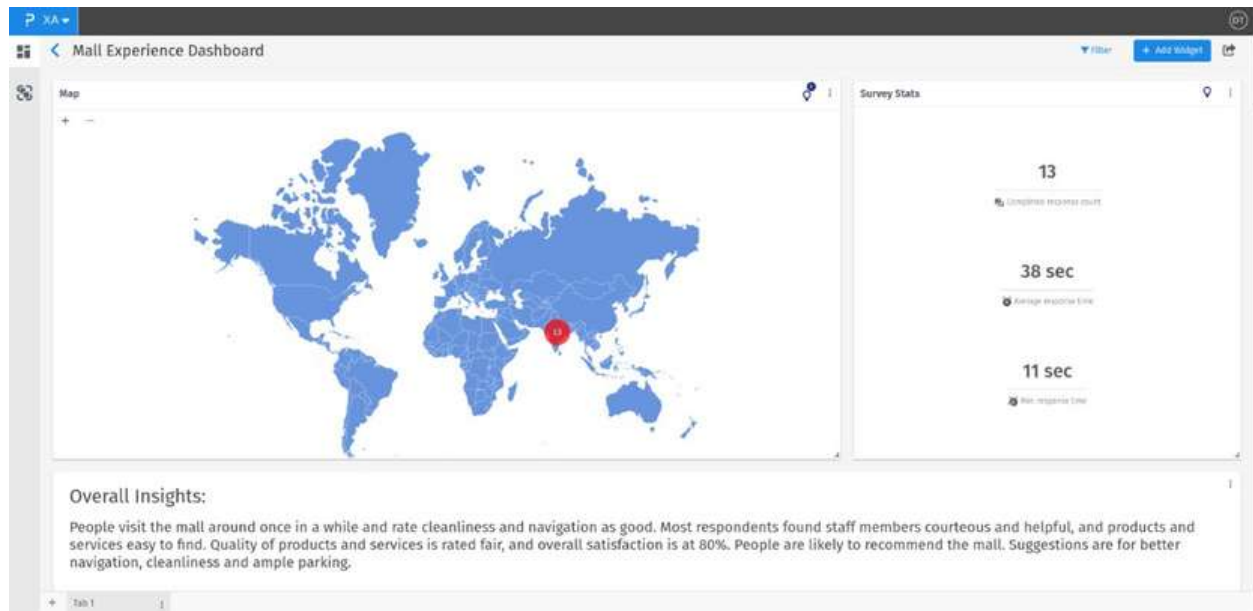
Create simple yet effective images with a simple point and click within the tool to use within the survey or even for custom survey backgrounds. No more worrying about cumbersome images and licensing issues.



Get a [step-by-step guide on QxBot image generator in visual mode](#) to add images to your survey within seconds.

QxBot dashboards

QxBot dashboard is a functionality that will help you automatically generate a meaningful dashboard report from an existing survey. You need to provide the survey based on which you want to create a dashboard, and the QxBot, based on the AI-based algorithms, will create a dashboard for you. Further, the functionality will also generate AI-based insights for all the widgets created, which will help the users get inferences out of surveys quickly and speed up the decision-making process.

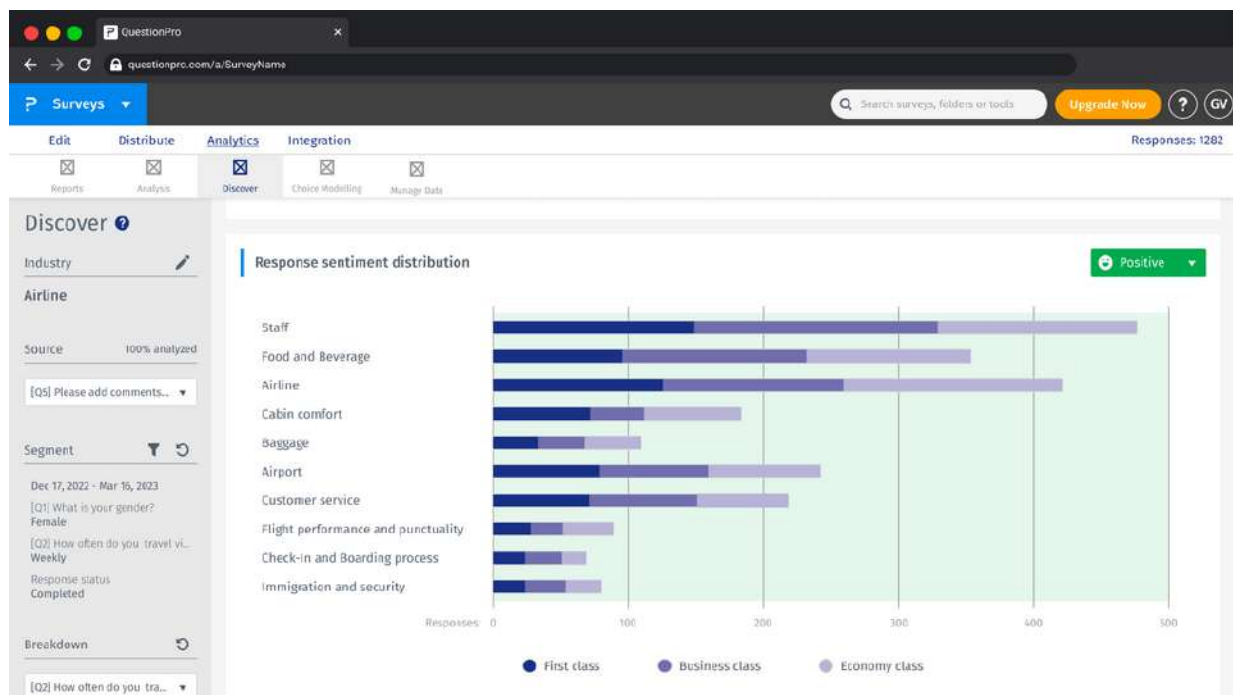


Get a [step-by-step guide on QxBot dashboards](#) to generate insights from your survey within seconds.

Discover: open-ended questions

Discover analyzes customers' open-ended feedback and categorizes it by theme, topic, and sentiment for the users' consumption. It is designed to help businesses gain valuable insights into customer feedback and improve offerings. It can help you identify the aspects of your products or services that customers are satisfied with and those that need improvement.

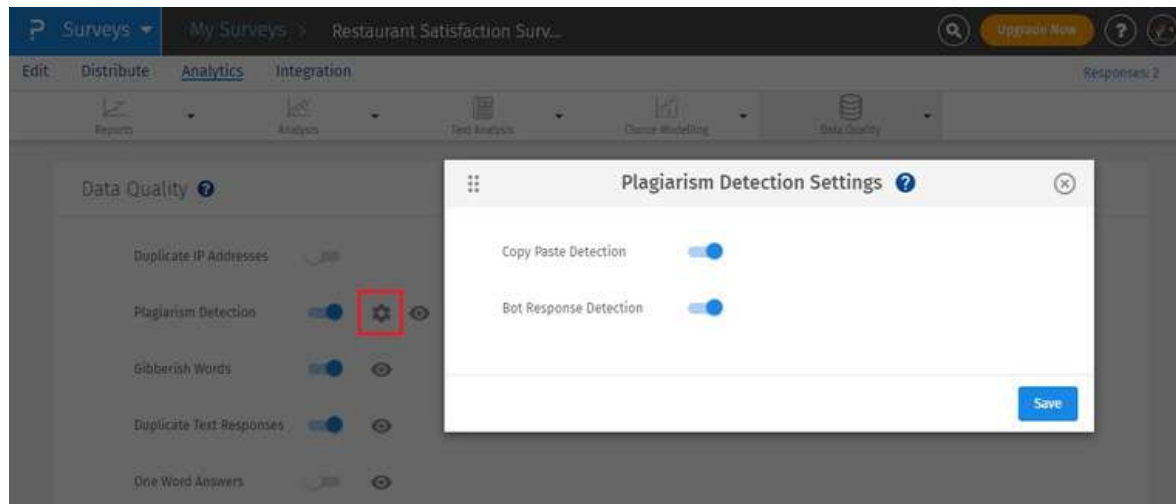
With a simple point-and-click model, the generative AI tool baked into the system surfaces trends, sentiments, and more with easy-to-view dashboards and word clouds for open-ended survey data.



Get a [step-by-step guide on using Discover](#) to manage open-ended questions in your survey.

Data quality

Plagiarism detection for survey data quality checks to mitigate automated bot responses. With our generative AI tool, you can natively identify open-ended survey responses if they were submitted by bots like ChatGPT or other automated AI tools. Screen out AI tool-based plagiarised responses and improve the quality of survey data collected.



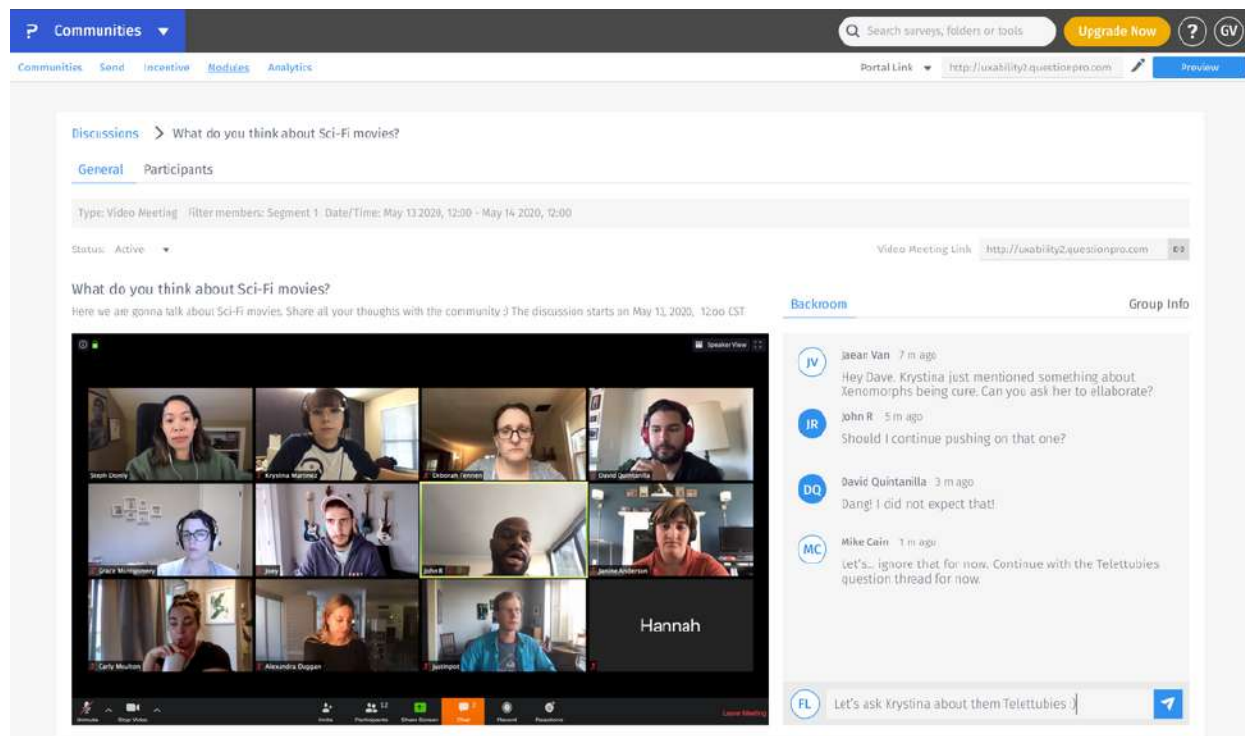
Get a [step-by-step guide on AI in data quality](#) to get the most accurate insights from your survey and weed out synthetic responses.

AI in the QuestionPro Communities platform

The QuestionPro Communities platform helps to build meaningful long-term relationships to maintain a competitive business edge and make intelligent business decisions. The online community management software aids in managing qualitative and quantitative research for high-frequency research and longitudinal tracking and aids in co-creation. We have integrated artificial intelligence into the platform to help you get insights faster.

Open-ended text and natural language processing (NLP) in video discussions

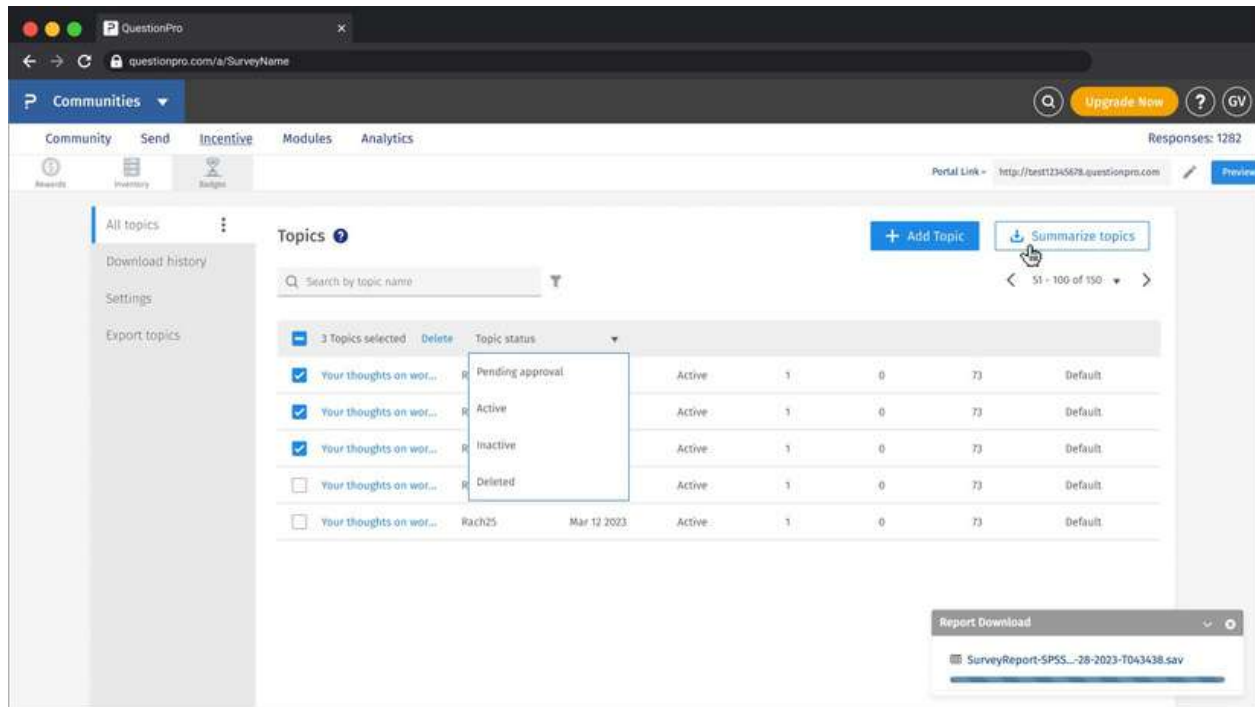
Conduct live video focus groups and IDI's from within the community platform. Use our generative AI and natural language processing (NLP) to eliminate time spent synthesizing data, coding responses, and transcribing qualitative research data into nuggets of information that matter.



Get a [step-by-step guide on NLP in video discussions](#) to get a pulse from open-ended discussions in the community.

Summarize topics

Community admins can get a summary of all topics from the community and view past summaries to derive insights faster.



Get a [step-by-step guide on summarizing topics](#) to get a pulse from discussions in the community.

AI in QuestionPro InsightsHub

InsightsHub is a built-for-insights platform that empowers insights teams to get organized, be more agile, and generate better research. As with other tools in our research suite, InsightsHub also has access to AI to generate insights faster.

Insights management & stories


Democratize insights and build on past data with the help of AI right within the tool. Stories facilitate effortless democratization of narrative cross-project findings. It is built specifically for insight teams and research analysts.

All of the above have enabled us to help researchers and insights professionals move the heavy lifting to technology while focusing on the insights that matter. The use of AI in our research ecosystem has also reduced the time spent on traditional research from weeks, depending on the complexity of research projects, to, in many cases, minutes.

Traditional Market Research			QuestionPro AI		
Task	Sub-task	Time	Task	Sub-task	Time
Survey development	Question development	2-7 days	Survey development	Question development	10-30 MINUTES Per Task
	Programming surveys	1-3 days		Programming surveys	
	Programming multilingual surveys	3-5 days		Programming multilingual surveys	
Coding open ends	Medium dataset of few hundred responses	4-7 days	Coding open ends	Medium dataset of few hundred responses	
	Large dataset of a few thousand responses	1-3 weeks		Large dataset of a few thousand responses	
Reading and summarizing qual text	Open ended questions	3-5 days	Reading and summarizing qual text	Open ended questions	
	In-depth interview	2-4 weeks		In-depth interview	
Cleaning and harmonizing data to prepare it for analyses	Moderate complexity with inconsistencies	2-3 weeks	Cleaning and harmonizing data to prepare it for analyses	Moderate complexity with inconsistencies	
	High complexity	4-10 weeks		High complexity	
Analysis	Basic to intermediate analysis	2-4 days	Analysis	Basic to intermediate analysis	
	Advanced analysis with clustering	2-4 weeks		Advanced analysis with clustering	
Dashboard building	Moderate visualization	1-2 weeks	Dashboard building	Moderate visualization	
	Advanced visualization	4 weeks		Advanced visualization	
Translation	Translation per language	2-5 days			
Research	Researching previous data	7-10 days			

VS

On an average, depending on the length, complexity and other factors, a research study can take anywhere from between 4 to 24 weeks when using traditional research tools.

 QuestionPro

While there is no limitation to how you can use generative and conversational AI in market research, we have made a concerted effort to bring the power of AI right into our tools. This also helps to achieve the following:

- Provide **responsible AI** for market research - We strive to ensure transparency, representation, consent, and explainability.
- Leverage our **AI tools for qualitative and quantitative research** in the **language of your choice!**
- **Easy to use and intuitive tools** baked right into the system to offer the highest bang for your buck and increase the ROI of research.

Will generative AI make market researchers and insights professionals redundant?

No, AI is unlikely to make market researchers completely redundant. Instead, AI has the potential to transform the roles and responsibilities of market researchers by automating certain tasks, enhancing efficiency, and enabling researchers to focus on higher-level analysis and strategic decision-making. Here's why:

1. **Complementary role:** Conversational and generative AI is a tool that can complement the work of market researchers. It can handle repetitive and time-consuming tasks such as data collection, cleaning, and basic analysis, freeing researchers to focus on more complex and creative aspects of research.
2. **Advanced analysis:** While AI can perform basic data analysis, it often lacks the contextual understanding and human judgment required for in-depth analysis and interpretation. Market researchers bring expertise to extract insights, recognize trends, and understand the broader implications of research findings.
3. **Designing research:** AI can assist in generating research questions and survey designs, but researchers possess the domain knowledge and expertise to formulate meaningful hypotheses and design studies that align with business objectives.
4. **Interpreting complex insights:** Understanding and interpreting complex insights from market research often requires human judgment, critical thinking, and the ability to contextualize findings within broader business strategies.
5. **Ethical and social considerations:** Many market research decisions involve ethical considerations and cultural nuances that require human understanding and sensitivity. AI lacks the capacity to comprehend these factors fully.
6. **Innovation and creativity:** Developing innovative research methodologies, adapting to emerging trends, and devising unique approaches to understanding consumer behavior are areas where human creativity and expertise shine.



7. **Human interaction:** Certain types of research, especially qualitative studies that involve human interaction, empathy, and understanding, are better suited for human researchers. AI lacks the emotional intelligence required for these interactions.
8. **Adapting AI tools:** Market researchers can leverage AI tools as aids rather than replacements. They can use AI-generated insights as a starting point and then apply their expertise to refine and validate those findings.
9. **Validation and sense-checking:** Human researchers play a crucial role in validating AI-generated insights, ensuring that the results make sense within the broader business context.
10. **Changing roles:** As AI becomes more integrated into the research process, market researchers might shift from performing routine tasks to taking on roles that require critical thinking, strategic planning, and managing AI-powered tools effectively.

In essence, AI is a tool that can enhance the capabilities of market researchers, allowing them to work more efficiently and generate more profound insights. While specific routine tasks may become automated, the human element—critical thinking, creativity, understanding of context, and ethical considerations—remains invaluable in market research.

The collaboration between human researchers and AI can potentially elevate the quality and impact of research outcomes.



Generative AI's role in the next decade of market research

Market research has evolved significantly, progressing from traditional paper surveys and manual data analysis to its current state. With the emergence of generative AI, QuestionPro possesses a robust research platform, presenting an opportunity to propel insights management to new heights, thereby revolutionizing market research in the forthcoming decade.





































In my commitment to fortifying the research and insights industry, I proudly serve as a coordinating group member within [ESOMAR's AI task force](#). This task force, comprising leading research experts and facilitators under the ESOMAR umbrella, has been established to address the challenges associated with the widespread integration of artificial intelligence within the global research, insights, and analytics domain.

Recognizing that generative and conversational AI is a permanent fixture is imperative. Yet, the responsibility to harness its potential for our professional growth lies squarely with us!



Clients we have served

The world's leading brands, organizations, Academic institutions, and researchers use the QuestionPro Research platform to solve their biggest challenges. Some of our notable customers include.

Travel & Leisure Airlines, Cruise Lines, Hotels & Restaurants				
Government Federal, State & Local				
Retail Grocery, Physical, Omnichannel				
Technology Cloud, Infrastructure, Consumer, Services				
Health Care Care Providers, Aggregators				
Financial Services Retail, Global, Multi-Discipline				
Aerospace				
Sports				
Media & Entertainment				
Manufacturing				
eCommerce				
Consulting & Advisory				

[Contact sales](#) to know how you can leverage the power of generative and conversational AI in your market research and insights journey.!

Research Suite



President, Research &
 QuestionPro



Video, Audio & Text

Unfiltered thoughts on market research!



Thank
you!

Want to learn more about QuestionPro Research Suite?

Contact us sales@questionpro.com

questionpro.com/researchsuite

