

Symbiosis, evolution or extinction: How will market research agencies remain relevant in the future?

Béregère Parouty and Heather Tluczek



The research industry is in a state of flux as the pace of the world is ever-increasing and the shape of data ever-changing. As clients' realities and expectations change (arguably quicker than that of "researchers"), we recognise there is a disconnect between insights and the C-suite's executive/ strategic decision-making process. This paper explores stakeholder (research industry, client and others) sentiment in an effort to share some creative solutions to the query: *does the research industry retain relevance in today's world? And what is needed to safeguard for the future?* In conclusion, this paper advocates for a paradigm shift.

The Many Faces of Township Traditional Trade: A qualitative approach for understanding the form and nature of township outlets so as to develop a framework for classifying them

Jack Hlongwane

The word traditional trade is the collective representation of small, simple outlets that can take up the form of a garage, or a front section of a person's home, a shipping container, it also includes roadside vendors and food stalls on streets and for this reason falls into the ambit of informal trading. Traditional trade requires the presence of the customer in the shop and the display of all items on sale where as in modern trade self-service is the main feature. The focus of this research paper is to provide trade marketers with a framework or a tool that they can use to identify the different types of traditional trade outlets that exists in the township so that they are able to optimise their distribution efforts, develop relevant point of sale marketing strategies, size and quantify these outlets.



Millennials and the meaning of money; what this means for future-proofing businesses

Tessa Nowosenetz and Mpho Mashego



As Millennials continue to grow in numbers and hold a vast amount of spending power, brands and companies need an in-depth understanding of this market segment to address their unique consumer needs. This paper seeks to understand how Millennials construct meaning around money to build a case of how financial institutions can make their products and services relevant for Millennials, and thereby future-proof their offering. The SenseMaker® methodology was used to generate micro-narratives around the meaning of money. The results indicate that there are significant opportunities for financial institutions to adjust their offerings to better meet the needs of Millennials.

Hashtag engagement as a proxy for traditional advertising measurements

Caitlin Noonan

In measuring advertising effectiveness, social media analysis is currently being used alongside traditional survey methods. However, with growing social media penetration, it is important to begin considering whether social media engagement can be used as a proxy for traditional research in the realm of advertising measurement. By comparing survey and social data collected from United Kingdom (UK) retailers' Christmas campaigns and United States (US) Super Bowl campaigns, this paper will look at whether the engagement with a campaign's hashtag can act as a reliable proxy for traditional advertising measurements.



Throwing Bones and Singing Praise Songs: Drawing inspiration from African Culture to develop locally relevant projective techniques

Jack Hlongwane, Thandi Chipeya and Dudu Njapha



Projective techniques are a great tool for researchers to gain insight into consumer underlying motivations, beliefs and values. However consumers – Black African and lower income participants in this case – cannot always relate to the projective techniques because of cultural and/ or social distance. This paper aims to develop a projective technique inspired by African cultural practices with a view that these consumers will be able to express themselves, ultimately providing researchers with more grounded insights.

Untold Emotions: Future-proofing adverts by understanding non-verbal responses from consumers

Saiesh Ajudhiya and Natalie Botha

Emotion in advertising is not a novel concept, however, measurement has been limited to self-reporting. With significant advances in neuroscience, it is possible to measure in-the-moment emotional responses. One way this is being done is through facial coding. We analysed facial coding data from middle class South Africans, who were exposed to FMCG television adverts. The results indicate that spontaneous emotions (as interpreted from facial expressions) give brands a nuanced understanding of how people feel about content. Furthermore, if the overall experience of the advert is positive, the brand is more likely to succeed in market.



Customer Centric Artificial Intelligence - Using Text and Sentiment Analysis & Deep Neural Network Learning to make Chatbots Reply in a more Customer Centric Fashion

Prof Adré Schreuder, Arné Schreuder and Jeannie van Wyk (né Schreuder)



The increase of different customer feedback channels, sentiment analysis and deep neural network learning has become one of the biggest trends of the world. The aim of this study was to better understand the views, opinions and perceptions towards the advancements that have been made in market research tools and information technology innovations today. The key findings of the study included that respondents are aware of Artificial Intelligence and the definition thereof. Most of the respondents indicated that they prefer human interactions compared to automated feedback communications and the source of interaction is important. Simple criteria were proposed that could be used to ultimately assign a Customer Centricity Score (CCS) to chatbots responses. It was found that an ANN could be used to learn the hypothetical function that would lead to an accurate CCS. This model could be used to guide AI Chatbots to be more customer centric in customer feedback.

Less is more – reinventing brand tracking for mobile

Mark Molenaar

This paper aims to demonstrate that a mobile approach to brand tracking is more in tune with the needs of today's marketplace and can offer advantages over face-to-face surveys, even if it just stimulates re-thinking the design and content of surveys to be more respondent oriented. A literature review on issues facing both mobile and face-to-face surveys will hopefully challenge readers to re-think some beliefs around face-to-face surveys and overcome some reservations about mobile surveys. A case study is used to demonstrate the advantages of a mobile approach using a mobile day-part study.



