

**UNDERSTANDING REPEAT ATTENDANCE IN MARKET RESEARCH STUDIES –
REASONS FOR REGULAR PARTICIPATION AND RECRUITMENT
PROCEDURES**

by

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Understanding repeat attendance in market research studies – reasons for regular participation and recruitment procedures

I declare that the above dissertation is my own work and that all the sources that I have used or quoted have been indicated and acknowledged by means of complete references.

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ABSTRACT

This dissertation presents the findings of a qualitative study on understanding the motivating factors underlying repeat attendance in market research studies and the ways in which repeat attendance participants are recruited to take part in such studies. The study was approached from an interpretivist paradigm, employing the self-determination theory and the theory of self-concept maintenance. Purposive sampling was applied. The data was collected by conducting eight semi-structured interviews with participants who had taken part in numerous market research studies. Through thematic analysis, subthemes were identified from the data, combined into second-level themes and grouped into the following three overarching themes: (1) participation motivation; (2) honesty/dishonesty; and (3) recruitment procedures. It was found that participants were not only motivated by extrinsic motivators such as incentives, but that intrinsic motivators were also present. Furthermore, a level of dishonesty was also evident, not only among the participants, but among the recruiters as well.

Keywords: Repeat attendance, market research, professional participants, interpretivism, self-determination theory, theory of self-concept maintenance, semi-structured interviews, participation motivation, honesty/dishonesty, recruitment procedures, extrinsic motivation, intrinsic motivation

DEFINITION OF TERMS

Market research can be defined as “the systematic gathering and interpretation of information about individuals or organisations using the statistical and analytical methods and techniques of the applied social sciences to gain insight or support decision making” (ICC/ESOMAR, 2007, p. 5).

Repeat attendance/repeat attendance participant/repeat attendance

respondent/professional participant/professional respondent can be described as the same individual frequently participating in numerous research studies (Association for Qualitative Research, 2013). For the purposes of this study, repeat attendance only applies in the context of market research-related studies. The terms “repeat attendance participant”, “repeat attendance respondent”, “professional participant” and “professional respondent” are used interchangeably throughout the study and have the same meaning.

The **South African Marketing Research Association (SAMRA)** is an association consisting of marketing researchers who ensure professionalism among researchers in the industry. They promote the effective practice of and guidelines on market research in South Africa (SAMRA, 2013).

The **European Society for Opinion and Market Research (ESOMAR)** is a global organisation that promotes the development and use of best practice guidelines in market, social and opinion research. It has established a code of ethical practice and professional standards with members in over 130 countries (ESOMAR, 2014).

A **market research recruiter** is an individual who assists market research companies by searching for potential market research participants who fit a specific criterion, in order to collect information from them for research purposes during a data collection event such as a focus group, face-to-face interview, telephonic interview, product test and/or online survey.

A **market research participant** is an individual who fits a specific criterion required by a market research company and who takes part in a market research study in order to provide information on products and/or brands during a data collection event.

ABBREVIATIONS

ESOMAR European Society for Opinion and Market Research

IMI Intrinsic Motivation Inventory

MRSM Marketing Research Society Malaysia

SAMRA South African Marketing Research Association

SDT Self-determination theory

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CHAPTER 1: INTRODUCTION AND BACKGROUND

The aim of this chapter is to provide the background on the study and the chapter layout of the dissertation. Firstly, the background on the study is provided, followed by a discussion of the rationale for the study. The research questions are then formulated and the aims of the research outlined. The methodological approach adopted in the study and the research design are explained. The chapter concludes with a brief outline of each of the chapters.

1.1 Research background

The motivation for this research developed from the researcher's professional experiences. She was employed in the market research industry in Gauteng for approximately one year, and from her experience of qualitative data collection, it became increasingly clear that many individuals were repeatedly participating in various focus group discussions. It also became strikingly evident that many of these participants had known one another prior to the actual setting of the focus group.

Based on these observations, the researcher conducted a preliminary literature review, which led to further evidence suggesting a gap in the literature regarding the motivation behind this particular behaviour. In recent times, the global market research industry has also expressed concern about repeat attendance of participants in market research studies. The South African Marketing Research Association (SAMRA) (2013) has put measures in place to address the repeat attendance of market research participants by specifying that they should not have participated in any previous research within the past six months; this includes being recruited for different products/services and different clients. Furthermore, according to SAMRA, participants may not be permitted to attend more than four studies in their

lifetimes. After the fourth occasion, these participants should be marked as ineligible for any research study.

In 2013, the Director of the Marketing Research Society Malaysia (MRSM) announced the introduction of a new database that would screen out the possibility of “professional” market research participants, which was part of its endeavour to ensure that all research conducted complies with the European Society for Opinion and Market Research (ESOMAR) standards. In addition, it was explained that the database would be able to screen out regular participants by viewing their recent participation as the MRSM stated that “professional respondents” answers are not genuine on account of their familiarity with the types of questions being asked (The Star, 2013). Panel companies have also applied numerous methods and management systems to try and remove professional respondents (Baker, Blumberg, Brick, Couper, Courtright, & Dennis, 2010).

These professional participants are described as well-trained or experienced individuals who seek out numerous surveys, typically for the money and incentives offered (Baker et al., 2010). An investigation of 16 different online research panels in the United States of America (USA) and the United Kingdom (UK) found that the average panellist belonged to four different survey panels (Gittelman & Trimarchi, 2009). Similarly, an analysis of 19 different panels in the Netherlands found that 62% of the panellists belonged to multiple online panels (Willems, Van Ossenbruggen, & Vonk, 2006). According to Special Report – Market Research (2003), repeat attendance participants are members of the public who are generally dishonest about their personal information to enable them to participate in research studies, and at times even change their appearance in order to do so.

Although the presence of repeat attendance participants is widely recognised, “researchers are only just beginning to assess their influence on data quality” (Hillygus,

Jackson, & Young, 2014, p. 220). The concern with repeat attendance is that when participants are recruited without fitting the required profile, the objectives pertaining to the specific study cannot be met and the findings may therefore be irrelevant (Clow & James, 2014).

Further exploration on the topic revealed an international study conducted in the USA by Tema-Lynn and Leafe (2013) entitled “50 Shades of respondent grey: What we learned about cheaters and repeaters”. This study explored the motivations for repeat attendance in market research studies and concluded that two main motivators were found, namely the incentives provided for participation and the social enjoyment of participation. In discussions with Tema-Lynn and Leafe (2013), it also became evident that some market research recruiters also fulfilled a role in facilitating repeat attendance behaviour. However, there is a paucity of academic literature on why individuals *repeatedly participate* in market research studies, and more research only on what motivates individuals to *participate in general*. Thus far there are only a few marketing firm white papers as well as conference presentations that assess the behaviour of professional respondents (Hillygus et al., 2014).

Given the above findings, the present study focused on trying to understand, firstly, what actually motivates these particular individuals to participate in numerous market research studies; and secondly, how these individuals are being recruited for these market research studies, given the fact that according to the South African Marketing Research Association (SAMRA) (2013), they may not have participated in a market research study within the previous six months.

1.2 Rationale for the study

Owing to the paucity of previous studies and literature relating to what motivates repeat attendance in market research studies, it is still not clear what the reasons are for participants repeatedly taking part in numerous market research studies.

With knowledge of the extreme lengths these participants are willing to go in order to take part in these market research studies, this study explored the motivations for repeat attendance from the participants' perspective and how such attendance of numerous market research studies is possible, by assessing the recruitment methods being used. This knowledge could possibly inform the market research industry on what motivates this behaviour and whether respondents are being ethically recruited or possibly being "seduced" into these market research studies. In so doing, the market research industry might shift its views or opinions on this phenomenon and possibly foster a better understanding of and resolutions to the problem of repeat attendance.

1.3 Research questions

In this study a qualitative research design was used in order to answer the following overarching research questions:

- What are the participant's motivating reasons for repeatedly attending market research studies?
- How are repeat attendance participants recruited to participate in market research studies?

1.4 Aims of the study

The aims of the study were formulated as follows:

- To understand what motivates repeat attendance behaviour in participants.
- To assess how repeat attendance participants are recruited to participate in these numerous market research studies, given that according to SAMRA (2013), they may not have participated in a market research study within the past six months.
- To contribute to the body of literature that is lacking on understanding repeat attendance behaviour from the participants' perspective.

1.5 Methodological approach

In order to explore the context of these motivations and ways in which participants are being recruited, an interpretive approach was utilised within the qualitative research paradigm.

Drawing on the assumptions of interpretivism, it was assumed that repeat attendance participants' realities are subjective and differ from one another (Guba & Lincoln, 1994). It was further assumed that each repeat attendance participant potentially experiences and constructs a different view of reality. These constructs or interpretations are moulded by each participant's specific historical, cultural and social context, which in turn shapes his or her actions and the institutions in which he or she participates (Cohen & Crabtree, 2006).

By adopting the interpretivist approach, the researcher was able to interact directly with each participant in order to uncover experiential data that could make sense of his or her motivations and experiences of repeat attendance (Patton, 2002; Terre Blanche & Kelly, 1999).

The interpretive approach is ideal for generating rich insights into unknown or vaguely known phenomena (Leininger, 1992).

1.6 Research design

This study utilised a qualitative research design. Semi-structured interviews were conducted with eight participants who had taken part in numerous market research studies in the previous two years. The semi-structured interviews took place in Pretoria and Johannesburg at times and venues convenient to the research participants. The semi-structured interviews were voice recorded and transcribed for data analysis which was performed by means of thematic analysis.

1.7 Outline of chapters

Below is an outline of the chapters in this study.

1.7.1 Chapter 2: Theoretical framework and literature review

Chapter 2 provides a review of relevant literature on issues relating to market research participation. Relevant research findings are reflected to gain more insight into repeat attendance, which cumulatively serve to contextualise, frame and provide the impetus for this study. The theoretical background underpinning the study is also discussed.

1.7.2 Chapter 3: Research methodology

Chapter 3 contains an in-depth discussion of the research design. The research paradigm is explained, with the emphasis on the qualitative research paradigm. Against this background, the suitability of adopting an interpretive approach for the study is discussed. Thereafter, the research design, sample, data collection method and the approaches utilised

during the data analysis are explained. In conclusion, research ethics and quality assurance criteria are discussed.

1.7.3 Chapter 4: Findings and discussion

This chapter presents the findings of the qualitative data obtained from the participants according to the three overarching themes that were evident in the data, namely (1) participation motivation, (2) honesty/dishonesty, and (3) recruitment procedures.

1.7.4 Chapter 5: Conclusions, limitations and recommendations

Chapter 5 discusses the conclusions and limitations of the study and provides possible recommendations for future research on the topic.

1.8 Chapter Summary

In this chapter, the introduction and background to the study were presented. This was followed by a discussion of the research problem and aims. The chapter also highlighted the motivation for conducting this research, which had developed out of the researcher's professional experiences and the fact that it had become increasingly clear to her that repeat attendance had become a global topic of concern. Given that much of what is known relates to what motivates participation in general, and not repeat attendance in particular, the aim of this research was to explore the motivation driving this behaviour and to assess the ways in which repeat attendance participants are being recruited to participate in market research studies.

The theoretical framework guiding the study and the relevant literature reviewed are presented and discussed in chapter 2.

CHAPTER 2: THEORETICAL FRAMEWORK AND LITERATURE REVIEW

In chapter 1, the objectives of the study were described as twofold, namely to understand what motivates repeat attendance behaviour, and to assess the ways in which repeat attendance participants are recruited to take part in market research studies. The purpose of this chapter is, firstly, to present the theoretical background to the study by promoting a clear understanding of the relevant concepts and delineating the theoretical assumptions of the self-determination theory and the theory of self-concept maintenance, the main theories underpinning this study. Secondly, this chapter provides a discussion on the relevant literature pertaining to repeat attendance in market research studies.

2.1 Understanding the Motivation for Repeat Attendance from a Theoretical Perspective

Deci and Ryan (2000) define motivation as being moved to do something. It is “the reasons underlying behaviour” (Guay et al., 2010, p. 712). According to Smith and Albaum (2012), several motivation theories have emerged over the years to explain why participants choose to take part in market research studies. The more prominent theories that were considered as possible frameworks to contextualise the findings in the present study, which are discussed in the next section, were the social exchange theory (Dillman, Smyth, & Christian, 2009), the cognitive dissonance theory (Furse & Stewart, 1984; Hackler & Bourgette, 1973), the self-determination theory (Deci & Ryan, 1985) and the theory of self-concept maintenance (Mazar, Amir, & Ariely, 2008).

2.1.1 The social exchange theory

Homans (1961), Blau (1964), and Thibaut and Kelly (1959) developed the theory of social exchange, which suggests that the actions of people are motivated by the expected relationship between the rewards and costs associated with these actions. People participate in a social exchange with others, for example, participating in a survey, when the anticipated rewards are greater than the expected costs. If one applies the social exchange theory to market research studies, one could say that individuals are most likely to respond when they expect and trust that the rewards of responding outweigh the costs associated with responding (Dillman et al., 2009). There are three key factors in the social exchange theory, namely rewards, costs and trust.

- Rewards are basically what participants receive from participating in a market research study. These may be either tangible (e.g. vouchers or money) or intangible (e.g. emphasising the importance of participation).
- On the more negative side are the costs involved – in other words, what participants “pay” for taking part in a market research study. Similarly, this may be tangible, for example, the cost of transport for attending the market research study, or the time used to participate, or intangible, for example, the mental energy required or the sensitivity of questions.
- Lastly, a social exchange relationship cannot occur without trust. This is basically the trust that is involved in whether or not the potential participant believes he or she will receive the reward that was promised.

The social exchange theory succeeds in explaining the motivation behind why individuals participate in market research studies, but does not sufficiently explain what motivates participants to *repeatedly* participate. Given that all three factors need to be present, this theory would suggest that repeat attendance participants always know that the reward will outweigh the cost involved, which could be the case, but also to always trust that their reward will be received as promised. Given that repeat attendance participants take part in numerous types of market research studies, for example, face-to-face interviews, focus groups and telephonic surveys, they cannot always trust that they will in fact receive a reward at the end, because of the numerous recruiters involved. To a certain extent, these participants are “taking a chance” every time they are recruited by a new recruiter on whether or not they will actually receive their promised reward. The social exchange theory is therefore more suited to respondents who are part of, for example, survey panels, where respondents know they are always rewarded for their continued participation.

2.1.2 The cognitive dissonance theory

According to the cognitive dissonance theory (Festinger, 1957), the motive for responding to a survey is to avoid, or reduce the unpleasant feelings associated with non-response (Furse & Stewart, 1984; Hackler & Bourgette, 1973). The process is triggered by the invitation to participate and occurs irrespective of the invitation method used, which, for instance, may be in person, telephonically, via email or through the mail. If an individual fails to respond (non-response), his or her behaviour may be inconsistent with his or her self-belief of being helpful, or he or she may regard himself or herself as someone who does not honour reasonable requests. This lack of response produces a state of dissonance in the individual. This leads to internal conflict and a state of anxiety, which the prospective participant endeavours to reduce by taking part in a survey.

The cognitive dissonance theory would thus assume that the motivation for repeat attendance is that participants are constantly in a state of dissonance, which then motivates them to participate. However, the findings have indicated that repeat attendance participants themselves actively seek out market research studies in which to participate and are not spontaneously invited to participate. They do so by constantly searching the internet for possible advertisements; registering with recruiters via websites; telephonically calling recruiters to find out what they have available; and networking with other repeat attendance participants (Tema-Lynn & Leafe, 2013). The assumptions of the cognitive dissonance theory thus fail to explain the motives associated with repeated participation.

Based on the discussion of the above theoretical approaches, these approaches appear to focus mainly on what motivates individuals to participate in market research studies in general, and they are limited in their application to the context of what actually motivates *repeat attendance* of market research studies. In light of the fact that the literature has suggested there is evidence of intrinsic and extrinsic motivators associated with repeat attendance in market research studies (Brüggen, Wetzels, & De Ruyter, 2011), the self-determination theory, which formed the main theoretical foundation of this study, is discussed in the section below.

2.1.3 The self-determination theory

Deci and Ryan (1985) were the proponents of the self-determination theory (SDT). They suggested that motivation varies in level (the amount of motivation) and in orientation (type of motivation). Behaviour and one's ability to accomplish goals are thus influenced by motivation. The SDT makes a clear distinction between intrinsic and extrinsic motivation. Intrinsic motivation refers to doing something because it is inherently pleasing and

interesting, whereas extrinsic motivation refers to doing something because it leads to identifiable results.

One of the assumptions of the theory is that a person who is intrinsically motivated shows spontaneous behaviours for the positive experiences associated with extending one's abilities. Intrinsic motivation is not associated with any instrumental reason – neither reward nor approval is accorded to the person. Once a person experiences his or her behaviour as self-determined, an intrinsic type of motivation is maintained.

The cognitive evaluation theory, which is regarded a sub-theory of the SDT, proposes that “all humans have a need to feel competent, autonomous and related to others” (Deci & Ryan, 2008, p. 15). The three factors relating to being intrinsically motivated are thus competence, autonomy and relatedness. Autonomy is described as having free choice over one's actions (Kilpatrick, Hebert, & Jacobsen 2002). Competence is defined as having a sense of self-efficacy, while relatedness refers to a connection in the social environment (Kilpatrick et al., 2002). On the basis of this, it is postulated that social environments that contribute to fulfilling these three basic needs will promote additional motivation, support people's natural drive for activity, and “yield positive psychological, developmental, and behavioural outcomes” (Deci & Ryan, 2008, p. 15).

Extrinsic motivation implies doing something because it leads to an anticipated outcome (Deci & Ryan, 2000). Various types of extrinsic motivation have been identified as being linked to a person's attitude, namely extrinsically motivated actions performed with resentment and resistance, at the one extreme, or an inner acceptance of the worth of a task, at the other extreme (Deci & Ryan, 2000). SDT offers four types of extrinsic motivation, including external regulation, introjection regulation, regulation through identification and integrated regulation.

2.1.3.1 External regulation

This type of external motivation refers to performed behaviours to satisfy an external demand or to avoid scolding and receive a reward, and is typically experienced as controlled or rigid.

2.1.3.2 Introjection regulation

The second type of external motivation focuses on approval from the self or others. This type of motivation is mainly performed to avoid anxiety or to experience pride. A task is completed to enhance one's self-esteem and self-worth (Deci & Ryan, 2000).

2.1.3.3 Regulation through identification

Regulation through identification is autonomous and self-determined because the person has identified with the significance of the behaviour and accepts the regulation of this behaviour as his or her own (Deci & Ryan, 2000).

2.1.3.4 Integrated regulation

According to Deci & Ryan (2000), an even more autonomous form of extrinsic motivation, namely integrated regulation, arises when the regulation of behaviour is adapted by the self. This type of extrinsic motivation is associated with introducing regulations into one's existing values and needs. Integrated forms of motivation are similar to intrinsic motivation because both are autonomous of nature. However, integrated regulation is still extrinsic because it is carried out for its presumed instrumental value. Extrinsically motivated behaviours are not inherently interesting and therefore externally provoked.

Figure 2.1 depicts the types of motivations.

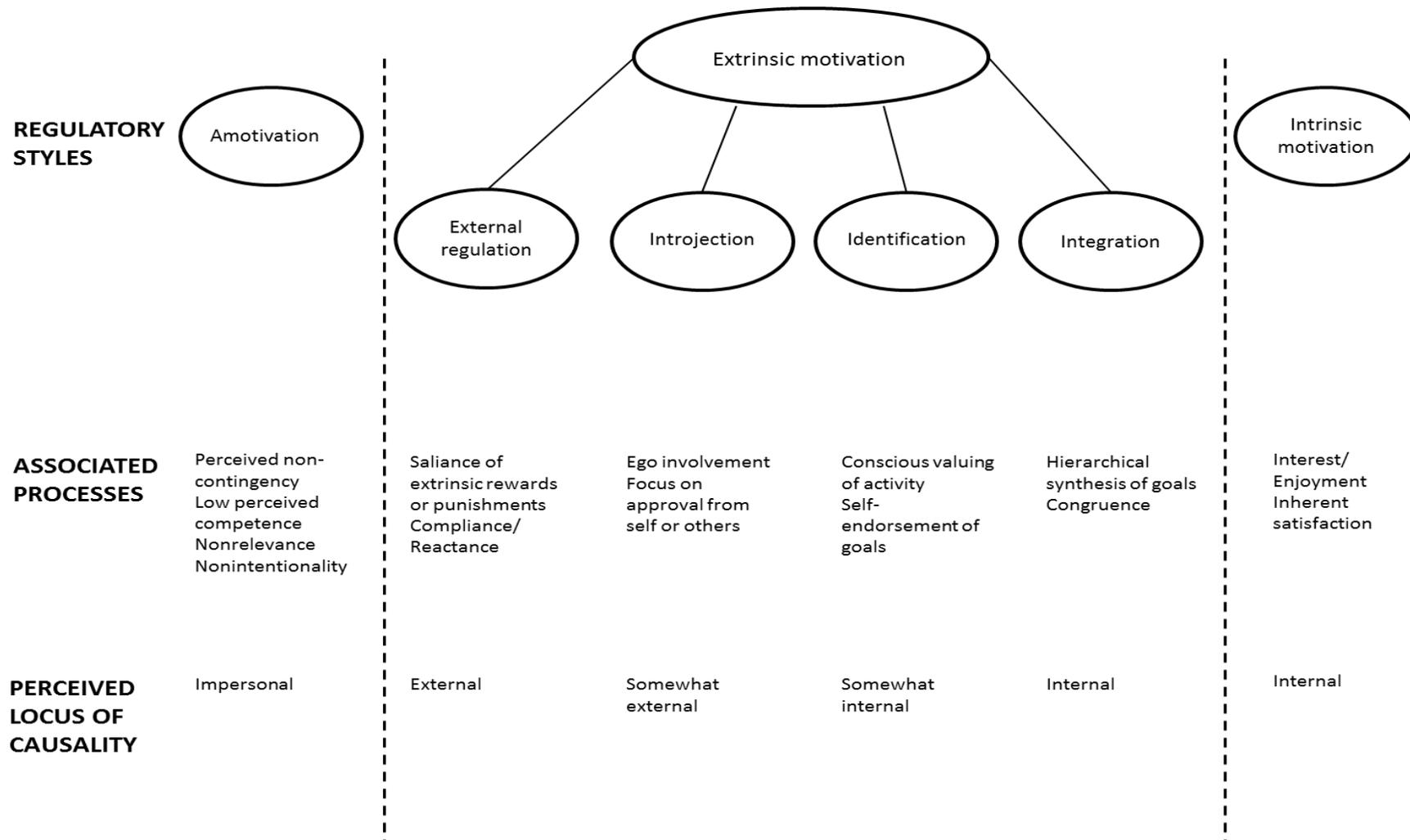


Figure 2.1. A Taxonomy of Human Motivation. Redrawn from “Intrinsic and Extrinsic Motivations: Classic Definitions and New Directions”,

by E. L Deci and R. M. Ryan, 2000, *Contemporary Educational Psychology*, 25, p. 61

2.1.3.5 Cape's (2007) interpretation of the SDT and participation motivation

According to Cape (2007), the SDT's motivation is understood as a continuum that is neither hierarchal nor unidirectional. Motivation thus basically depends on the individual, the assignment and the social context. Individuals do not have a single motivation and the same assignment does not have the same level of motivation for an individual each time it is executed.

A visual representation of Cape's (2007) interpretation of the SDT's continuum of types of motivation is presented in Table 2.1 below.

Table 2.1

Continuum of Human Motivation

Amotivation		Lacking an intention to act. Activity has no value; Person feels non-competent; No belief a desired outcome will be achieved
Extrinsic motivation	External regulation	Performed to satisfy an external demand To obtain an externally imposed reward
	Introjection	Performed under pressure To enhance or maintain esteem
	Identification	Accepting the value of the action
	Integration	Act is congruent with beliefs and values
Intrinsic motivation		Action will be undertaken in the absence of any reward

Note. From "Understanding Respondent Motivation. Survey Sampling International", by P.

Cape, 2007, *Marketing Research Association*, 46(1), pp. 48–49.

The SDT has interesting inferences for how market research should be positioned. The theory posits that feelings of autonomy need to be fostered in order to help “internalize the regulation”, which in market research can be translated as “making the respondent want to take part in research of their own free will” and that perceived competence must be encouraged. Furthermore, the SDT states that rewards can actually undermine intrinsic motivation owing to the fact that rewards undermine autonomy (Cape, 2007, p. 7).

Cape (2007) posited that external regulation and introjection are probably the main points on the continuum of research. According to the SDT, a positive forecaster of intrinsic motivation is determined by the measure of feelings of the “value” of the task. In addition, it predicts that measures of feelings of “autonomy” in doing the task will be positively related to intrinsic motivation.

From the above, it became apparent that the SDT assumptions would be most suited to uncovering the aim of this study relating to the motivation that drives the behaviour of repeat attendance. The continuum of intrinsic and extrinsic motivation could enable one to identify the repeat attendance participants’ type of motivation, be it intrinsic and/or extrinsic.

2.1.4 The theory of self-concept maintenance

As previously stated, repeat attendance participants are generally dishonest about their personal information to enable them to participate in market research studies and at times even change their appearance in order to do so. Given these findings, the inclusion of a theory relating to dishonest behaviour was deemed necessary in this study to explain any unethical issues that might arise in the findings. A theory relating to dishonesty would help to achieve the second aim of the study, namely to assess the ways in which repeat attendance participants are recruited to participate in these numerous market research studies, based on

the fact that according to market research standards (SAMRA, 2013), they may not have participated in a market research study within the previous six months.

In almost all societies, individuals value and maintain honesty and feel strongly about ethics. Nevertheless, dishonesty is highly prevalent in the marketplace (Mazar et al., 2008). In their study, Tema-Lynn and Leafe (2013) also found that individuals were dishonest in order to gain access to market research studies, which reiterated the necessity of including a theory explaining dishonesty in the current study.

According to legal theory pertaining to crime and punishment, the cost-benefit model posits that dishonesty is a trait of individuals who are calculating and self-centred and are only concerned with external rewards. By contrast, the psychological viewpoint asserts that individuals are more inclined towards internal rewards in order to uphold their self-concept. Based on the above-mentioned contrasting opinions, Mazar et al. (2008) proposed a theory of self-concept maintenance which considers motivation from the opposing perspectives of both internal and external rewards.

This theory postulates that individuals who regard themselves as extremely honest, make use of different mechanisms that enable them to participate in some degree of dishonesty, while still holding positive opinions about themselves. This implies that there is a degree of acceptable dishonesty which is restricted by internal reward considerations. The theory thus focuses on two psychological mechanisms that influence the magnitude of this degree, namely categorisation and attention to standards (Mazar et al., 2008).

The self-concept maintenance theory (Mazar et al., 2008) posits that at times, individuals are torn between two opposing motivations, namely benefiting from cheating (being dishonest) and maintaining a positive self-concept (being honest). For instance, if an

individual were to cheat, he or she could achieve financial gain. However, this would be at the expense of his or her honest self-concept. The opposite scenario would thus be that if the individual decides to take the honest route, he or she might lose out on the financial gain, but his or her honest self-concept would remain intact. Hence selecting one of the options would entail sacrificing the other.

According to Mazar et al. (2008), individuals solve this motivational predicament by searching for a balance between the two motivating drives. This means that the individual might cheat in a manner that would obtain some financial advantage, but he or she would still uphold his or her positive self-concept. In other words, such individuals would not need to “update their self-concept” (Mazar et al., 2008, p. 634).

As mentioned previously, the self-concept maintenance theory consists of two mechanisms, namely categorisation and attention to standards, which Mazar et al. (2008) deemed to have vital applications in the marketplace. According to Mazar et al. (2008), the role of the self-concept is supported by these two mechanisms when it comes to decisions about honesty.

2.1.4.1 Categorisation

Categorisation has two components – relative malleability and limits. Malleable categorisation behaviours allow individuals to reinterpret them in a self-serving way. Furthermore, malleability is likely to be determined by the individual’s context. For instance, it would be easier to steal a R20 pen from a family member than to steal R20 out of a family member’s wallet in order to purchase a pen. In deciding to steal the R20 pen, the individual is offered more options to categorise the deed in a way that would be acceptable within the bounds of family behaviour. The above scenario indicates the theory’s assumption that dishonesty, in this instance stealing, is facilitated by a higher degree of categorisation

malleability. Moreover, actions that are less malleable cannot be categorised efficiently in a compatible manner. In other words, the level of dishonesty an individual can achieve without hindering his or her self-concept increases as the categorisation malleability increases (Mazar et al., 2008).

Inherent limit is the second aspect of the categorisation process. According to Mazar et al. (2008), it would be extremely useful for the self if it were possible to categorise behaviours in other ways than immoral or dishonest. However, this ability cannot be envisioned without comprising limits. It would be more feasible to believe that one could only stretch the truth and limits of mental representations up to a specific point. Categorisation should thus be conceptualised as operational only up to a specific point, if it is assumed that the process contains the limits mentioned above. This would mean that individuals would no longer be able to avoid the evident moral valence of their behaviour.

2.1.4.2 Attention to standards

The second mechanism addressed by the theory is the attention individuals focus on their standards of conduct. The assumption is that if individuals are more mindful of their standards of conduct, which are morally inclined, a dishonest act would be more probable to be reflected in their self-concept. In other words, as a consequence of their act, they would update their self-concept. A more stringent delineation of honest and dishonest behaviour would be the outcome (Mazar et al., 2008).

The converse of the above would be that when individuals are not mindful of their standards of conduct, there is less chance of them updating their self-concept. These individuals' behaviours are thus more likely to deviate from their standards. In summary, this mechanism predicts that individuals would have to evaluate the significance of their actions

when their standards of conduct are more readily available, which would increase honesty (Mazar et al., 2008).

According to Mazar et al. (2008) categorisation stems from stimuli and actions, whereas attention to standards is dependent on salience or internal awareness. These two mechanisms may seem extremely different. However, they are both sensitive to manipulations, involve attention and are connected to the dynamics of suitable behaviour. Mazar et al. (2008) argue that it could be challenging to identify the source of dishonesty – in other words, from categorisation (environment) or attention to standards (the individual), given that these two mechanisms are interrelated.

Mazar et al. (2008) conducted six experimental studies to support their theory of self-concept maintenance. Their research supported their theoretical finding that individuals are dishonest enough only to gain, but honest enough to avoid damaging their self-concept.

Based on the above discussion, Exhibit 2.1, conceptualised by the researcher, depicts the constructs pertaining to the self-concept maintenance theory.

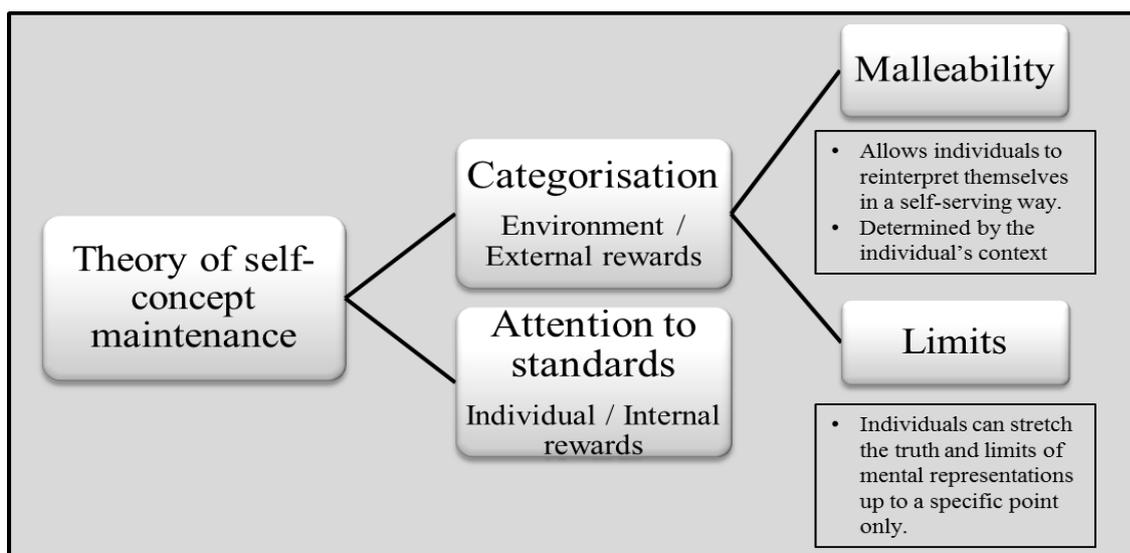


Exhibit 2.1. Conceptual framework of the theory of self-concept maintenance

2.2 Literature

This section, firstly, provides an overview of repeat attendance participants and the potential impacts of repeat attendance behaviour in market research studies. Secondly, the involvement of market research recruiters in repeat attendance is briefly discussed. Lastly, the literature on the motivation for participating in market research studies is reviewed as a significant consideration for analysis.

2.2.1 Repeat attendance participants

In order to address the aims of this dissertation, it was essential to first explore the literature that defines repeat attendance participants and the potential impacts of repeat attendance in market research studies.

Clow and James (2014, p. 101) formulated the following definition of professional respondents:

[P]rofessional respondents are individuals who belong to multiple research panels for the purpose of participating in multiple research studies, sometimes deceitfully, in order to obtain financial rewards or gifts. Professional respondents may establish false identities to participate multiple times in the same study or to qualify for studies on various topics. They may lie about their qualifications (such as product ownership) in order to be eligible to take a survey.

Clow and James (2014) further argue that these respondents could harm the integrity of the data because they lack the knowledge required on topics, thus leading them to make up the answers as they go along. Similarly, Hillygus et al. (2014) stated that these individuals tend to lie in the surveys and try to complete as many as possible, which jeopardises the

quality of the data. According to Mariampolski (2001), repeat attendance participants are known to be highly knowledgeable and tactful about ways to qualify for participation in market research studies.

Much of the literature found on the topic included ways to “eliminate” or “manage” professional respondents from market research studies. Some market research institutions such as the Qualitative Research Consultants Association (QRCA) and the Marketing Research Association have published best practice papers and guidelines on how to “manage” repeat attendance participants (Clow & James, 2014).

It is evident that the problem of data integrity arises from repeat participation in market research studies. The problem, however, still remains the lack of literature on exploring the underlying reasons for this behaviour. These individuals are clearly willing to go to extreme lengths to participate in market research studies – hence the aim of this study to understand what motivates this type of behaviour.

2.2.2 Market research recruiters’ involvement

An interesting topic that emerged in the literature was the involvement of market research recruiters. According to Tema-Lynn and Leafe (2013), researchers should be apprehensive if they hear participants mention terms such as “storyboard” and “brand personality”, indicating that they might have been coached or trained. One of the findings of their study was that participants claimed they had been coached to provide particular answers during the recruitment phase and were also led by recruiters saying the following, for example: “Well, we are looking for people who are NOT in sales or banking ...” by giving a hint “... so what kind of work do you do? It’s not in sales, is it?” However, this was the only literature found relating to this.

The fact that these respondents participate in market research studies on a regular basis raises the question of whether there might be unethical recruitment methods involved on the part of the market research recruiter. A further aim of this study was thus to understand how these repeat attendance participants are being recruited for these market research studies and whether respondents are being ethically recruited or possibly being “coached” or “seduced” into participating in them.

2.2.3 Motivation for participating in market research studies

According to Hillygus et al. (2014), repeat attendance participants are motivated by the incentives involved, while non-repeat attendance participants are motivated by interest in the topic of the survey. Similarly, in a study conducted by Cape (2007) on participation motivation in market research studies, it was found that the option for an actual cash payment was the most popular (62%), followed by points towards a cash reward (52%). Approximately 82% of participants were attracted by either one or both of these options, while only a small minority was not interested in an incentive.

Cape (2007) first sent out an invitation to participate in the research, appealing to the respondents’ sense of community. The invitation also emphasised the importance of the research – in other words, the “value” of the research was underscored. Participants were presented with four possible incentive options, namely points towards redeemable vouchers; points towards a cash reward; points to spend in an online store; and actual cash payments per survey. The option “none of these” was also included. The second phase of the research presented the participants with a standard Intrinsic Motivation Inventory (IMI) questionnaire. The sections covered were interest/enjoyment, value/usefulness and perceived choice while performing a given activity, which, in this instance, was being part of the market research

study. The section on perceived choice (autonomy) generally scored highly, which is positively associated with intrinsic motivation.

On the strength of the above result, Cape (2007) suggested that intrinsic motivation can be increased by presenting the value of the research to respondents. Furthermore, by providing respondents with feedback on the results and uses of the research, feelings of value could further be embedded, and therefore increase intrinsic motivation.

Research by Dixon and Stocks (2011) provided additional insight when participants from a panel were probed on what their one main motivation was for first joining. The most cited motivator was the incentive. However, participants also mentioned reasons such as giving their opinions; giving feedback to brands and companies; the desire to be invited to participate in other studies such as focus groups; and the fact that they had been invited by a friend or family member.

In addition, Dixon and Stocks (2011) found that as time passed, the motivation to provide opinions decreased, while the incentive to earn cash increased. When asked whether participants would continue to participate on the panel if the cash incentive were no longer offered, they found that 43% responded negatively, 43% did not know and only 14% responded affirmatively. The authors further wished to explore the likelihood that with cash as the motivator, panel participants were tempted to bend the truth in order to achieve their incentive. According to Dixon and Stock (2011), regardless of the methodology being used, market researchers need to understand that while individuals are willing to participate in market research studies, there is an expectation to be incentivised for their participation. This is the main motivation identified for participating in market research studies, but it does not necessarily bias respondents' answers. The truth in market research studies will always be inaccurate in some phase, and it is the researchers' responsibility to identify it.

Johnston and Ryan (2014), however, argue that the main motivator for participation in market research studies is whether or not participants have the actual time, followed by the incentive and, finally, the topic of the research.

It is evident that the use of incentives in market research studies is common practice. Some examples of incentives used in market research are cash, points earned or possibly products. Given the methodology, the stature of respondent required, and the length and extent of participation, the incentive amounts may vary (Goritz, 2004).

Participation and response rates can be influenced by the offering of incentives. For example, in a study by Cobanoglu and Cobanoglu (2003) on the effect of incentives in web surveys, one of their recommendations was that incentives should be used in order to reach higher response rates. Studies have also been conducted to explore whether incentives are more effective when they are larger, or when participants are paid before participation (Shank, Darr, & Werner, 1990; Collins, Ellickson, Hays, & McCaffrey, 2000). It was found, in general, that advance payment does increase the response rate. Increasing the amount of the incentive also improves the response rate. However, this is only when the incentives are paid prior to participation (Church, 1993).

Tema-Lynn and Leafe (2013) identified two profiles of frequent participants in their study. “Mr All-About-the-Money” who tends to be in a lower income bracket and needs the incentive, may be unemployed and is less concerned about bending the truth. The second profile is “Ms Social Butterfly”, who is in a higher income bracket and thus less concerned with the incentive, is less likely to bend the truth, has a strong ego, likes to be heard and sees herself as a leader. The following are some of the reasons advanced for such regular participation in market research studies: the incentive; the fact that it is regarded as a social event – hence a chance to meet new people; another way to pass free time; the fact that it

feeds the ego; and a chance to learn about new products and ideas. These respondents also deemed themselves to be smart and insightful and rendering a service.

Interestingly, however, when Johnston and Ryan (2014) asked what respondents liked about participating in market research studies, more male than female respondents stated that sharing their views and opinions was the leading preference. According to Tema-Lynn and Leafe (2013), this was likelier to be the case among females. The incentive was rated the highest reason among respondents between the ages of 18 and 25 years, as well as with married respondents with no children. Finding out about the latest products and services was also rated highly among the sample. Participating in order to meet new people was the lowest rated reason why these respondents took part. According to Groves, Presser, and Dipko (2004), individuals cooperate at higher levels in surveys on topics that are of possible interest to them.

It is evident that from the literature that participation motivation is driven by a number of factors. Incentives such as money, vouchers and products are seen to be one of the main drivers of participation. Social enjoyment, providing opinions and being in the “know” are also factors that influence participation. It is also interesting to note that the topic of research which may or may not be appealing to participants, also determines a level of participation motivation.

The SDT, which consists of a continuum of intrinsic and extrinsic motivation, could enable one to identify participants’ various motivation types (intrinsic and/or extrinsic), while the theory of self-concept maintenance could be used to explain any dishonesty involved, either by the repeat attendance participants or by the methods of recruitment employed. However, the motivation for repeat attendance in market research studies is still unclear. Research has been conducted only to identify what motivates individuals to participate in

general. What moves people to repeatedly participate in market research studies, given the fact that it is not allowed in the industry, has yet to be explored. Owing to the extreme lengths that these individuals are willing to go in order to participate in market research studies, it is vital to understand the motivations behind this behaviour.

2.3 Chapter summary

The aim of this chapter was to provide the theoretical framework that guided the study and the interpretation of the findings. This was followed by a review of the literature that focuses on repeat attendance participants, the involvement of the market research recruiters and what motivates individuals to participate in market research studies.

The next chapter deals with the research design and methods that were used to conduct the research.

CHAPTER 3: RESEARCH METHODOLOGY

The aim of this chapter is to discuss the research design and methods used to answer the research questions. Firstly, an overview of the research paradigm is provided, followed by a discussion of the interpretivist approach, which is situated within the qualitative paradigm. The research design and methods used in relation to the aim of this study are then discussed. In conclusion, the measures of trustworthiness and ethics applied in the study will be deliberated.

3.1 Research paradigm

According to Krauss (2005), theoretical paradigms or philosophical assumptions about the nature of reality are essential in order to understand the overall perspective according to which a research study is designed and conducted. A research paradigm can be defined as the fundamental philosophy and assumptions that guide the approach and methodology used by a researcher (De Villiers, 2004). A paradigm is made up of three dimensions, namely ontology, epistemology and methodology. This study used the interpretivist research paradigm in order to understand the phenomenon of repeat attendance. The three dimensions are discussed below.

3.1.1 Ontology

Ontology is defined as “a philosophical belief system about the nature of social reality – what can be known and how” (Hesser-Biber & Leavy, 2010, p. 4). It consists of assumptions that are concerned with what constitutes reality, in other words, “what is” (Crotty, 2009).

Interpretivism posits the ontological position of relativism. Relativism assumes that reality is subjective and varies from person to person (Guba & Lincoln, 1994). It is thus expected that repeat attendance participants' realities will differ from each other because each individual's reality is different. In interpretivism, more than one reality exists, and it is influenced by multiple systems, such as families and institutions. There is no one objective universal reality (Allen-Collinson, 2012). It is the researcher's duty to make sense of the multiple realities (Prabash, 2012).

3.1.2 Epistemology

Epistemology can be described as the theory of knowledge that underlies a theoretical perspective (Crotty, 2009, p. 3). It consists of assumptions that are concerned with how knowledge can be created, obtained and communicated. This can be interpreted as "what it means to know" (Guba & Lincoln, 1994).

Interpretive epistemology is one of subjectivism which is centred on real-world phenomena. The world does not exist independently of our knowledge of it (Scotland, 2012). Interpretivism focuses on the subjective experiences of human beings, and how they interpret the context (cultural or societal) in which they live (Cohen & Crabtree, 2006). According to Allen-Collinson (2013), there is no one objective truth or reality. Instead realities are subjective, multiple, context dependent and constructed through social interaction. In the basis of this, one would expect each repeat attendance participant to potentially experience and construct a different view of reality. These constructs or interpretations are moulded by each participant's specific historical, cultural and social context, which in turn shapes the actions and institutions in which he or she participates (Cohen & Crabtree, 2006).

3.1.3 Methodology

Methodology can be explained as the system of enquiry or strategy which consists of particular methods (Crotty, 2009). Employing a particular methodology enables researchers to determine what they believe needs to be known (Guba & Lincoln, 1994). It is thus concerned with the why, what, where, when and how the information is obtained and analysed.

The interpretivist paradigm makes use of qualitative methodologies in order to understand individuals' worlds from their perspective and to avoid any imposition of the researcher's meaning upon the participants (Hudson & Ozanne cited in Prabash, 2012). Hudson and Ozanne (cited in Prabash, 2012) state that it is necessary for a researcher using interpretivism not to focus on cause and effect. Instead, he or she should focus on understanding and interpreting human behaviour. This includes understanding an individual's motive, reasons and other shared experiences which are context and time bound. In terms of the aims of this study, a qualitative approach within the interpretivist paradigm enabled the researcher to explore individuals' motivations for repeat attendance and the ways in which they are being recruited.

When research is conducted, the researcher and research participant are in an interdependent dialogue process whereby information is exchanged and shared between the two parties. In this paradigm, researchers are not objective or neutral – they are part of the shared experience. They are part of the study and use qualitative methods to collect data (Cohen & Crabtree, 2006). The research design and methods that the researcher employed in order to answer the research questions are discussed below.

3.2 Research design

A research design can be defined as “plans and the procedures for research that span the decisions from broad assumptions to detailed methods of data collection and analysis” (Creswell, 2014, p. 3). The phenomenon to be explored or the nature of the problem is what determines the researcher’s design. This study utilised a qualitative research design. According to Willig (2010), qualitative research is concerned with meaning in context and the interpretation of results requires the involvement of the researcher. Qualitative research is not aimed at accuracy and precision, since the ontological outlook is that multiple realities exist side by side. As such, there is no need to accurately define the “one” true life-world because subjectivity is the guiding factor (Jordaan, 2013).

Given that the study utilised a qualitative research design, semi-structured interviews were conducted with eight participants who had taken part in numerous market research studies within the preceding two years. The semi-structured interviews were conducted in Pretoria and Johannesburg, at times and venues convenient to the research participants. The semi-structured interviews were voice recorded and transcribed for data analysis which was done by means of thematic analysis. The research method and the justification for and selection of participants are discussed in the sections below.

3.3 Research methods

In this section, the methods used to conduct the study, which included the selection of participants, context of the study, data collection methods, discussion guide and data analysis are discussed. The measures used by the researcher to ensure trustworthiness throughout the study are also highlighted.

3.3.1 Selection of participants

Purposive sampling was used to recruit participants as this was deemed to be the most appropriate method for the design of the study. Purposive sampling is a non-probability sampling technique whose main objective is to gather a specific population with certain characteristics that are of interest to the researcher that enable him or her to answer the research question (Patton, 2002). This was applicable to the research design as the participants recruited in this study had regularly taken part in market research studies.

3.3.2 Research participants and context

The main criterion for inclusion in this study was repeat participation in market research studies during the previous two years. For practical reasons, participants had to reside in Johannesburg or Pretoria. A total of eight participants with variations in age, gender and ethnicity residing in these two cities were interviewed. Biographical data was collected to describe the sample, but did not serve as a selection criterion. Participants who were included could have taken part in any form of market research event such as focus groups, surveys, product tests, in-depth or telephonic interviews and/or online surveys. The market research studies they had participated in could have been qualitative or quantitative. A summary of each participant's demographic information is provided in Table 3.1.

Table 3.1

Participants' Demographic Information

Participant	Age	Gender	Occupation	Children in household
Participant A	27	Female	Works part time	1 child and 2 siblings
Participant B	36	Female	Unemployed	2
Participant C	32	Female	Auditor	2
Participant D	28	Female	Education student/au pair	0
Participant E	22	Male	Student	2 siblings
Participant F	25	Male	Marketing student working part time	2 siblings
Participant G	21	Male	Engineering student	0
Participant H	27	Male	Marketing student	0

Personal semi-structured interviews were conducted at various venues and times best suited to the needs of the participants. The research venues included the participants' homes, workplaces and coffee shops in malls, and one interview was conducted in a car outside the participant's university.

3.3.3 Data collection method

Firstly, participants were invited to take part in the study via an advertisement placed on the Gumtree website. The advertisement clearly described the purpose of the study as well as offering eligible participants compensation for the costs incurred in their participation. The advertisement also required individuals to have participated in market research studies during the preceding two years. Any ethical concerns were addressed by informing participants of the research objectives during the recruitment phase. The advertisement that was placed on Gumtree is provided in Appendix C.

A total of 111 responses was received from the advertisement placed on Gumtree from candidates volunteering to participate in the research study. The regularity of market research participation in the previous two years was used to select a number of participants from a larger group of volunteers. Twenty participants were then telephonically contacted using a recruitment script similar to the one in the study conducted by Tema-Lynn and Leafe (2013). The recruitment script is provided in Appendix D.

A total of eight participants was then further selected on the basis of convenience of location and with participants who were available to take part in a semi-structured interview. The degree of saturation reached during the data analysis would have determined if further interviews with additional participants were necessary (Tracy, 2013). Semi-structured interviews were then conducted with the participants in order to collect data. Since data saturation was reached by conducting eight semi-structured interviews, additional interviews were not required. The interview guide that was used was based mainly on Tema-Lynn and Leafe's (2013) interview guide. Their interview guide consists of a number of open-ended questions that are asked in a flexible manner. The questions were not necessarily asked in the same order as in the interview guide, but all discussion topics were dealt with as the discussion evolved (Valenzuela & Shrivastava, 2002). The flexible nature of the interview guide allowed for following up on leads while maintaining direction. In order to gather in-depth information, different types of probing were incorporated into the interview. The interview guide was therefore mainly used as a guideline during an open discussion, with the researcher primarily probing, summarising and paraphrasing during the interaction.

3.3.4 Discussion guide

The questions below were put to participants to gain an understanding of what motivated them to regularly participate in market research studies and how they were being recruited for these studies, in order to determine any possibility of dishonesty. The detailed discussion guide is provided in Appendix E.

- Can I ask you to tell me a little bit about yourself – for example, do you work outside your home, are you married, do you have a family?
- Do you remember the first time you participated in a market research study like a focus group or an online survey?
- About how many market research events would you say you participated in the last year?
- Can you name a few of the topics or types of research you have been involved in?
- What does participating in these regular market research studies do for you – that is, what are some of the benefits you gain from participating?
- How do you think you contribute to the research that is being discussed?
- How do you find out about marketing research studies to participate in?
- How easy or difficult is it to tell what a research company is looking for when they contact you about a study?
- Have you ever been coached to change your answers?
- Has anyone who has called to recruit you to a study ever asked you if you had participated in research in the last six or three months?
- If someone you know was looking into participating in market research studies like you have been, what advice would you give them?
- Do you know of other family or friends who also participate in marketing research often?

- How much income would you say you received in the last year because of your market research participation?
- Do you think that the fact that you participate more often than many other people may affect the research in any way?
- Is there anything else you feel you would like to add regarding this subject?

3.3.5 Data analysis

Each of the semi-structured interviews conducted was voice recorded and then transcribed. The data analysis was then conducted by means of thematic analysis. Thematic analysis is a “method for identifying, analysing and reporting patterns or themes within data” (Braun & Clarke, 2006, p. 79). Thematic analysis is flexible and has prominent characteristics that afford the researcher the opportunity to determine the themes embedded in the data.

Each transcript was thoroughly reviewed and similar features were coded together in Excel in order to form subthemes. These subthemes were grouped into second-level themes which were further grouped into overarching themes to present the findings. Table 3.2 illustrates the analytic process proposed by Braun and Clarke (2006, p. 35) as applied in this dissertation.

Table 3.2

Phases of Thematic Analysis

Phase	Description of the process
1. Familiarising yourself with your data:	Transcribing data, reading and rereading the data, noting down initial ideas.
2. Generating initial codes:	Coding interesting features of the data in a systematic fashion across the entire data set, collating data relevant to each code.
3. Searching for themes:	Collating codes into potential themes, gathering all data relevant to each potential theme.
4. Reviewing themes:	Checking if the themes work in relation to the coded extracts (Level 1) and the entire data set (Level 2), generating a thematic “map” of the analysis.
5. Defining and naming themes:	Ongoing analysis to refine the specifics of each theme, and the overall story the analysis tells; generating clear definitions and names for each theme.
6. Producing the report:	The final opportunity for analysis. Selection of vivid, compelling extract examples, final analysis of selected extracts, relating back of the analysis to the research question and literature, producing a scholarly report of the analysis.

Note. From “Using Thematic Analysis in Psychology”, by V. Braun & V. Clarke, 2006, *Qualitative Research in Psychology*, 3(2), pp. 77–101. doi:10.1191/1478088706qp063oa

3.4 Ethics

As discussed by Willig (2010), the following ethical considerations were heeded throughout the study:

3.4.1 Informed consent

The researcher informed the participants that the study was totally voluntary and that they had the right to decide whether or not to participate, without any risk of being penalised. They were also informed that they were welcome to ask for clarification at any time during the course of the study. All the participants then gave their written informed consent before any data collection took place.

3.4.2 No deception

There was no deception during the study. Participants were informed about the exact purpose and objectives of the study before the data collection commenced.

3.4.3 Right to withdraw

Participants were informed at the start of the study that they had the right to withdraw at any point in time, without any penalty or prejudice.

3.4.4 Debriefing

Owing to the fact that the participants were not regarded as a vulnerable group, debriefing sessions were not necessary. However, after the interviews, the participants were afforded the opportunity to obtain any information about the study that they might have been unaware of and also informed of the full aim of the study. Participants were also asked if there was anything else they felt they wished to discuss and whether they felt comfortable about closure of the session.

3.4.5 Confidentiality

The necessary precautions were taken to protect the privacy and confidentiality of participants. The researcher informed the participants that the results of the study would be disclosed, but none of their personal information would be included.

3.5 Measures to ensure trustworthiness

According to Guba (1981), the following four strategies are applied to ensure trustworthiness in qualitative research: credibility, transferability, dependability and conformability. Lincoln and Guba (1985) recommend various techniques that may be used during the research process to increase the trustworthiness of qualitative research, as indicated in Table 3.3 below.

Table 3.3

Techniques to Improve Trustworthiness

Criterion	Technique
Credibility	Activities in the field that increase the probability of high credibility: Prolonged engagement; Persistent observation; and Triangulation Peer debriefing Negative case analysis Referential adequacy Member checks
Transferability	Thick description
Dependability	Dependability audit, including audit trail
Confirmability	Confirmability audit, including audit trail

Note: From “Naturalistic Inquiry”, by Y.S Guba & E.G Guba, 1985, p. 328

Certain aspects of these four strategies were applied during the research process as depicted in Table 3.4.

Table 3.4

Techniques to Ensure Trustworthiness Applied by the Researcher

Criterion	Application of criterion
<p>Credibility is the assurance that the findings are a true reflection of the research</p>	<p>The researcher had regular peer debriefing sessions with her supervisor as well as with two of her colleagues. She discussed with them the progress of her research. The researcher also made use of a co-coder for the thematic analysis in which both the researcher's and co-coder's findings were markedly similar. The researcher found these interactions to be extremely useful in terms of uncovering and exploring her own biases or assumptions. She could also explore the different meanings that were uncovered and clarify her interpretations.</p> <p>The researcher also uncovered recurring patterns in the data (Leininger, 1985) during the course of data collection.</p> <p>In terms of member checking, the researcher clarified the information that the participants had provided her with during the recruitment phase. She found this to be a valuable exercise as some of the participants had admitted to giving incorrect information during the</p>

	recruitment, which she was then able to correct.
Transferability indicates that the research findings can be applied to other research contexts	With regard to providing thick descriptions, the researcher endeavoured to deliver thorough, in-depth information on the context, setting, participants and the themes discovered.
Dependability indicates the consistency of the findings over time and that the research could be repeated	The researcher maintained an extensive audit trail during the research process. Some of the documents included the research proposal; the original and revised recruitment questionnaire; the original and revised interview guide; audio recordings; transcripts; field notes; process notes; reflexive notes; and data analysis notes
Confirmability is the practice of maintaining a degree of neutrality; in other words, the data is shaped by the participants and not researcher bias	The researcher kept a reflexive journal in an effort to guard against any personal bias during the research process. She recorded her self-reflections throughout the research process in order to ensure trustworthiness and transparency.

Note: Adapted from “Criteria for Assessing the Trustworthiness of Naturalistic Inquiries” by E. Guba, 1981, *Educational Resources Information Centre Annual Review Paper*, 29, pp. 75–91.

3.6 Chapter summary

This chapter provided a description of the research approach, design and methodology used to conduct the research. The interpretivist paradigm, which informed and directed the research methodology, ethical issues and the trustworthiness of the research, were also discussed. The findings are presented and discussed in Chapter 4.

CHAPTER 4: FINDINGS AND DISCUSSION

The aim of this study was to comprehend the motivational reasons for repeat attendance and to explore the methods and techniques currently being used to recruit these particular participants. The overarching research questions were as follows:

- What are the participant's motivating reasons for repeatedly participating in market research studies?
- How are repeat attendance participants being recruited to participate in market research studies?

Qualitative data was obtained by means of using a semi-structured discussion guide (Tema-Lynn & Leafe, 2013) and thematic analysis (Braun & Clarke, 2006). As mentioned earlier, these were utilised to conduct the analysis. A number of subthemes were identified in the data and combined to form second-level themes. These were further grouped into three overarching themes, namely (1) participation motivation; (2) honesty/dishonesty and; (3) recruitment procedures. These enabled the researcher to address the questions on what motivates participants to repeatedly participate in market research studies and how these participants are being recruited to take part in these studies. The subthemes of the study were extracted by coding the eight participant transcripts and a coding frame was created in Excel, highlighting all the subthemes identified. Appendix F contains the detailed transcripts.

The overarching themes, second-level themes and subthemes identified and discussed in this chapter were arranged and construed on the basis of the interpretation informed by the theoretical perspective, previous research studies and the researcher's existing knowledge and experience.

4.1 The Participants

Eight participants were interviewed during the months of July and August in 2014. The interviews were conducted at a coffee shop located nearest to them (4 participants), their private residences (2 participants), his or her place of work (1 participant) and his or her university (1 participant). Each participant was assigned a letter of the alphabet from A to H in order to protect his or her identity. A short summary of the details of each participant at the time of the interview is provided below.

4.1.1 Participant A

Participant A is a 27-year-old African female who works part time. She has one child and is in a relationship. She and her child, along with her two younger siblings, reside with her mother. The first time she participated in a market research study was around 2010-2011. In the past year, Participant A has taken part in approximately 100 to 150 focus groups, 50 face-to-face interviews, 10 to 15 telephonic interviews, five online surveys and 20 product tests. In the past 12 months she has earned approximately R10 000 from her participation in market research studies.

4.1.2 Participant B

Participant B, a 36-year-old white female, is currently unemployed and seeking new employment. She has two children and is divorced. She and her two children reside with her parents. The first time she participated in a market research study was ten years ago. In the past year, Participant B has participated in approximately five face-to-face interviews, five telephonic interviews, three online surveys and five product tests. In the past 12 months, she has earned a total of approximately R500-R600 and received numerous product incentives as a result of her participation in market research studies.

4.1.3 Participant C

Participant C, a 32-year-old white female, is employed as an auditor. She is married with two children. She and her husband both participate in market research studies. The first time she participated in a market research study was more than ten years ago. In the past year, Participant B has participated in approximately 10 focus groups, one face-to-face interview and six online surveys. In the past 12 months, she and her husband together have earned a total of approximately R24 000 and received product incentives as a result of their participation in market research studies.

4.1.4 Participant D

Participant D, a 28-year-old white female, is currently studying education and working as an au pair. She is currently divorced and resides on her own. The first time she participated in a market research study was eight years ago. In the past year, Participant D has participated in approximately four focus groups, one face-to-face interview, three online surveys and two product tests. In the past 12 months, she has earned a total of approximately R2 000 as a result of her participation in market research studies.

4.1.5 Participant E

Participant E, a 22-year-old African male, is a student. He and his two younger siblings reside with his parents. The first time he participated in a market research study was in 2013. In the past year, Participant E has participated in approximately 10 focus groups, 80 online surveys and two product tests. In the past 12 months, he has earned a total of approximately R2 000 as a result of his participation in market research studies.

4.1.6 Participant F

Participant F, a 25-year-old African male, is a marketing student. He works part time in marketing and is currently paying for his own studies. He and his two siblings reside with his parents. The first time he participated in a market research study was in 2012. In the past year, Participant F has taken part in approximately eight focus groups, 11 online surveys and one product test. In the past 12 months, he has earned a total of approximately R4 800 as a result of his participation in market research studies.

4.1.7 Participant G

Participant G, a 21-year-old African male, is a second-year engineering student. He is looking for part-time employment and lives with his girlfriend. The first time he participated in a market research study was in 2012. In the past year, Participant G has participated in approximately two focus groups, one face-to-face interview, one telephonic interview and five online surveys. In the past 12 months, he has earned a total of approximately R1 600 as a result of his participation in market research studies.

4.1.8 Participant H

Participant H is a 27-year-old African male. He is a marketing student and a musician. He is in a relationship and stays on his own. The first time he participated in a market research study was in 2010-2011. In the past year, Participant H has taken part in approximately five focus groups, seven face-to-face interviews, three online surveys and two product tests. In the past 12 months, he has earned a total of approximately R4 000 as a result of his participation in market research studies.

4.2 Overview of themes

Through thematic analysis, subthemes were identified in the data. Each participant's transcription was analysed and coded individually in order to identify the subthemes. The subthemes identified were combined into second-level themes and then grouped into the following three overarching themes: (1) participation motivation; (2) honesty/dishonesty; and (3) recruitment procedures. Exhibit 4.1 is a visual representation of the overarching themes, second-level themes and subthemes, followed by a brief explanation of each overarching theme.

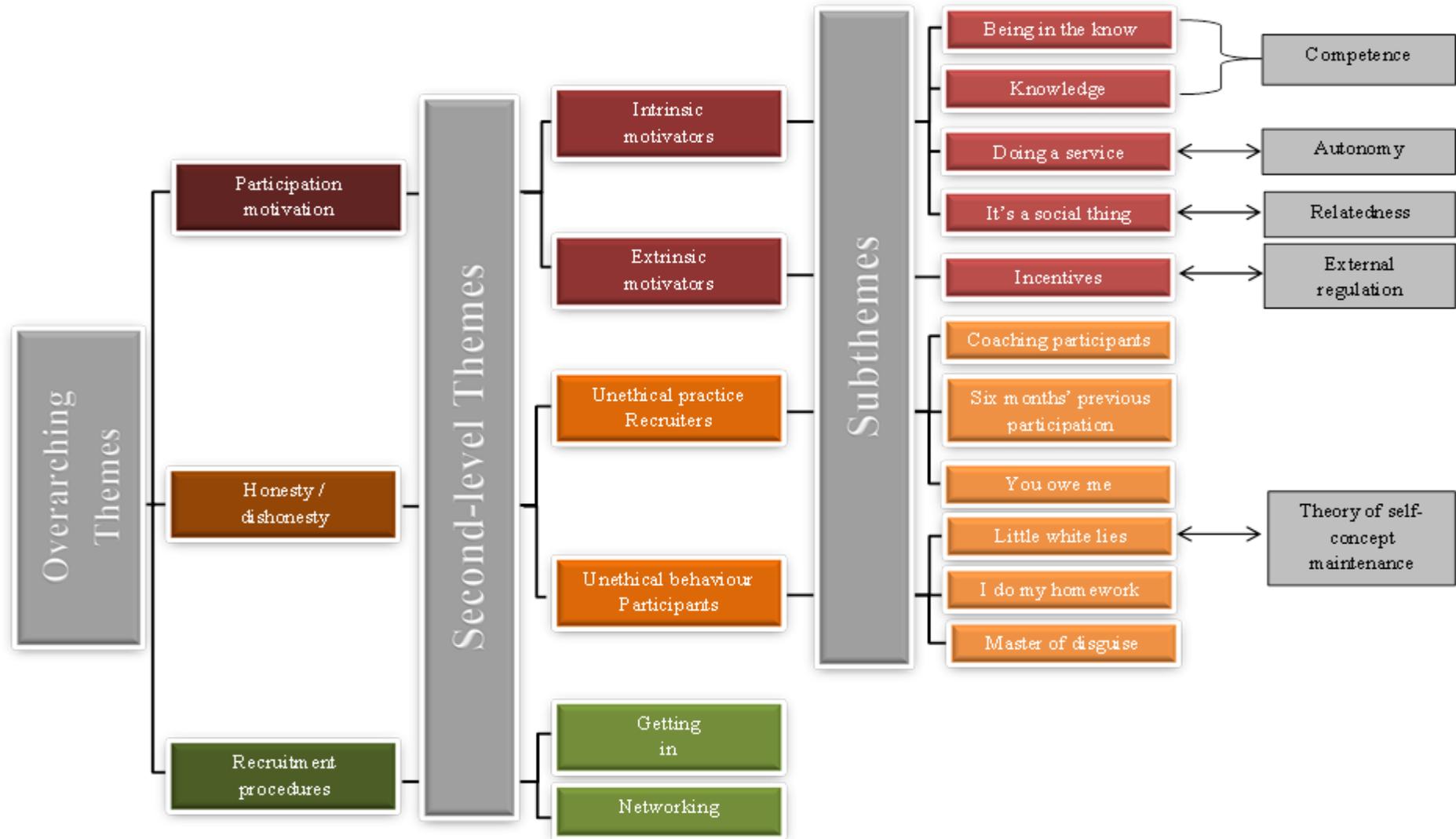


Exhibit 4.1. Subthemes, Second-level Themes and Overarching Themes

The three overarching themes previously mentioned, included (1) participation motivation; (2) honesty/dishonesty; and (3) recruitment procedures. Participation motivation comprised two second-level themes, namely, **intrinsic motivators** and **extrinsic motivators**.

Intrinsic motivators consisted of the following four subthemes:

- *being in the know* and *knowledge*, which are both embedded in the theoretical construct of competence;
- *doing a service*, which is explicated by the theoretical construct of autonomy; and
- *it's a social thing*, which is related to the theoretical construct of relatedness.

The second-level theme of extrinsic motivators comprised only one subtheme, namely

- *incentives*, which are explained by the theoretical construct of external regulation.

The second overarching theme was honesty/dishonesty which comprised two second-level themes, namely **unethical practice – recruiters** and **unethical behaviour – participants**. **Unethical practice – recruiters** consisted of the following three subthemes:

- *coaching participants*;
- *six months' previous participation*; and
- *you owe me*

Unethical behaviour – participants comprised the following subthemes:

- *little white lies*, which are explained by the theory of self-concept maintenance;
- *I do my homework*; and
- *master of disguise*.

The third overarching theme of recruitment procedures comprised only two second-level themes, namely **getting in** and **networking**.

The next section discusses each overarching theme individually as well as the second-level themes and subthemes within the overarching theme. This is followed by verbatim evidence and an interpretation of the meaning derived from the verbatim responses, with reference to the theory and prior research in the literature.

4.2.1 Participation motivation

The overarching theme of *participation motivation* encompassed the internal and/or external motivators that provided the motivation for participating in market research studies. This motivation, either intrinsic and/or extrinsic, was revealed through the participants' accounts of what benefits they gained by regularly participating in market research studies. The overarching theme of *participation motivation* consequently consisted of the following second-level themes: intrinsic motivators and extrinsic motivators, each of which comprised further subthemes. Exhibit 4.2 is a graphical representation of the overarching theme, second-level themes and subthemes.

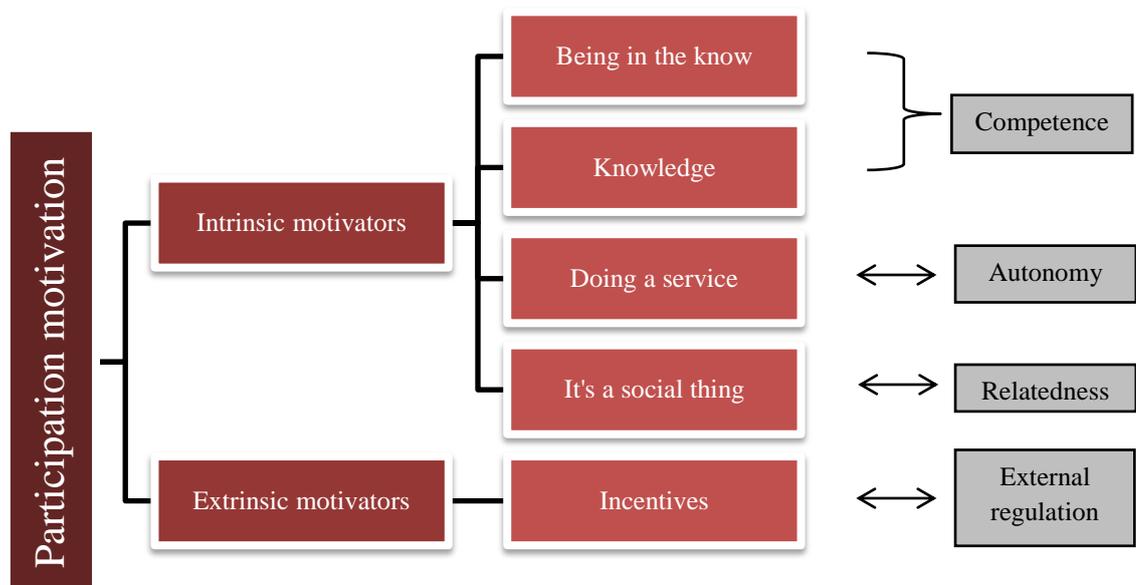


Exhibit 4.2. Second-level Themes and Subthemes Linked to the Overarching Theme, *Participation Motivation*

The participation motivation theme's subthemes of intrinsic and extrinsic motivators as well as related theoretical constructs are discussed in the sections below.

4.2.1.1 *Intrinsic motivators*

As discussed previously, the three constructs relating to being intrinsically motivated, according to the subtheory of SDT, the cognitive evaluation theory, are competence, autonomy and relatedness. The subthemes of *being in the know* and *knowledge* can be related to the competence construct of being intrinsically motivated to do something. Competence is defined as having a sense of self-efficacy (Kilpatrick et al., 2002). Deci and Ryan (2000, p. 58) state the following:

[I]nterpersonal events and structures (for example, rewards, communications, feedback) that conduce toward *feelings of competence* during action can enhance intrinsic motivation for that action because they allow satisfaction of the basic psychological need for competence. Accordingly, for example, optimal challenges, effectance promoting feedback, and freedom from demeaning evaluations are all predicted to facilitate intrinsic motivation.

The subthemes of *doing a service* and *it's a social thing* can be related to the competence constructs of autonomy and relatedness respectively.

i. Being in the know

Participants felt that by participating in numerous market research studies they knew what products were being released or changing before other individuals did, which related to them *being in the know*. Participants seemed excited by the fact that they knew, before others, the changes that were going to be made to products or the latest products that were

going to be released. This seemed to give participants a sense of importance by not only having knowledge that others did not, but by also being a part of the actual change.

Participants explained how they would tell their friends/family about the products that were going to change or be released, which almost came across as being able to “brag” about the fact that they were involved in the process and knew about it before others did. This was described by participants as one of the reasons for taking part in the market research studies, as illustrated below.

“It is a good experience, talking about something that you already know in mind ...

Like this one for (toilet paper brand), I already knew about it and that they are going to do something like that, and I had to talk about it like just to tell my mom, ‘ja, we are going to see it soon’ and they will like show me, ‘you see the thing that you talked about, it is there already’... Yes, you get to know things, ja, ja, ja.” (Participant A)

“And it is interesting to test out the new products ... you know that it is coming before the others do.” (Participant B)

“And I like to learn what is coming next, you know because it is so cool when you see something that they are going to change and you are like ah, I was part of it ... Ja, because I can go and tell people, ‘hey, I was at that (washing powder brand) thing before this thing came out’.” (Participant D)

Being intrinsically motivated to participate under the subtheme of *being in the know* is in line with previous research that indicates that participants are motivated to participate in market research studies because it enables them to find out about the latest products and services (Johnston & Ryan, 2014; Tema-Lynn & Leafe, 2013).

ii. *Knowledge*

The second intrinsic motivator linked to the construct of competence was the knowledge participants felt they had gained by taking part in these surveys. Participants shared how that by participating in these market research studies, they had gained knowledge about products/services and also learnt from other individuals participating in the market research studies. For some of the participants, the knowledge they had gained was by learning from others, while for others it was more about learning about market research in general.

“Knowledge, yes. You get to know things, ja ... they do help us in a way that you grow your knowledge ...”. (Participant A)

“... and it changes the way that you think because you have your opinion and you think that is the correct thing but then you listen to 10 other people being forced to talk about that specific thing and there are so many different opinions, in other people's minds and how they think.” (Participant B)

“Okay, I look at these studies as educational because I am doing marketing you know. So anything to do with marketing I just jump on it. I have learnt that this year, my whole curriculum is based on market research so it has made it easier for me to actually be able to see everything in a clear picture in terms of research, surveys and questionnaires and all of that ... Even in general like in terms of product, now I know if I were to be for example in the music industry, if I create a song now I know I will start surveying and there is a different type of survey in music that people do or maybe I could come up with my own strategies of surveying whether the people will love my music or not. So now I know that I will not waste money to go and record

and do all that without having the information of what people need to hear.”

(Participant H)

“Mostly its available information, things that you, you didn't know before, you get to know. Like how to market a brand, advertising. Like you get to know knowledge of the brand ... obviously its knowledge ... For me it was more of the learning because I'm doing a course on marketing ... ”. (Participant F)

The *knowledge* subtheme was the most prevalent among the marketing students. Given that these participants were marketing students, it could explain their eagerness to learn more about market research studies in general. It was interesting to find that one of the participants had actually changed his course of study from engineering to marketing after he had participated in a market research study and how he also felt it could better his musical direction by using market research tools in the future. These participants shared the fact that *knowledge* was their main reason for participating in market research studies.

iii. Doing a service

According to Deci and Ryan (2006, p. 1562), autonomy means “of self-governance, or rule by the self”. Kilpatrick et al. (2002) describe it as having free choice over one's actions. In other words, autonomy can be referred to as “the experience of behaviour as volitional and reflectively self-endorsed” (Niemiec & Ryan, 2009, p. 135).

Doing a service is related to the participants' accounts of giving their input and making a contribution to these market research studies, and in so doing, helping the market research companies. Participants described this as making a contribution of their own free will and providing their honest opinions in the market research studies. Some of them also felt that the more they participated, the more they were contributing.

“So now our input really helped with that. Okay, there is a problem there, let's fix that. And you put in an effort to figure out exactly what is good about this thing and what is not good ... and I like giving my opinion about things ... I always give my honest opinion ...” (Participant B)

“I think I contribute one hell of a lot because I am a very talkative person and I am very inquisitive and I have got an eye for detail and I am quite aware of everything ... I think they <my opinions> are quite good because everything I do, do, I check brands; I check quality. I do research before I buy something ... So I don't feel guilty at all and I am always the one that probably talks the most.” (Participant D)

“I think I contribute a lot because I am honest and I always participate. Whenever I am free, I spend time doing those surveys ... and my opinions being heard ... Giving my opinion.” (Participant E)

Regarding the subtheme of *doing a service*, previous studies have shown that participants do in fact take part because of the feeling of *doing a service* as well as sharing their opinions and providing feedback to brands and companies (Dixon & Stocks, 2011; Johnston & Ryan, 2014; Tema-Lynn & Leafe, 2013). Furthermore, Cape (2007) found that intrinsic motivation could be increased by informing respondents about the value of the research, which the participants did seem to relate to. The participants felt that their opinions were of value and that they were making a contribution to the studies in which they participated, which could be regarded as intrinsic motivation for participation.

iv. It's a social thing

This subtheme of intrinsic motivators is linked to the relatedness construct of the SDT's subtheory, namely cognitive evaluation theory. According to Wilson and Garcia Bengoechea

(2010, p. 62), “[r]elatedness concerns establishing and sustaining meaningful connections with others in one’s social milieu such that a person feels socially connected with, and accepted by, important others”. In other words, it can be related to one’s connection in the social environment (Kilpatrick et al., 2002).

It’s a social thing encompasses the participants’ expressions of participating in these studies because of the social aspect thereof. Participants explained how exciting and fun it was to meet new people and interact with others through participating in market research studies. Some of the participants described it as a social evening out. This reason for participation was shared by some of the participants as reflected in the quotations below.

“If they ask me to do it, I always agree because you also meet new people ... It is a fun evening out ...”. (Participant B)

“I like socialising ... I just think it is nice because we laugh together about ... So I do it for the fun as well. It is not just going and sitting and being boring for the money.”
(Participant D)

“... cause usually when I’m out there it’s more like fun, it’s more like we at a restaurant where we drinking and stuff like that, where we tasting and talk a whole lot of nonsense ... Ja it’s more like a social gathering ja.” (Participant F)

The study conducted by Tema-Lynn and Leafe (2013) had similar findings in that one of the reasons advanced for participation in market research studies was that it was a social event where respondents could meet new people. However, according to Johnston and Ryan (2014), this is one of the less frequently cited reasons for participating in market research studies when compared to the incentive. These findings are similar to those suggested by

Johnston and Ryan (2014), given that only a few of the participants shared that this was one of their reasons for participating, but not the only reason.

4.2.1.2 Extrinsic motivators

As previously discussed in Chapter 2, there are four types of external motivation, ranging from least autonomous to most autonomous, namely external regulation, introjected regulation, identified regulation and integrated regulation (Deci & Ryan, 2008). In this research, only the least autonomous external motivation was evident, namely external regulation. External regulation refers to the act of doing something only to either gain a reward or avoid some form of punishment (Deci & Ryan, 2000). The incentive provided by participating in market research studies was found to be the only extrinsic motivator, that is, to gain a reward.

i. Incentives

All of the participants stated that the incentive was one of their reasons for participating in numerous market research studies. None of the known demographic descriptors provided evidence of the relative importance ascribed to incentives as a primary reason for participation. The incentives received are regarded as reimbursement for participation in these market research studies and are extrinsic rewards such as money, vouchers, points or at times the actual products being assessed. For some of the participants this was explained as a “nice to have”, while others regarded it more as a significant component of their income as indicated in the quotations below.

“So sometimes I have to do something, maybe before month end, like now if I get money I am going to use it on the house things, you know. Like my mom does not

work, so this extra money that I get, it's managed to fetch things in the house. Yes, yes, I buy some food and everything.” (Participant A)

“The money incentive is about a R50.00 or R100.00 voucher at (shopping store) or where ever ... I also did a quick 10 min telephonic interview and then you would get a R50.00 (shopping store) voucher ... Free nappies ... The nappies and the soap and stuff that you had to test obviously you receive... I think that we got two Spa vouchers and a subscription to a magazine. Yes, a facial and a pedicure.” (Participant B)

“But it doesn't hurt that you get paid to do it also ... (Laughs). That's why I averaged it [be]cause sometimes it can be two and a half thousand in a month or sometimes you can have nothing.” (Participant C)

“Uhm, I like the money ... Money does run the world ... I need the money ... I am really desperate for money because I am working half day and I am a student.” (Participant D)

“Ja, some of the samples they will give it to you, like let's say maybe then they promoting (alcoholic beverage) they'll give you probably 12, like 2 six packs of (alcoholic beverage).” (Participant F)

“Okay, mostly it is for the money ... You choose if you want a voucher, there are (shopping store) vouchers and then there is an option for air time and then there is an option that you have to put in your bank account and then they put the money into your account ... They send them frequently so it is good cash.” (Participant G)

Previous studies similarly found that one of the primary reasons for participating in market research studies was the incentives received, either monetary, points or free products (Cape, 2007; Dixon & Stocks, 2011; Johnston & Ryan, 2014; Tema-Lynn & Leafe, 2013).

4.2.2 Honesty/dishonesty

The second main overarching theme that emerged in the data was *honesty/dishonesty* which entails the honest or dishonest behaviour displayed by the recruiters and participants. The overarching theme *honesty/dishonesty* consisted of the following second-level themes: unethical practice – recruiters, and unethical behaviour – participants, each of which comprised subthemes. Exhibit 4.3 is a graphical representation of the overarching theme, second-level themes and subthemes.

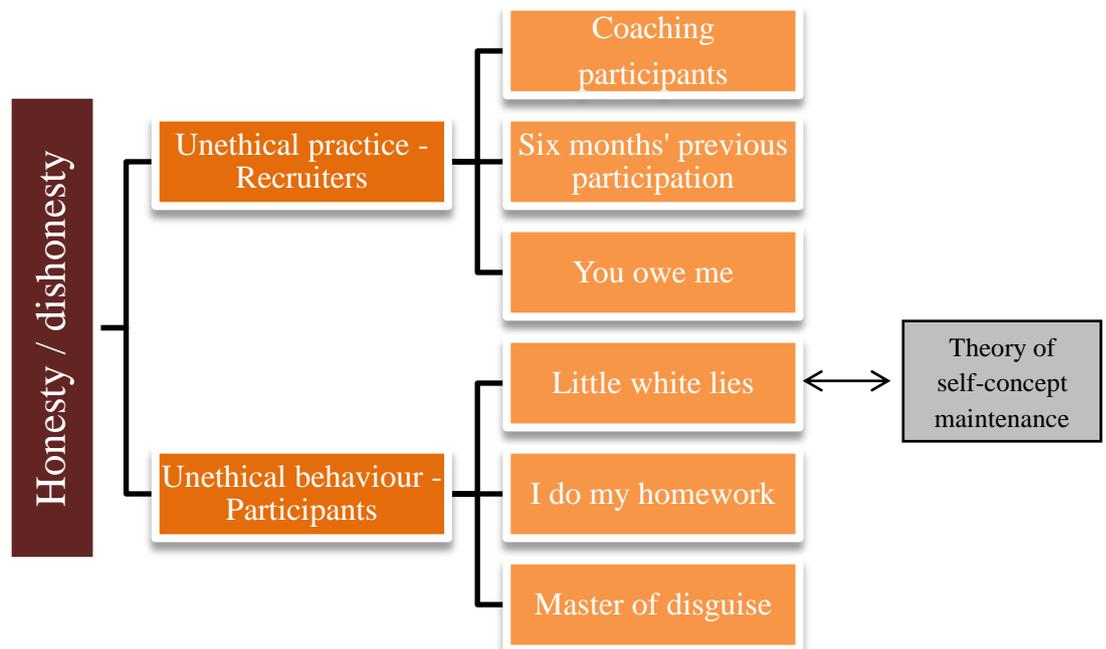


Exhibit 4.3. Second-level Themes and Subthemes Linked to the Overarching Theme, Honesty/dishonesty

4.2.2.1 *Unethical practice: Recruiters*

Unethical practice by the recruiters was mentioned during the interviews with the participants. The first unethical practice subtheme was *coaching participants*.

i. Coaching participants

This subtheme entailed an element of dishonesty among the recruiters. This involved give leading information during the recruitment phase, whereby participants would then know what answers to provide in order to be selected for the market research study. Furthermore, it was discovered that recruiters would ask participants to bend the truth about certain elements, such as their demographic information, and in some extreme cases, the usage of certain products such as smoking cigarettes, for example. Participants also explained how they had to pretend to like products/brands in order to participate. In some cases the participants explained how the recruiters were “sneaky” in the way they recruited individuals. Participants shared that they were in some way “coached” by the recruiter in order to be eligible for a study, as reflected in the verbatim quotations below.

“Okay, actually it was a recruitment agency, because by that time this lady was desperate for people, and she even told me that no, you have to say this, that you have a newborn baby. Yes, I had to lie about it and that is how I got it ... like this one for (cigarette brand), she made sure that we get a packet of cigarettes, so if they ask you ‘do you have it now?’, And then you take it out, do you understand? ... Mm, sometimes I think it is a bit ... It is a bit, uhm, deceiving to the market researchers, because it is something else ... if you check through the group, most of us there, some they smoke, but they don't smoke (cigarette brand). All of them don't smoke (cigarette brand), so you had to lie, you understand.” (Participant A)

<Do recruiters ever tell you to say you like a brand?> “Yes, and that you are using it in the house. Like even if you don't even know it. You must say good things about it.”

(Participant A)

“... I said that I only have used (specific washing machine brand) my whole life and the research was about (a different washing machine brand). They asked me if I would just fake it ...”. (Participant B)

“... then she says we're looking for people who smoke this and this, so then it's like easy to say (laughing) I smoke this ... I've changed the age of my children ... Except for like if they're looking for someone who uses (baby brand) nappies and I said I use (different baby brand) then she'll say, 'Can we rather say (baby brand needed for research)'...?” (Participant C)

“... So they're all so sneaky (laughs). So I don't know if the other people have told you that but the recruiters can be sneaky also. So you should actually also interview them (laughs).” (Participant C)

“I did one time the lady asked me if I can use my maiden name so she can let my husband also do it. But we didn't do it in the same, we weren't in the same group cause I was with women and he was with men ... So, their quite sneaky (laughs).”

(Participant C)

“Yes, don't say that you did market research in the past six months, that's obvious though ... Age once, literally just once, probably when I was 20 ... and that one time that I got divorced but I had to say that I am married ... oh and for income. Ja, they ask you to change income sometimes.” (Participant D)

It was evident from the findings that recruiters either led participants during the recruitment phase or actually simply asked if information could be changed, for example, demographics such as age, income and surname. This seems to be in an effort to recruit participants out of desperation when the correct participant criteria cannot be found in time. This finding was shared by Tema-Lynn and Leafe (2013), in that they found that participants were also coached by the recruiters during recruitment to provide particular answers.

ii. Six months' previous participation

As discussed earlier, market research participants may not participate in a market research study if they have done so within the preceding six months. In other words, there needs to be a six-month "break" from participation before the participant can participate in a market research study again (SAMRA, 2013). Furthermore, participants may not participate in more than four market research studies in their lifetimes. However, this is obviously not the case with these participants, which initially led to the topic of interest. SAMRA (2013, p. 58) also states that "great care should be taken to filter out what is referred to as 'groupies' (that is, people who deliberately and frequently participate in research for the purpose of generating income, whether they qualify for participation in the research, or not)". It became evident from the findings that these recruiters were not abiding by the SAMRA (2013) guidelines as the same recruiters were recruiting these participants on numerous occasions. One possible reason recruiters may be reusing people for market research studies could be because these specific individuals are always available and willing and thus deemed to be reliable participants. The following were some of the participants' responses when asked whether a recruiter had ever asked them about their participation in the preceding six months:

"Most of them, I do not get those kinds of questions. The very same recruiter and they would not mind to take me again. Yes, even next week I can go from her group

and even next week I can participate again from her also. They do not ask you if you have you participated in the last three months or six months.” (Participant A)

“I do tell them that I did participate. If I haven't, I will tell them I didn't participate. Yes I still qualify if I have (participated in the past 6 months).” (Participant E)

“I think because if you have participated with them, you are more interested in them than the other people and you are going to show up for that appointment. Reliable.”
(Participant G)

Of interest was the fact that one of the participants was unaware of the fact that a person may not participate within a six-month period. He went on to say that he had never had a problem with the recruiters by always being honest and saying “yes”, he had participated within six months. When he then became aware of the six-month policy during the interview, he laughed and explained that now that he was aware, he would in future know not to say “yes” every time.

The participants were asked whether they thought that it mattered whether or not they had participated in the previous six months. It became evident that participants were in consensus that if the study was not for the same product, that they felt that the six-month guideline was irrelevant, as reflected in the verbatim quotations below.

“I do not think so because we will not be talking about the very same brand and if we are talking about something else, I do not think that it does matter.” (Participant A)

“No, not at all because I am doing it for different companies ... Well I really think they should stop with this rubbish of every six months. Uhm, I think they should rather direct the questioning ‘have you done any market research relating to this?’ instead of saying, ‘have you done it in the past six months?’ ...”. (Participant D)

“It might affect the research because I might be giving opinions which are already there because I usually am participating or if they get other people they might get a variety of opinions ... Ja, then I go to the next one, if they ask the same questions it will be the same answers ... you know that the questions are always similar even if it is about different products.” (Participant G)

Some of the participants, however, felt that their regular participation did not affect the research in any way and that the only difference between themselves and a first-time participant would be their level of confidence and ease in the setting.

iii. You owe me

Even though this subtheme was only identified by one of the participants, it was still deemed to be a crucial finding. The participant stated that recruiters would take a portion of her incentive as a bonus for getting her into the study. She explained this as follows:

“... you know some recruiters they take money from us, you understand? Let us say that they are going to be paying R400 and then the recruiter will be like taking R200 from me. I do not know because I think sometimes they are being greedy or something because they just tell you, ‘no you have to do this’ because when you go out of the market research, the interviewer gives you money and when you go outside the recruiter is going to say, ‘no, I got you in here so you owe me.’ You understand, so you have to give it to them and there is no other thing ...”. (Participant A)

This finding, however, was not mentioned in any of the available literature, and only applied to one participant in this study. This finding underscores unethical practice by recruiters in this industry.

4.2.2.2 *Unethical behaviour: Participants*

Unethical behaviour by the participants encompassed the participants' accounts of being dishonest during the recruitment phase or during the market research study. The first unethical behaviour subtheme that emerged in the data was *little white lies*.

i. Little white lies

This subtheme related to participants lying about specific things in order to be recruited or during the actual market research study. It also explained the participants' reasoning behind being dishonest as well as examples of when participants were being dishonest with the researcher during the research interview.

The quotations below are examples of dishonesty about the usage or ownership of certain products or brands in order to be able to participate in the market research studies.

“They wanted to bring this thing for, to sterilize the bottle and everything. So they ask you maybe questions about those things. <Is your baby newborn?> no, no. (Laughing) and it is not even that you are using the bottle or anything, so you have to like ja, ja, ja and you talk about those things. Ja, when I go there I go like ja, I do have a newborn. That is the thing yes, and say that they using (baby food brand), you understand.” (Participant A)

“Oh like the (cigarette brand) one, Sjo... (Laughing) I don't smoke. (Laughing). I have to lie ...”. (Participant A)

“Ja, it was about gym products and it was roughly about 25 min to 30 min. They ask questions like: ‘How often you go to the gym?; How many hours do you spend there and that kind of stuff, do you use supplements?’; <Did you gym at the time?> I do but

at that time I didn't (laughing), that was the lie I had to tell ... I just told them that I do go to the gym and my friend told them the same thing." (Participant G)

Participants also explained how they had to pretend or lie about not knowing each other when friends or family participated in the same market research studies, as reflected in the verbatim statements below.

"We pretend sometimes that we don't know each other < talking about friends in same group >. We, like you have to pretend like, because at some point, we know each other, like we might say something that's similar. We don't know each other, ja."
(Participant F)

The examples below indicate how the participants reasoned with themselves about being dishonest. Some of the participants explained how they were always honest during the market research setting, but not during the recruitment phase, while others tried to justify their dishonest behaviour:

"Well I am honest, although I'm not always honest to get in." (Participant C)

"Look, I am Christian, I don't like it but I need the money. Look, I am really desperate for money because I am working half day and I am a student. You know, so if you can like get a bit here and a bit there, it's like a white lie because ultimately I am going there and I am giving them an opinion and I have earned up to R40 000.00 a month with my ex-husband, so I have been in a high lifestyle so I don't feel too guilty about my white lies ... So, ja, I know is not, God says, don't lie but it is a white lie." (Participant D)

According to the self-concept maintenance theory (Mazar et al., 2008), people are sometimes torn between two opposing motivations, namely benefiting by cheating (being

dishonest) and maintaining a positive self-concept (being honest). In the case of Participant C, it would seem that by stating that she had only lied in order to gain entry to the study, but had never lied during the study, her self-concept remained intact. Similarly, Participant D's justification of "white lies" worked in the same way. The research conducted by Mazar et al. (2008) supported their finding that individuals are dishonest enough only to gain, but honest enough to avoid damaging their self-concept, which is reflected in the same way as the statements above.

Another finding under the subtheme of *little white lies* was the dishonest behaviour that was evident during the data collection for the current study. Two of the participants were dishonest during the recruitment stage. One participant had lied about how many focus groups she had participated in over the past year. During recruitment she said three focus groups, but during the interview she said ten. The other participant was dishonest about whether his previous participation had been more or less than six months ago. He first stated that it had been more than six months ago, but after admitting to lying to recruiters about participating in the past six months, the researcher attempted to ask him again, whereupon he then admitted that it was in fact less than six months ago.

While discussing the above accounts with the two participants, it became evident that they had initially lied during the recruitment stage because they thought they would not be allowed to participate in the research if they had participated in numerous research studies or within the preceding six months. This was a first-hand account of dishonest behaviour in order to gain access to market research studies and reiterated that subtheme of *little white lies*. One of the accounts is indicated below.

Participant H: *"And then sometimes I say no and sometimes I say yes (laughing). It is just a situation whereby you keep guessing, 'okay, what do I have to*

say for me to qualify, do I have to say yes, do I have to say no' (laughing)."

Interviewer: *"So with me, did you think that I wanted you to say no?"*

Participant H: *"I just don't know (participant laughing). I just didn't know. Honestly, I just didn't know but I just wanted to be interviewed."*

Two of the participants, however, were outliers in the group when it came to the subtheme of *little white lies*. They claimed that they had never lied to a recruiter in order to gain access to a study, and they had never been dishonest during a particular study. Their accounts were as follows:

"I always give my honest opinion and I never hold back ... No, no, no, that's dishonest. Although lots of people do that. Then it is pointless." (Participant B)

"No, never ... No, they (recruiters) usually encourage you to be as honest as you can be ... I'm as honest as can be (with opinions)." (Participant E)

According to Dixon and Stock (2011), the truth in market research studies would always be inaccurate at some phase because one of the main motivators for participation is being incentivised.

ii. I do my homework

This subtheme related to Participant A only, but needed to be included in order to demonstrate the lengths to which some of these participants were willing to go in order to participate in these marked research studies. She explained how she would "do her homework" about products before the actual market research study in order to familiarise herself with the products. It should be noted that Participant A was the respondent who had

taken part the most in market research studies and had been the most dishonest in order to be recruited. One could thus say that she was the most experienced participant in the group, which is why this subtheme was only something she exercised, as reflected below.

“Ja, you make sure that you make your homework about the product. Yes, so that when you go there you know what they will be asking you.” (Participant A)

iii. Master of disguise

Similarly, this subtheme only applied to Participant A. She described how she had been compelled to change her demographic information and appearance in order for her not to be recognised as the same participant. Under the subtheme of *coaching participants*, it was shown how some of the participants had, for example, changed their demographic information such as their income, age or surname in order to be selected for a market research study. However, this suggestion was made by the recruiters, which is why it is not included under this specific subtheme. This subtheme included how participants, of their own doing, had been dishonest about their information in order to participate in a market research study. This emerged only in Participant A’s account. She explained how she, of her own accord, had lied about her age and also how she had been compelled to change her appearance so that the recruiters would not recognise her.

“Ja I do, ja I do lie. Most of the times the age, and then sometimes I have to do some kind of disguise, so they would not, like the hairstyle. I have to change the hairstyle so they could not notice. Most of the times it is those things. I have to lie about my age, ja the age, and then sometimes I have to change the hairstyle if I went to a group like 3 times a week. So I have to change those things.” (Participant A)

4.2.3 Recruitment procedures

The third main theme that emerged was *recruitment procedures*. This theme, firstly, included the methods or tools participants would use in order to find out about these market research studies, and secondly, discusses the ways in which these participants would network in this market research community. The overarching theme, *recruitment procedure*, thus comprised the two following second-level themes: getting in and networking. Exhibit 4.4 is a graphical representation of the overarching theme and second-level themes.

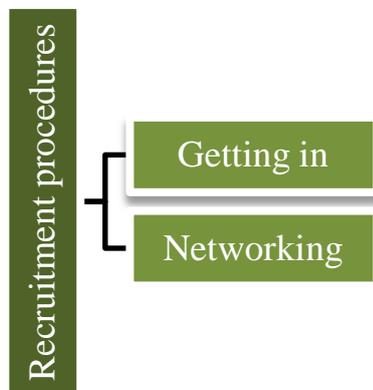


Exhibit 4.4. Second-level Themes Linked to the Overarching Theme, Recruitment Procedures

4.2.3.1 Getting in

Getting in explains the ways in which participants found out about market research studies in which to participate. These largely included methods such as internet websites, advertisements and recruiter databases. It was interesting to note how these participants would regularly search the internet and sign up for alerts when studies were publicised. They also explained how they would constantly call the recruiters to find out whether any studies were available and sign up with the recruitment agencies.

“Most of the time, you just have to do it through the Internet. I Google it on the Internet and then send my e-mail, and then people will reply ... Gumtree, Indeed ... Mostly, it is on Gumtree and Indeed, but mostly Gumtree, that is where you get, ja. They will be looking for this, for this, ja.” (Participant A)

“... make sure that you call one of them because during the week you know that you are going to get one. Ja, I do call them and ask if there is any study available that I could participate in ...”. (Participant A)

“Yes or in a baby magazine there would be that they are looking for someone ... Print media as well.” (Participant B)

“I subscribed to Gumtree alert. I set it up for the area with my e-mail address and all that and then I get an e-mail that says market research. Ja, that is how I get in ja”. (Participant D)

These findings were similar to those in Tema-Lynn and Leafe’s (2013) study in which they reported that participants’ main methods of finding out about market research studies in which to participate were to constantly search the internet for any possible advertisements; register with recruiters; and telephonically call recruiters to ascertain if any studies were available.

4.2.3.2 Networking

It became clear during the research that participants talked to other individuals about market research studies, either to find out about studies or to help individuals find studies. The participants mainly networked with their family and friends, thus generating a word-of-mouth type recruitment tool, as reflected in the verbatim quotations below.

“Sometimes I even get it from my cousin. She does research also, like she consults ... If they are looking for somebody, maybe she has called somebody, and then the person would say, no, ja, you can come in for a group, and then I have to call the person asking as if I don't know.” (Participant A)

“I have a friend that does market research and if there is something that I can participate in. She would phone me and then two friends from church also do it. It is a mother and a daughter. That is what they do full-time ... Yes, my father. He does, he used to. He has not done it in the last year I think and my sister in law, she is just next door.” (Participant B)

“Well that first one was through my friend ... Ja, because they want you to forward it other people also to grow their database.” (Participant C)

“I got my family more involved by sending them to the things and the people in the office (laughs).” (Participant C)

During the recruitment stage of this study, Participant G had asked whether he could recommend a friend to participate in the research as well. The researcher explained that the recruitment had been done by placing the advertisement on the internet and unfortunately not through snowballing. Once the actual face-to-face interview had been conducted with Participant G, the researcher noticed on two separate occasions that Participant G was completing the discussion guide questions as if he knew the question prior to the interview, as indicated below.

Interviewer: *“And then is there anyone that has called to recruit you, do they ask you whether you have participated ...?”*

Participant G: *“... participated in the past six months.”*

Participant conversing with the interviewer as if he knew the question about to be asked

Asking about what advice Participant G would give to an individual wishing to also participate in market research studies, afforded the researcher the opportunity to assess the situation at hand, which revealed that Participant G had in fact been somewhat aware of the questions prior to the interview, as reflected below.

Interviewer: *“So have I interviewed any of your friends already?”*

Participant G: *“I think so”*

Interviewer: *“Oh really?”*

Participant G: *“The one who told me about it, ja.”*

Interviewer: *“You see, you already know my questions (laughing). Did (Participant E) tell you what I would be asking?”*

Participant G: *(Laughing) “No, he did not want to tell me this time. I was like, ‘why don’t you want to tell me?’ He said no, I will see for myself what it was like.”*

Networking between participants was also evident in studies conducted by Tema-Lynn and Leafe (2013) and Dixon and Stocks (2011). Word of mouth thus appears to play a huge role in initially becoming involved in these market research studies and finding out about studies to further participate in.

4.3 Chapter summary

This chapter focused on the findings and interpretation of this qualitative study. It presented an overview of the three overarching themes, namely (1) participation motivation; (2) honesty/dishonesty; and (3) recruitment procedures, along with each overarching theme's second-level themes and subthemes. The participants' verbatim responses were included in this chapter as evidence to support the researcher's interpretation of the participants' accounts. Furthermore, each overarching theme, second-level theme and subtheme was explained by utilising the underpinning theories and previous studies conducted. The final chapter discusses the conclusions and limitations of the study and formulates recommendations for possible future studies.

CHAPTER 5: CONCLUSIONS, LIMITATIONS AND RECOMMENDATIONS

This chapter reiterates the purpose of the research and discusses the findings and limitations of the study and makes recommendations for possible future studies on the topic.

5.1 Purpose of the research

The aim of this study was to explore the motivational reasons underlying repeat attendance and the methods and techniques currently being used to recruit these types of participants.

5.2 Discussion of the findings

By interviewing eight repeat attendance market research participants, the following three overarching themes were identified: (1) participation motivation; (2) honesty/dishonesty; and (3) recruitment procedures. These three themes were intertwined and thus answered the following central research questions:

- What are the participant's motivating reasons for repeatedly attending market research studies?
- How are repeat attendance participants being recruited to participate in market research studies?

Each overarching theme comprised subthemes and second-level themes.

Overall, the first aim of identifying the motivational reasons for repeat attendance in market research studies revealed that individuals are not only either intrinsically or extrinsically motivated to participate repeatedly in market research studies, but rather that an element of each type of motivation exists when they decide whether or not to participate.

These findings correspond to those in the literature based on what drives motivation for participating in market research studies in general (Cape, 2007; Dixon & Stocks, 2011; Groves et al. 2004; Johnston & Ryan, 2014). For all eight participants, the incentive (extrinsic motivation) was a motivating factor; yet for all eight participants, this motivator was shared with an intrinsic motivator, either *being in the know*, *knowledge*, *doing a service* or *it's a social thing*. For the majority of participants, the incentive was found to be the primary reason for participation, while others stated it was because *it's a social thing*. *Being in the know* was also stated as one of the primary reasons for regular participation. The two marketing students, however, Participants G and H, shared how *knowledge* was their first and foremost reason for regular participation in market research studies.

These findings demonstrate that such regular participation in market research studies is not only driven by the reward gained, but that intrinsic factors also motivate these individuals' repeat attendance behaviour. This differs from the findings of Hillygus et al. (2014), who argued that repeat attendance participants were motivated by the incentives involved, while non-repeat attendance participants were motivated by interest in the topic of the survey.

The findings of what motivates market research participation are therefore similar to the factors that play a role in the case of non-repeat attendance participants (Cape, 2007; Dixon & Stocks, 2011; Groves et al. 2004; Johnston & Ryan, 2014).

The second aim of identifying how repeat attendance participants were recruited in market research studies found that both recruiters and participants were dishonest to some extent. The recruiters were found to be *coaching participants* on elements such as what to say in market research studies, and to lie about their product usage or change their demographic information. This seemed to be in an attempt to find individuals for a study

when participants with the right criteria could not be found and time constraints became a factor. Tema-Lynn and Leafe (2013) similarly found in their study that the market research recruiters were in fact coaching the participants during the recruitment phase. These recruiters also did not seem to be too concerned about repeatedly recruiting the same participants, because it emerged that all eight participants had participated within a *six-month* timeframe. However, participants felt that the six-month guideline should not be a factor if the market research study was not assessing the same product or brand as the previous studies in which they had participated. Another finding was how a recruiter would claim a portion of the participants' incentive on the basis of the fact that the recruiter had allowed them entry into the study, which reflected a mindset of *you owe me*. However, this appeared to be a single occurrence and the researcher found no evidence of this in any previous literature.

Furthermore, participants had also told their own *little white lies* at some stage during a market research study. They appeared to have lied in an attempt to meet the correct participation criteria for a specific study. However, a few of the participants stated they had never lied in order to participate. It was also found that one of the participants, A, had actually conducted homework on certain products or brands and had been compelled to disguise herself so that recruiters would not recognise her. During this research study, some of the participants were also found to be dishonest during the interviews with the researcher. Hence there appears to be a level of dishonesty on both sides of the market research setting – be it the recruiters to find participants more quickly, or the participants in order to benefit intrinsically or extrinsically from participation.

The findings also revealed that participants' main method of *getting into* market research studies was to find out about them via advertisements on internet websites such as Gumtree and Indeed. Another method was to register with recruiters and then be contacted when a study became available. It also became clear that these participants tended to *network*

with one another. Participants shared how they had been introduced to these studies by a friend/family member and how they would assist their friends/family members in finding out about market research studies in which to participate. During this research study, it was found that two of the participants, namely E and G, were friends and had told each other about this study that had been advertised, in an attempt to ensure they could both participate. This sharing of information about studies was described as common practice between the two of them. These findings are similar to those of Tema-Lynn and Leafe (2013) where participants were found to constantly search the internet for possible advertisements; register with agencies via websites; telephonically call agencies to find out what they had available; and network with other frequent participants.

5.3 Limitations of the study

As stated earlier, this study investigated and attempted to understand the motivation behind participants' regular market research participation. One of the limitations in this study was that it will not be possible to generalise the findings to the South African population because of the small sample size of only eight participants. Furthermore, the study only consisted of participants residing in Gauteng Province, which also limits the generalisability to the South African population.

The second limitation was the researcher's involvement in the study. During the research design phase, certain preconceived ideas might have influenced possible findings of what would be found during the data collection phase. These preconceived ideas, however, were mitigated through the researcher's reflections after each interview.

Finally, the incentive of R200, which was offered for participation in the study should be noted as a limitation. The incentive could have created a bias towards the participants,

given that they appeared to have been motivated by incentives to volunteer in market research studies.

5.4 Recommendations

Future studies could include a revision of the discussion guide. This could include elements such as *why participants initially started* participating in market research studies and *why participants still continue* to participate in such studies in order to assess whether a motivational shift may have occurred in participants.

Another recommendation would be to interview the market research recruiters in order to investigate their accounts of the subject as well. Some of the participants did in fact recommend this during their interviews. This would provide a more holistic view of the issue of repeat attendance in market research studies.

In addition, a larger sample size could be investigated as there were 111 responses, in only a few days, to the researcher's advertisement placed on Gumtree. This indicates that repeat attendance occurs more frequently than initially assumed, which could also allow for a quantitative study to be conducted. This would allow for findings that would be more generalisable to the South African market research industry. It would then also be advisable to try and include participants from the three major metropolitan areas, namely Johannesburg, Durban and Cape Town.

In an attempt to identify particular participant typologies, it became clear that there are other descriptors that may well provide greater insight into the motivation influencing repeat participation in market research studies. Future studies could, for instance, investigate factors such as different personality types, locus of control and outcome- versus processed-focus motivation.

5.5 Conclusion

The aim of this study was to gain insight into what motivates repeat attendance in market research studies as well as how repeat attendance participants are being recruited to participate in numerous market research studies. A further aim was to contribute to the limited body of literature on repeat attendance behaviour from the participants' perspective. A qualitative research design was used within the interpretivist paradigm in order to achieve the above research objectives. The study was furthermore theoretically guided by the SDT and the theory of self-concept.

Thematic analysis revealed that repeat attendance participants were both intrinsically and extrinsically motivated by factors to repeatedly take part in market research studies. Furthermore, these repeat attendance participants were in fact at times dishonest to ensure they would be recruited for such studies, and to some extent also unethically recruited and coached by market research recruiters.

In conclusion, the results of the study should provide insights that could inform the views or opinions surrounding repeat attendance in the market research industry and foster a better understanding of and provide solutions to the problems involved in repeat participation.

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APPENDIX A

PARTICIPANT INFORMATION SHEET

Understanding repeat attendance in market research studies – reasons for regular participation and recruitment procedures - A qualitative study

Dear Prospective Participant,

My name is Shalaine van Zyl and I am doing research with Pierre Joubert, a lecturer in the Department of Psychology towards a MA degree at the University of South Africa. We are inviting you to participate in a study entitled: Understanding repeat attendance in market research studies – reasons for regular participation and recruitment procedures, as you have participated in numerous market research studies in the past.

WHAT IS THE AIM/PURPOSE OF THIS STUDY?

The aim of this study is to:

- Understand what the individual influencing motivators underlying repeat attendance are in exploring why participants partake in numerous studies
- Explore the methods and techniques currently being used to recruit participants

WHY AM I BEING INVITED TO PARTICIPATE?

I am doing research with individuals that have regularly taken part in market research studies.

You have indicated that you will be interested in possibly participating in the study.

Approximately nine participants will take part in this study and your participation will be greatly appreciated.

WHAT IS THE NATURE OF MY PARTICIPATION IN THIS STUDY / WHAT DOES THE RESEARCH INVOLVE?

This study will consist of approximately ten interviews. If you agree to participate in this study you will be required to partake in a semi-structured interview.

CAN I WITHDRAW FROM THIS STUDY?

Being in this study is voluntary and you are under no obligation to consent to participation. If you do decide to take part, you will be given this information sheet to keep and be asked to sign a written consent form. You are free to withdraw at any time without supplying a reason. Due to the fact that all data will be anonymous, it will not be possible to withdraw data that has already been submitted as it will be impossible for specific data sets to be withdrawn.

WHAT ARE THE POSSIBLE BENEFITS OF TAKING PART IN THIS STUDY?

Possible benefits of this study include a better understanding of repeat attendance in market research studies, and also the resulting recommendations that may stem from this study. The phenomenon of repeat attendance in market research studies is unclear and this study may contribute positively to the body of literature regarding this.

WHAT IS THE ANTICIPATED INCONVENIENCE OF BEING PART OF THIS STUDY?

I do not predict or expect any discomfort or risk for you stemming from participation in this study. The study is also not time consuming as it will only require you're once off participation in the interview. In the event that you experience any sense of discomfort or distress due to this study and feelings it evokes in you, you should notify me immediately on 079 988 0562 or shalainevanzyl@gmail.com

WILL WHAT I SAY BE KEPT CONFIDENTIAL?

Your name will not be recorded anywhere where it can be connected to the answers you gave. Your answers will be given a fictitious code number and you will be referred to in this way in the data as well as in any resulting publication or any other research reporting methods such as conference proceedings.

Only myself as the researcher and my supervisor will have access to the data obtained. These individuals will be bound by a signed confidentiality agreement. Your answers may also be reviewed by people that are responsible for making sure that research is done properly, including reviewers, markers and members of the Research Ethics Committee. Otherwise, records will only be accessible by people working on the research, unless you give explicated, written consent for other people to see the records.

Your data may be used for purposes such as research reports, journal articles and conference presentations. This data will however be anonymous. No individual persons will be able to be identified in any publications or publications stemming from this research.

HOW WILL INFORMATION BE STORED AND ULTIMATELY DESTROYED?

Data from the interviews will be themed and stored on a password protected computer in my home for a period of 5 years for further academic / research purpose. Any further use of this data will be subject to further Research Ethics Review and approval if applicable. After the 5 year period, data will be permanently deleted from the hard disk of the computer.

**WILL I RECEIVE PAYMENT OR ANY INCENTIVES FOR PARTICIPATING IN
THIS RESEARCH?**

Participants will receive an incentive of R200 for the participation of the study. Participation will also not have any financial impact on you as it will not cost you anything besides travelling expenses to the preselected venue.

HAS THE STUDY RECEIVED ETHICAL APPROVAL?

This study has received written approval from the Research Ethics Committee of the College of Human Science, Unisa. A copy of the approval letter can be obtained from the researcher should you wish to do so.

HOW WILL I BE INFORMED OF THE FINDINGS / RESULTS?

Within 6 months of completion of data collection, all participants will receive a summary of the findings.

Should you require any further information or want to contact the researcher about any aspect of this study, please contact Shalaine van Zyl at shalainevzyl@yahoo.com or 079 988 0562.

Should you have concerns about the way in which the research has been conducted, you may contact Pierre Joubert at joubejpr@unisa.ac.za.

Thank you for taking time to read this information sheet and for participating in this study.

Thank you.

Shalaine van Zyl

APPENDIX B

PARTICIPANT CONSENT TO PARTICIPATE IN THE STUDY

I, _____ (participant name), confirm that the person asking my consent to take part in this research has told me about the nature, procedure, potential benefits and anticipated inconvenience of participation.

I have read (or had explained to me) and understood the study as explained in the information sheet.

I have had sufficient opportunity to ask questions and am prepared to participate in the study.

I understand that my participation is voluntary and that I am free to withdraw at any time without penalty.

I am aware that the findings of this study will be anonymously processed into a research report, journal publications and/or conference proceedings.

Participant name & surname.....

Participant signature.....Date.....

APPENDIX C

Advertisement for recruitment of participants

Experienced Market Research Participants Sought!

HAVE YOU PARTICIPATED IN MARKET RESEARCH STUDIES SUCH AS FOCUS GROUPS, INTERVIEWS OR SURVEYS BEFORE?

DO YOU LIVE IN JHB/PTA AREA?

WE WANT TO TALK TO YOU!



We are interested in learning about the overall experience of participating in market research studies and are hoping to conduct interviews with experienced market research participants. If you are selected we will pay you R200 for approximately 30min of your time. The interview will take place at a time and place of your convenience any time from the 28th of July onwards and all we ask is that you allow us to audio record the conversation for educational purposes.

Please respond to this add with your name, contact details (email & phone) and an estimate of the number of market research studies (focus groups, interviews, surveys etc.) you have participated in over the past 2 years.

We look forward to hearing from you!

*Please note this is not for interviewers/fieldworkers/recruiters.

APPENDIX D
RECRUITMENT SCRIPT

Recruitment script - Information

Research topic	Understanding repeat attendance in market research studies
Course	Masters in Research Consultation 2014
Student name	Shalaine van Zyl
Student number	44420013
Student contact details	079 988 0562 shalainevanzyl@gmail.com
Supervisor name	Prof. Pierre Joubert
Supervisor contact details	012 429 8086 joubejpr@unisa.ac.za
Department	Psychology Dept. Human Sciences
Institution	UNISA
Research participant	
Date of screener	
Time of screener	

Introduction

Good day, my name is Shalaine van Zyl, I am calling to thank you for responding to our advertisement on Gumtree/Jobmail regarding the market research studies. I am conducting an academic study in order to complete my Masters in Research Consultation. I have been noticing that when doing market research I sometimes tend to see the same people attending and I would really like to gain a better understanding regarding this phenomenon.

I would like to interview a few different people who have participated in market research studies in the past just to touch on some of the issues as to what the reasons are for partaking in market research studies. We will be compensating participants that qualify with an incentive of R200 for partaking in the study. Please also take note that your identity will remain anonymous at all times during the study as well as in the data.

1. Can I continue and ask you the questions to see whether you qualify to participate?

1. Yes [Thank respondent and continue](#)
2. No [Thank respondent and close](#)

Screener section

2. When last did you participate in a market research study?

1. Never [Close and terminate](#)
2. Less than 6 months ago [Continue](#)
3. More than 6 months ago [Continue](#)

3. What town do you live in?

4. How old are you currently?

5. Do you have any children in your household?

1. Yes [Continue to 5](#)

2. No [Continue to 6](#)

6. How many children are currently in your household?

7. How many of the following have you participated in over the past year:

a. In focus group discussions:

b. In face to face in-depth interviews:

c. In telephonic interviews:

d. In online surveys:

e. Any other form of market research?

8. Have you ever done any of the following in order to participate in a market research study?

a. used a different name _____

b. used more than one phone number or email address to sign up to be considered for focus groups: _____

c. changed your appearance in some way _____

d. changed your response to answers because you were coached by the recruiter to change them? _____

9. Would you be willing to participate in a 30 minute interview?

1. Yes [Continue and make date for interview](#)

2. No [Thank and close](#)

What date/time and place would suit you best for the interview?

Thank you very much for your time.

I will be sending you an email with all the details as well as an informed consent form with all the necessary information regarding the research. Please carefully read through the consent form and please feel free to contact me should you have any queries regarding the study.

Could you please confirm your contact details for me?

1. Telephone no.

2. Email address

My contact details are shalainevanzyl@gmail.com or 079 988 0562.

APPENDIX E
DISCUSSION GUIDE

Discussion guide - Information

Research topic	Understanding repeat attendance in market research studies
Course	Masters in Research Consultation 2014
Student name	Shalaine van Zyl
Student number	44420013
Student contact details	079 988 0562 shalainevanzyl@gmail.com
Supervisor name	Prof. Pierre Joubert
Supervisor contact details	012 429 8086 joubejpr@unisa.ac.za
Department	Psychology Dept. Human Sciences
Institution	UNISA
Research participant	
Date of interview	
Time of interview	
Location of interview	

Checklist

- Discussion guide
- Information stated per participant on the recruitment script
- Voice recorder and check batteries
- Attendance register
- Incentives
- Consent form

Introduction

Hello, my name is Shalaine van Zyl, thanks again for agreeing to participate in the study. As previously mentioned, I am conducting an academic study in order to complete my Masters in Research Consultation. The reason for the research is to learn from people such as yourself that have participate in multiple market research studies.

You will be receiving an incentive of R200 just to thank you for your time and participation in the study. Please also take note that your identity will remain anonymous at all times during the study as well as in the data. Do you have any questions before we begin?

Discussion guide

1. Can I ask you to tell me a little bit about yourself...do you work outside your home, are you married, do you have a family?
2. Do you remember the first time you participated in a market research study like a focus group or an online survey?
3. And about how many groups or market research events would you say you participated in in the last year?
4. Can you name a few of the topics or types of research you have been involved in?
5. What does participating in these regular market research studies do for you, i.e. what are some of the benefits you gain from participating?
6. How do you think you contribute to the research that is being discussed?
7. How do you find out about marketing research studies to participate in?

8.1 How easy or difficult is it to tell what a research company is looking for when they contact you about a study?

8.2 Do you ever try to 'figure it out'?

8.3 Have you ever been coached to change your answers?

9. Has anyone who has called to recruit you to a study ever asked you if you had participated in research in the last 6 months or 3 months?

10. If someone you know was looking to get into participating in market research studies like you have been, what advice would you give them?

11. Do you know of other family or friends who also participate in marketing research often?

12. How much income would you say you received in the last year because of your market research participation?

13. Do you think that the fact that you participate more often than many other people may affect the research in any way?

14. Is there anything else you feel you would like to add regarding this subject?

We have come to the end of the interview. Thank you very much for your time and participation. Are there any questions or concerns you might have that you would like clarity on or to discuss regarding the study?

Should you have any further queries regarding the study please feel free to contact me any time.

My contact details are shalainevanzyl@gmail.com or 079 988 0562.

APPENDIX F

INTERVIEW TRANSCRIPTS

Participant A Transcript

Date of interview: 25 July 2014

Time of interview: 14:30pm

Length of interview: 33 min 26 secs

Interviewee (Participant A):

Interviewee's age: 27

Interviewee's sex: Female

Interviewee's race: African

Setting: Coffee shop at a mall

Interviewer: Can you tell me a little bit about yourself, do you work at home or outside of home, are you married, just a little bit about yourself?

Participant A: Ok, just about myself, I am in a relationship, I am not married and ja, I do work. Ja, I work in (name of town). There was this one which I was doing, it was online surveying like, uhm, focus groups. I am registered with (company name) actually so it's copying and pasting so you can work from home.

Interviewer: Ok so do you do that to earn money with your other job?

Participant A: Yes, yes, yes.

Interviewer: Okay, perfect. You said you had a child?

Participant A: Yes I do.

Interviewer: That stays with you in your household?

Participant A: Yes

Interviewer: Just the one?

Participant A: It is one, then 2 which are my little brothers, my siblings.

Interviewer: Okay, okay, do you remember the 1st time that you participated in a market research study.

Participant A: The latest one?

Interviewer: No, the first one ever

Participant A: Oh, the 1st one... I was lucky because... The 1st one, they just gave me money because there were many people and they said no, these people are enough and they gave me money without participating.

Interviewer: Oh.

Participant A: And then the other one, so the 1st one, we are talking about (cigarette brand), I remember because I was a bit shy. As time goes on I'm used to talking to people, and ja, ja, ja. At the 1st time I was so nervous...

Interviewer: Were you nervous?

Participant A: ... it was like you are going to say... we had our name tags on there, and then they ask you a question... Ah, (Respondent's name), what do you think, what is your thought on this, and then you have to respond... Everyone was listening, ja, but it was a good experience.

Interviewer: Is it?

Participant A: Ja

Interviewer: You said it was a focus group?

Participant A: Yes, it was a focus group whereby a there is one interviewer, and then were you sit and participate.

Interviewer: Okay, how long ago was that, more or less? The 1st one?

Participant A: The 1st one, yes it has been many... 2010 or 2011 if I'm not mistaken.

Interviewer: So about 4 years ago?

Participant A: Yes.

Interviewer: In how many focus groups or market-research studies have you participated in, in the past year?

Participant A: In the past year, which is 12 months?

Interviewer: Ja

Participant A: Eish, it has been a lot. Maybe...

Interviewer: Just more or less...

Participant A: One fifty (150) I would say.

Interviewer: But that includes, okay, if you have to break it down, how many focus groups?

Participant A: Like in the year?

Interviewer: In the year.

Participant A: Eish, let me see....

Interviewer: During the recruitment you said about 15?

Participant A: Ah 15... no, we are talking about the one for telephone...

Interviewer: No, no, no, the focus group, the one where you sit with people?

Participant A: Eish, for a year?

Interviewer: Yes

Participant A: Because like in a week I will maybe go 3 times in a week.

Interviewer: Is it?

Participant A: Ja, so I can say in a week... There is no month that I can say that I have not gone to a focus group. Because I do go through the Internet and you get many people looking for participants, and ja, so like 100.. yes plus minus 100.

Interviewer: Plus minus hundred?

Participant A: Yes

Interviewer: Okay and then in the telephonic interviews?

Participant A: Maybe a few, maybe 10 to 15.

Interviewer: In the past 12 months?

Participant A: Ja, ja, ja.

Interviewer: Okay, and also then surveys?

Participant A: Ja, I do online, which is like... Sometimes I even have to go to people and then you ask them about a certain product. Maybe they are 5, because I have not done a lot of it lately. It is not even up to a year.

Interviewer: Do you then answers questions on the survey?

Participant A: Ja I do sometimes, yes. While they say you have to get somebody to answer it, and sometimes I do, yes

Interviewer: Okay, what are some of the topics discussed when you go to a focus group?

Participant A: Uhm, I think the questions are mostly... Okay, with the tasting one... "Ah do you like it, how does it taste?" Like you have to comment on that, like the tasting and everything. And then sometimes they bring something, maybe, uhm, they are changing it, the product, so they will show you between these 2 colours, which one would you prefer? Or maybe the size of the...the packaging, ja, those things, yes.

Interviewer: How many product tests would you say you have participated in, in the past 12 months?

Participant A: Because including the alcohol one... (Laughing)... uhm maybe 20.

Interviewer: In the past 12 months?

Participant A: Yes, 12 months.

Interviewer: Okay, can you name a few, like the topics, like you were saying one was for alcohol... What are some of the topics of the research that you have been involved in?

Participant A: The topics?

Interviewer: Ja

Participant A: Most of the times they will ask you... Okay we are talking about a certain product, and they will tell you, like how would you define it. If you take maybe a cigarette, how would you define it, maybe for example with a fancy shoe... You know when you are holding it to say, you say that this one I can hold it publicly, like public. Or this T-shirt I can wear it anywhere, or you know, how would you define it.

Interviewer: Is it always about products?

Participant A: Ja, most of the time it has been like products, that service one I have not done yet.

Interviewer: Okay

Participant A: Ja, maybe like if they call you, do you, are you like, how can they change the service...

Interviewer: ... the service, ja that is more like customer satisfaction.

Participant A: Yes, that one I have not done.

Interviewer: So what are some of the topics, like you said alcohol, and I think you mentioned over the phone (toilet paper brand) or something?

Participant A: Ja, (toilet paper brand) and the (another toilet paper brand), which is already out. We have done it last month. The wipes and what what...

Interviewer: What were some of the other topics?

Participant A: The other topics... Uhm, like the products that I have also been...

Interviewer: Ja

Participant A: (Cigarette brand) and then (baby food brand), which they ask you if you have a newborn baby. They wanted to bring this thing for, to sterilize the bottle and everything. So they ask you maybe questions about those things.

Interviewer: Is your baby newborn?

Participant A: (Laughing), no, no. (Laughing)

Interviewer: So your baby is not newborn, but then you...

Participant A: ... and it is not even that you are using the bottle or anything, so you have to like ja, ja, ja and you talk about those things.

Interviewer: So when they recruit you, do you say that you have a newborn?

Participant A: Ja, when I go there I go like ja, I do have a newborn. That is the thing yes, and say that they using (baby food brand), you understand... Ja, you make sure that you make your homework about the product.

Interviewer: So you do a little bit of research on the product before you go?

Participant A: Yes, so that when you go there you know what they will be asking you.

Interviewer: Okay

Participant A: Yes, yes.

Interviewer: How does it work then, if you can just explain it to me? Let's say this (baby food brand) one, how did you find out about it, did they phone you? Was there a recruitment agency?

Participant A: Okay, actually it was a recruitment agency, because by that time this lady was desperate for people, and she even told me that no, you have to say this, that you have a newborn baby. Yes, I had to lie about it and that is how I got it.

Interviewer: So then it is the recruiter that says, okay, you must just say this, you must change your answer to that...

Participant A: Yes

Interviewer: ... and then you will get into the focus group?

Participant A: Yes, all you need to do is just know the product, ja.

Interviewer: And that is when you do a little bit of background research?

Participant A: Yes.

Interviewer: Okay, that is awesome. Has there been anything else like that that you have to do? Like for another product that you not really...

Participant A: ... into it, oh like the (cigarette brand) one, Sjo... (Laughing)

Interviewer: Do you smoke?

Participant A: I don't smoke. (Laughing). I have to lie... There was this time that the recruiter said, like you girls, you just show them that you smoke. So I had to smoke, like you understand, so that they will say, yes, these people, ja, do smoke... You understand... I was like sjo... and I had to smoke this and there is no other thing...

Interviewer: You actually smoked?

Participant A: I smoked, and no, I mean I am in it, and I am already there. And we were outside, like you know (Respondent speaking unclear while laughing)... And we had to do it...

Interviewer: Oh shame.

Participant A: And some products, like this one now... I don't use (Spice brand), no no...I am going there next week for the research, so I don't use it. At home my mom does not use it.

Interviewer: Oh

Participant A: So I have to lie, and I am in it, do you understand?

Interviewer: What are you going to do?

Participant A: I am still going to get homework, so we will be talking about the product, like the cubes and everything.

Interviewer: Okay, so you are going to do your own homework?

Participant A: Ja, so I am going to do my own homework.

Interviewer: So does the recruiter ever tell you about product?

Participant A: No, no, sometimes they don't.

Interviewer: They just tell you to go read up about it?

Participant A: Unless they knew somebody like this, for instance, so they will tell me that I must go to a shop and look for a certain product, just do your homework, you understand... Maybe immediately they need you. If you have some time, me I even do it without them having to tell me. I go to a shop and then I look for a product, and then if I know about the product, ja, I don't have to do anything.

Interviewer: Okay

Participant A: If I don't know the product, ja, then I have to...

Interviewer: ... go out and check?

Participant A: Ja (Laughing), so I can know what I am talking about.

Interviewer: Ja, okay. What would you say, what does participating in these studies regularly do for you? What benefits do you get?

Participant A: Ah, a lot. Because sometimes especially I do have a baby. So sometimes I have to do something, maybe before month end, like now if I get money I am going to use it on the house things, you know. Like my mom does not work, so this extra money that I get, it's managed to fetch things in the house. Yes, yes, I buy some food and everything.

Interviewer: Okay, so for you it is more about the incentive?

Participant A: Ja, it does help, that one, ja it does help me a lot.

Interviewer: Okay, is there anything else, any other benefit that you say you will get out of participating?

Participant A: It is a good experience, talking about something that you already know in mind... Like this one for (toilet paper brand), I already knew about it and that they are going to do something like that, and I had to talk about it like just to tell my mom, "ja, we are going to see it soon"... and they will like show me, you see the thing that you talked about, it is there already.

Interviewer: So you know before the other people?

Participant A: Yes, you get to know things, ja, ja, ja.

Interviewer: So it is a little bit of knowledge?

Participant A: Knowledge, yes. You get to know things, ja.

Interviewer: Okay, how do you think you contribute to the research that is being conducted, that is being discussed?

Participant A: I think, uhm, I contribute in a way that I get to give out my opinion. If something is not nice, and like according to me, maybe they will be thirty people out there that will agree with me, or some that would not agree with me. I think I am contributing in a way that they will get to know what people would like to want. Because they won't be talking to me only. They will be talking to many other people in the focus group, so they will just combine something. And then obviously, I like good things. So you see... (Laughing)... You just give your good opinion, if something is not tasting nice, then you say, ney, it is not nice. Like if they're going to change (cold drink brand) or something to something else, and you taste it then you say no, this is my favourite... If it is not nice, it is not nice. Ja, ja, ja.

Interviewer: Okay. How do you find out about market research studies to participate in?

Participant A: Most of the time, most of the time you just have to do it through the Internet. I Google it on the Internet and then send my e-mail, and then people will reply. Sometimes I even get it from my cousin. She does research also, like the consults.

Interviewer: So like what websites is it on, like Gumtree?

Participant A: Gumtree, Indeed... Mostly it is on Gumtree and Indeed, but mostly Gumtree, that is where you get, ja. They will be looking for this, for this, ja.

Interviewer: Okay, and then your cousin, what did you say about your cousin, she also sometimes tells you?

Participant A: Ja she does, she does. If they are looking for somebody, maybe she has called somebody, and then the person would say, no, ja, you can come in for a group, and then I have to call the person asking as if I don't know... Asking if there is anything. They will say, ja, there is a group, you can come in.

Interviewer: Okay, okay. And do you ever sign up with a research company, can you do that, can you like to give your contact details to like a recruitment agency or something, I don't know?

Participant A: No, I have not done that.

Interviewer: I don't know if a person can do that, does it work like that?

Participant A: Ai, I don't know, because mostly they already have their recruiters, so I don't think you can go to... And they don't even tell you there, their

market research company. I don't have any clue about the market research company. Ja, ja.

Interviewer: Okay, uhm, and then you said from your cousin, are there any other friends or family that you hear about studies?

Participant A: About studies... Actually there are 2, the other one she is banned from doing it.

Interviewer: Oh really?

Participant A: She is banned... You know there is this...Sjo, she is banned. Even now, she was fortunate, because now she is a recruiter.

Interviewer: Oh okay

Participant A: I do not know what happened, and then there is a lady, she talked to her and then said no, you can recruit people. I don't really know...

Interviewer: Oh okay, so she's working on the other side now?

Participant A: Yes, she is on the other side now.

Interviewer: Okay

Participant A: So was banned and they were like ja... And there was this time from this group, she like... the one for 12.30... By 3 o'clock she had to go somewhere, and it is the same people (laughing) sjo, like it is the same people and they said no, like really?... And that is when they said no, you are banned... You're not supposed to go in for, you understand those things... But they used her in the focus group, after they called her outside...Ja, they did not just expose her, they just leave her and afterwards...she has a job now, ja, ja.

Interviewer: Oh ok, that's nice.

Participant A: That is what is nice now, because she will be getting it every day.

Interviewer: Ja. Ok and then how easy or difficult is it for you to tell what a research company is looking for when they are recruiting? Like when they contact you about a study, do you ever like try and figure it out?

Participant A: Yes I do, like if they tell me that it would be, as I have said, I have to do my homework on certain products that I don't even know. Do you understand, like this one for (body lotion brand), it is the new one for roll-on and that what what... So I have to do my research. I don't use that most of the time so I had to go... Oh they are putting a new role-on, and I did not even know about it. I have to talk... I thought they

were going to talk about comforting, but no they changed it, they put it like... You understand? But I had some clue about their product.

Interviewer: Oh okay, so when they contact you, do you ever try and figure out what, like if they say they are looking for someone who does not have children, do you ever like maybe say, okay I am 18....

Participant A: Ja I do, ja I do lie. Most of the times the age, and then sometimes I have to do some kind of disguise, so they would not, like the hairstyle. I have to change the hairstyle so they could not notice. Most of the times it is those things, I have to lie about my age, ja the age, and then sometimes I have to change the hairstyle if I went to a group like 3 times a week. So I have to change those things.

Interviewer: And then the other thing is the responses according to what the product is going to be. Like saying you smoke?

Participant A: Mm yes, I had to do that, do you understand, ja, ja, ja.

Interviewer: Okay, and then have you ever been coached to change your answers? You did say a little bit yes?

Participant A: Ja (hesitating and laughing)

Interviewer: Like how?

Participant A: No, like... Oh what they tell you is that you must always go there and just say, "I like this product, I am using it". If you go to the house, maybe they will be talking about a lipgloss, like this one for (cigarette brand)... She made sure that we get a packet of cigarettes, so if they ask you "do you have it now?", And then you take it out, do you understand?

Interviewer: Does she give you the packet of cigarettes?

Participant A: No, I have to buy it.

Interviewer: Oh, she tells you, you must buy it?

Participant A: Ja, you must buy it so that you can show them that you smoke, ja, ja. That is how it is. So you have to lie with time.

Interviewer: And do they ever tell you that you must say that you like the brand or something?

Participant A: Yes, and that you are using it in the house. Like even if you don't even know it. You must say good things about it. But if maybe you don't like it sometimes, you have to say you don't like... Like maybe if they are going to change something, you understand? If...the brand, you

like it, you like it like how? And if they're going to change this thing, the brand...that is when you can be honest. You can put on your opinions. But you must say "I drink (cold drink brand) every day, I wake up with it", or you understand, ja, those kind of things.

Interviewer: What do you think about it, that the recruiters like coach you to change your answers?

Participant A: Mm, sometimes I think it is a bit... It is a bit, uhm, deceiving to the market researchers, because it is something else... Maybe they will think that people like, maybe they will be deceived in the way that they think people like the product, while people they don't. If you check through the group, most of us there, some they smoke, but they don't smoke (cigarette brand). All of them don't smoke (cigarette brand), so you had to lie, you understand?

Interviewer: Ja

Participant A: And people are deceived in a way that "Oh people they like our product". I think it is not nice to the other side.

Interviewer: Oh on that side of it?

Participant A: Ja, it is not nice on the other side.

Interviewer: Okay, and then, would you say that it changes the way that you answer questions going forward?

Participant A: I think...

Interviewer: The way that you have been coached, do you kind of know now what you should say?

Participant A: Yes, because you had to say I like those. Maybe even if they bring you different products and they ask you which one to choose, like which one would you rather use, you understand, not knowing, they do not know that you already know the product. They would ask you, which one would you prefer maybe between (2 toilet paper brands)? And then you already know that you are going to be talking about (toilet paper brand A) so then you going to go for (toilet paper brand A). Sometimes I think that is not good.

Interviewer: Okay and then, has anyone that has ever called to recruit you, do they ask you normally, have you participated in research in the past six months or three months?

Participant A: No, they don't. Most of them, I do not get those kinds of questions. The very same recruiter and they would not mind to take me again

Interviewer: Does that recruiter know you?

Participant A: Yes, even next week I can go from her group and even next week I can participate again from her also. They do not ask you if you have you participated in the last three months or six months. I do not get those kind of questions

Interviewer: Has anyone ever asked you that?

Participant A: No, I haven't. To be honest I haven't got that

Interviewer: You seem aware of the question though, do you know about it?

Participant A: Yes, If you go through the Internet they will tell you, you must not have participated and the person will be specific but when they call you, they do not ask you those questions

Interviewer: Okay, do you think that it matters?

Participant A: I do not think so because we will not be talking about the very same brand and if we are talking about something else, I do not think that it does matter

Interviewer: You mean because you are not speaking about the same thing?

Participant A: Yes, because you will not be talking about the same thing so you do not need to wait for another six months. I think it is for their own advantage. Maybe it is one market research agency and maybe in that way it does work for them but the other way, yes, I do not think that they need to do that

Interviewer: Okay. And then if someone you know was looking into doing this, in participating in a lot of market research studies...

Participant A: Yes

Interviewer: What advice would you give them? How do they get started, what tips or tricks should they do?

Participant A: You must act as if you already know the person and these things like the focus groups, they do help us in a way that you grow your knowledge and you also get something out and you get to do something. The income that you get, you use it for something. Like me, I have to do something with the money, do this and this and it does help, it does help a lot

Interviewer: So is there any other advice that you would give them? How do they get started? How should they go about it?

Participant A: I think that the more research you do, the more people you have because the more people you have like many recruiters that you have, the more you can get into focus groups. The more you have, the more you ja

Interviewer: Do you mean the more you have done the easier it will be to get more?

Participant A: Yes because by that time they will know you and if they are impressed with you, the first time when you go there and even the recruiters, the interviewer, they even tell the recruiters wow, that one ja, cool participating and if you participate nicely they are going to call you constantly.

Interviewer: Okay. Uhm, but then if they have never been in a market research study, how can they find one?

Participant A: I think that if you can Google, because many people and somebody around here can know that there is a study happening somewhere and there is someone that can bump into you and tell you about it. I think that if you do more research on the Internet you can get that and unless if you have friends, some friends they do talk about this

Interviewer: Oh, they have connections?

Participant A: Ja, they have connections and you can even get numbers to go online and phone

(Laughter)

Participant A: You are going to have many and every weekend you must make sure that you call one of them because during the week you know that you are going to get one

Interviewer: So do you call them and ask them...

Participant A: Ja, I do call them and ask if there is any study available that I could participate in and then somebody will say, ja, there is a study. Okay, how old are you? You tell them your honest age and they will say no, you must be 35 or 34 and that is when you get them. The more contacts you have the more you can decide

Interviewer: Okay. Uhm, do you know any of your friends or family that also participates in market research?

Participant A: It's only my cousin and my friend who has been banned.

Interviewer: And then, how much income would you say you have received over the past year because of the market research?

Participant A: Joh, over the past year...

Interviewer: Like if you have to give me a numeric number, how much would you say more or less?

Participant A: You get those that you do for the whole day and you get paid like a R1000.00 for the whole day. There is also breakfast and there is lunch and then after lunch and you end by three o'clock. Almost the whole day actually

Interviewer: So if you have to take everything that you have done, the focus groups, the product testing, the online surveys...

Participant A: Like for the past one year, 12 months, eish, I have not calculated it. (Laughter). Maybe close to R10 000 I could say. Yes more or less R10 000. Some of them are 400 and some they say are 300. You know the other ones are R1000. If I was going to save it, I was going to have a lot (Laughter)

Interviewer: And then do you think the fact that you participate more than other people do, affects the research in any way?

Participant A: Uhm, eish, I think so. Ja, I think so because we do not think the same way because if I am going constantly to focus groups giving out my opinions, there are other people out there that will think in a different way. I think that it does because I am already having my own mindset

Interviewer: Okay. Say for instance I have only been in one market research study ever, and you have been doing a couple of market research studies, do you think that we are going to differ?

Participant A: I think how we are going to differ is that sometimes people are so shy and you must respond and everyone is listening, the first one, I think the one who is new, you can tell that this person has not been in market research because I go with a mindset that I have been here and I know what they are going to talk about. Do you understand?

Interviewer: Ja

Participant A: I think that the first one is going to be a bit shy as a person but some they do not get shy. Because some people are used to going out, some they don't respond and then they are calling your name and they ask what is your thoughts on this and like sjoe, everyone is listening and these people, you do not know them, do you understand?

Interviewer: Ja

Participant A: So it is all pressure, like with me, everyone was looking at me and when someone is talking they are looking at them like this and they are asking me and looking at me like this. Now I am confused. I think the first time is ja... At first they are going to be shy and then afterwards because they already have a clue it is going to be happening there

Interviewer: So you become more comfortable?

Participant A: Yes, you become more comfortable because you already know what to expect and they are going to be asking you what you think about this and then you go there in the first time and you will be oh, they are asking me so I must talk

Interviewer: Is there anything else that you would like to add to this topic?

Participant A: Uhm, I think, let me see...(Laughter). I think that if they can bring out like, you know some recruiters they take money from us, you understand?

Interviewer: Oh ja

Participant A: Let us say that they are going to be paying R400 and then the recruiter will be like taking R200 from me

Interviewer: From you?

Participant A: Yes, you understand.

Interviewer: Why do you think they do that?

Participant A: I do not know because I think sometimes they are being greedy or something because they just tell you, "no you have to do this" because when you go out of the market research, the interviewer gives you money and when you go outside the recruiter is going to say, "no, I got you in here so you owe me." You understand, so you have to give it to them and there is no other thing

Interviewer: Oh, so meaning that they get you the work?

Participant A: Yes, so I think if they could just give us the numbers, the market research agencies, the numbers, if they can give us their numbers so that anyone that is interested, they could go there personally

Interviewer: So you mean that the recruitment agency is the middleman. So you mean take away the middleman so that you can contact directly the market research companies?

Participant A: Ja, I think so it will work. These people are getting money and what I do not like is they are getting paid for bringing in people. I think if

they could give more opportunities of being recruited, you understand, because if you go out there you cannot get a job as a recruiter, it is not easy. It's not easy. Like this one she was banned at this market research thing, she was not working and she used to go like this because she does not have any income, so what if she was not getting that opportunity to become a recruiter, do you understand?

Interviewer: Ja

Participant A: So it was going to be a stuck up thing for her

Interviewer: It would have been difficult for her then?

Participant A: Ja, it is going to be difficult because she will not be getting any income out. So if they can just bring out the recruiters. (Laughter). Because as time goes on, I am going to be banned also. (Laughter)

Interviewer: Are you scared of that?

Participant A: Ja, I am. If they are going to say that we have seen a lot of you and I think you should just cool down for a while, like for one year (Laughter), serious.

Interviewer: Ag shame.

Participant A: (Laughter)

Interviewer: Well that is the end of the interview. Thank you very much, I really appreciate your honesty and time

Participant A: Ja I also like this experience actually. Thank you very much.
(Laughter)

(End)

Participant B Transcript

Date of interview: 29 July 2014

Time of interview: 15:30pm

Length of interview: 27 min 25 secs

Interviewee (Participant B):

Interviewee's age: 36

Interviewee's sex: Female

Interviewee's race: White

Setting: Participant's home

Interviewer: Firstly thank you very much for participating in this study. In your response to the ad you said that you participated in approximately 5 focus groups, 15 interviews and five surveys, more or less

Participant B: Yes

Interviewer: Then when I contacted you, you said you are 36, you stay in Pretoria, is that right?

Participant B: Yes

Interviewer: You have two children in your household and over the past 12 months you have not participated in focus groups?

Participant B: No

Interviewer: But you have been in five interviews and five telephonic interviews and about three surveys

Participant B: Yes

Interviewer: And then five product testings

Participant B: Yes

Interviewer: Okay, can you then start off by telling me a bit about yourself, do you work from home, do you work outside of the home, are you married, do you have a family?

Participant B: I am 36, I am divorced. I am not working at the moment

Interviewer: Okay

Participant B: I am looking for a new job. I took a three-month break so I am a professional interviewee

(Laughter)

Interviewer: Uhm, so do you then remember the first time that you participated in a market research study? How long ago was that more or less?

Participant B: Ten years

Interviewer: Ten years ago

Participant B: Yes

Interviewer: And you remember the first time, what was it?

Participant B: It was a telephonic interview and a product testing at the same time. I think it was shaving cream. We had three samples to use, three bottles to use and then afterwards you did telephonic interview, if I remember correctly

Interviewer: That was like 10 years ago

Participant B: Yes, a long time ago

Interviewer: Okay, and then how many groups, not just focus groups, how many market research studies have you participate in would you say?

Participant B: I did quite a few for radio stations. There were focus groups about insurance where I had a one-on-one interview recorded asking questions about your short-term or long-term insurance. A lot of it over the phone

Interviewer: Telephonic interviews?

Participant B: Yes

Interviewer: Are those then like in-depth interviews?

Participant B: Yes, it would be about 15 to 20 min. Question and answer. My opinion about a new washing soap or a new TV channel or I think with ETV there was research done. We had to watch it for three weeks and then the Afrikaans newspaper

Interviewer: Can you tell me then a little bit more about all the studies to have participated in. Just like some of them. You do not need to mention any brand names

Participant B: Okay, there was one for one of the big radio stations. It was done at a hotel and they were about 200 participants per group and then you had a little machine where you could punch in a zero to five and then they would play snippets of songs. The first part was a yes or no if I remember correctly if you recognise the song. The first section was yes or no, only short bits. And then they would play like a playlist like three or four songs and then you had to rate them from a 0 to 5

Interviewer: Okay

Participant B: And then questions about artists and then when you listen to the radio. Then 1 would be in the morning and then a 2 in the afternoon and then the 3 would be at night

Interviewer: And other types?

Participant B: You had to write a report. I think we received a newspaper, one or two editions and then you had to write a small report. It was a questionnaire about your opinion, a paragraph or two and then the follow-up on that was a group discussion

Interviewer: Okay, so like a focus group?

Participant B: A focus group, yes. Okay. Afrikaans people between 20 and 30 at that stage

Interviewer: Okay, so it was like product testing with a focus group

Participant B: With a focus group, yes

Interviewer: Okay. And anything else?

Participant B: Then there was one to test beer. We had to go to the ladies house, she lives close by and then there would be three glasses of beer, just like a small sip or two and then you had to taste each one and then if you recognise it you must say, I think this is (beer brand), I think this is this or whatever and you had to rate it

(Laughter)

Interviewer: Okay

Participant B: And chips, you had to taste it, new flavours. You would never know who the brand is

Interviewer: And in the last year you said, there has not been that many focus groups

Participant B: No. I recently did a product testing and a telephonic interview for baby nappies

Interviewer: Yes

Participant B: It was two batches. Before that it was just... It was all about baby stuff, bum cream, what do I use, why do I use it, why don't I use this and this and this. That was like a shorter telephonic interview

Interviewer: Okay and that was in the past year?

Participant B: Yes, in the past year

Interviewer: Have you ever participated in something like that, that you would not qualify for?

Participant B: No. I am 36 and I have two kids and I can do the babies, I can do the toddlers, I can do the laundry, the beer and the chips

Interviewer: What are the benefits that you gain in participating in these studies?

Participant B: Free nappies
(Laughter)

Participant B: And it is interesting to test out the new products and I like giving my opinion about things

Interviewer: Okay

Participant B: It is fine. If they ask me to do it, I always agree because you also meet new people

Interviewer: Ja

Participant B: It is a fun evening out. You go out and you test some products and you have to interact with others

Interviewer: So you enjoy the social side...

Participant B: Ja

Interviewer: And the free products?

Participant B: Yes

Interviewer: Do you get free products often or is it just sometimes?

Participant B: Sometimes ja. The nappies and the soap and stuff that you had to test obviously you receive

Interviewer: As a sample

Participant B: As a sample yes. I also did a quick 10 min telephonic interview and then you would get a R50.00 (shopping store) voucher

Interviewer: Okay

Participant B: But there is not always an incentive. It is only every third or fourth time that you get some kind of incentive

Interviewer: Okay, is there any other benefits you enjoy besides that?

Participant B: No, that is it

Interviewer: So then if you had to compare the incentive to you enjoying it more, like the more social side, would you then say that the biggest benefit is that you enjoy it?

Participant B: Ja, I enjoy it

Interviewer: Above the incentive?

Participant B: Yes, you know that it is coming before the others do
(Laughter)

Interviewer: How do you think you contribute to the research that is being discussed?

Participant B: In general?

Interviewer: Ja. You can mention in a specific study or in general how you think you contribute as a participant

Participant B: I always give my honest opinion and I never hold back

Interviewer: Okay

Participant B: The recent one was nappies. It is a wonderful product, it is great and it does not leak but you will not buy it because you cannot unstrap it. You have to undress your baby completely so before a product like that is manufactured in bulk someone needs to tell them this is nonsense, it is not going to work. I do not buy this because this is irritating because if you see the product it looks good but if you have to use it in your everyday life then it becomes a schlep and they need to know

Interviewer: Ja

Participant B: And then hopefully the product will improve or have a change. Like the first batch we complained because for instance if it is a soiled

nappy, it was like a pull up, underpants. You could not close it properly

Interviewer: Okay

Participant B: So the second batch after we got with a little like double sided tape stuck on...glued onto the bum so you could actually close the nappy so that is perfect. So now our input really helped with that. Okay, there is a problem there, let's fix that

Interviewer: Okay, so you feel that your input and then...

Participant B: Yes

Interviewer: Helped the product

Participant B: And you put in an effort to figure out exactly what is good about this thing and what is not good

Interviewer: Okay. Uhm, how do you find out about market research studies to participate in?

Participant B: I signed up over the Internet for two or three

Interviewer: Oh yes

Participant B: Like what you are doing now

Interviewer: kind of an advertisement?

Participant B: Yes, it would be an ad. I have a friend that does market research and if there is something that I can participate in, she would phone me and then two friends from church also does... It is a mother and a daughter

Interviewer: Okay

Participant B: That is what they do full-time. They do product testing and she would organise the events like the radio stations and that is something that I qualify for she would phone and let me know

Interviewer: Okay

Participant B: If it is possible then I would participate

Interviewer: So they do actually like market their products

Participant B: Yes

Interviewer: And then your friend, does she do recruitment for people?

Participant B: Ja

Interviewer: Okay. So it is those three?

Participant B: Ja, it was the three friends and then the ads

Interviewer: Okay. Have you ever like signed up, have you ever given your e-mail address to a recruitment agency?

Participant B: I think yes, I have. (Agency name) or something. Yes, I have

Interviewer: Okay. And the ads, is that like on Gumtree?

Participant B: Yes or in a baby magazine there would be that they are looking for someone

Interviewer: Okay, so which would be printed media

Participant B: Printed media as well

Interviewer: And then, how easy or difficult is it for you to tell what a research company is looking for when they contact you for a study?

Participant B: Well, they obviously have the specs. You need to have... They would ask, do you own a top loader washing machine? Yes or no? So if you have one and you are above 30, then you can participate. Do you have a child under one year of age? Yes I have so then you can participate. Do you use (nappy brands). Do you shave or do you wax? So the specs that they get, they recruit

Interviewer: Okay so it is not necessary for you to ever try and figure out that they are looking for?

Participant B: No, they tell you exactly

Interviewer: And then, have you ever changed any of your answers, like your age...

Participant B: No

Interviewer: Have you ever changed any of your answers because you were coached to?

Participant B: No, no, no, that's dishonest. Although lots of people do that.
(Laughter)

Interviewer: Some people do

Participant B: Then it is pointless

Interviewer: Do you feel ever maybe that you have to say that you like the product or something like that?

Participant B: No. I once did a survey, a telephonic survey about washing machines for instance or dishwashers, I do not remember, one of the two, and I said that I only have used (specific washing machine brand) my whole life and the research was about (a different washing machine brand). They asked me if I would just fake it and I said no, it is dishonest because I do not know. If they ask me about a (a different washing machine brand) washing machine I would not be able to give an honest opinion

Interviewer: Okay

Participant B: I just used (specific washing machine brand) but that's just a silly example. But it is no use because your input is of no value

Interviewer: So they have said to you can you just say that you use that you use that and then you have said no...

Participant B: Yes, but Uhuh, no, it's dishonest

Interviewer: Okay. And what did you think about that, when they told you that?

Participant B: I would just say it is dishonest. Hopefully they will find more honest people

Interviewer: A suitable candidate

Participant B: Yes

Interviewer: Ok and has anyone that has ever called you asked you if you have participated in a research study in the past six months?

Participant B: Can you rephrase the question?

Interviewer: When they phoned you to recruit you, do they ever ask you if you have participated in a research study in the past six months?

Participant B: Yes they would but it is not always required

Interviewer: Okay

Participant B: Sometimes if it is two completely different products and there is no incentive, then there are no limitations and I think that is where they get the specs from like on certain things. Like for (radio brand), you cannot participate in every single (radio brand's) survey that there is. It is ridiculous and then they will say, have you done a survey for one of the following, (different radio station), bla, bla ,bla

Interviewer: Okay

Participant B: And then you would say yes or no

Interviewer: Do you think that it is important to not have participated in any market research study for six months?

Participant B: No, if it is the same product. Your opinion can... You have your own specific opinion about specific products and you cannot test all the nappies that are there, or test all the soap but in six months you can test chips, beer and nappies and detergent

Interviewer: Ja

Participant B: It is different products

Interviewer: Okay

Participant B: It does not overlap

Interviewer: Okay and then if someone was looking to also participate in market research studies, what advice would you give to them to get started? How would you...

Participant B: Give me your number
(Laughing)

Participant B: I have done it in the past. Two friends from my church would ask me for numbers, they would ask and normally I would say, ah, I would like to do that as well and then I would just pass on the contact details

Interviewer: Is that your friend that does recruitment?

Participant B: Ja

Interviewer: Oh, okay. Is there any other device that you would give them to try it out?

Participant B: Just be open for whatever because every survey is not always interesting or nice to do something really irritating or tedious. You cannot expect just to do the nice ones where you get R500.00. You have to do every single one. Just be open

Interviewer: Okay

Participant B: Because you have to do like three or four for free

Interviewer: Ja

Participant B: It is just part of the package. If you are willing and you're honest and you are truthful and then you can participate in the next and the next and if you fall into the requirements

Interviewer: But why would you say it is like that? You say that you first must do the bad ones, the boring ones and then you get the good ones that you get incentives? Can't you immediately do the good ones for them?

Participant B: No, I have a relationship with the lady who does most of them

Interviewer: Is that the recruitment?

Participant B: No, she does the research herself

Interviewer: Oh yes, the testing

Participant B: The product testing

Interviewer: Okay

Participant B: So one of her projects would be a really short interview and you just help her with those because you are between 30 and 40 and you have this and this and this, your own car and your own insurance so you just help her out. You just participate in that one for her, to help her and you know because the next time, the next one might be free nappies or a nice function or...

Interviewer: Ja

Participant B: So you are not required to do six boring ones to do a nice one

Interviewer: Okay

Participant B: It is just the way it goes

Interviewer: But that is for your friend that does the product testing?

Participant B: Yes, yes

Interviewer: Okay. Would you advise them to look around on websites?

Participant B: Ja, ja

Interviewer: Have you found a lot of ads on Gumtree?

Participant B: Ja and Facebook as well

Interviewer: Oh, is there on Facebook?

Participant B: Facebook yes, on the right hand side, the ads, the ad column. You will find them there, take part in this survey bla, bla, bla

Interviewer: Okay

Participant B: And as I am job hunting now, I have done it twice now where they would as part of the application you first have to go to a link and answer a few questions, it is like a short survey that you also have to do. I have done one yesterday

Interviewer: Okay

Participant B: Ja

Interviewer: And then, my next question is do you know of family and friends that also participate in market research which you have spoken about a bit, you said that they do more the actual marketing, the product testing...

Participant B: Ja

Interviewer: And your other friend does recruitment

Participant B: Ja

Interviewer: Do you have friends and family that also participate in studies?

Participant B: Yes, my father. He does, he used to. He has not done it in the last year I think and my sister in law, she is just next door

Interviewer: Does she do it regularly?

Participant B: Ja she does

Interviewer: Do you go together?

Participant B: Yes

Interviewer: And then how is that?

Participant B: It is just our kids are the same age and we both have a household to run so if I would hear something I would just tell her to phone (recruiters name) as well

Interviewer: And if you go, do you have to pretend that you do not know each other?

Participant B: Luckily we have never been in that situation before

Interviewer: That you were actually at the same one?

Participant B: No. Normally we get the product delivered to the house and then test it here and then we have a separate interview with her

Interviewer: Okay and then how much income, you have spoken a lot that you get a lot of products instead of actual like monetary incentive, but how much income would you say in the last year... If you have to do an

estimation of money, how much would you say you have made in the last year?

Participant B: R500.00, not a lot. R500.00 or R600.00

Interviewer: You seem to get a lot more products

Participant B: Yes, more products

Interviewer: What are the products that you got? You mentioned nappies

Participant B: Well, there were a few nappy testings like two or three already, shaving cream. There was a razors, there was conditioner

Interviewer: And then you get samples of that for free?

Participant B: Yes, a proper sized sample because you have to use it for a week

Interviewer: Ja

Participant B: Bum cream, detergent, dishwashing liquid

Interviewer: So quite a lot of products?

Participant B: Ja

Interviewer: More than actual money incentive?

Participant B: Yes. The money incentive is about a R50.00 or R100.00 voucher at (shopping store) or where ever and then we would get... What is the other thing... It was a consumer testing, I have forgotten about that one, that was quite interesting. You had to keep book of all your expenses, every single cent that you spent for three weeks and you had to fill in. I bought smokes and it was R17.00 and I bought it here and this is the reason. I used petrol and bla, bla, bla. Every transaction and it was a bit scary because you do not do it so it was shocking to see how much you can spend. It was for three weeks and you got Spa vouchers. There was a lot of admin involved

Interviewer: Ja

Participant B: I think that we got two Spa vouchers and a subscription to a magazine

Interviewer: Okay

Participant B: and 200 Bucks or something

Interviewer: Okay. How much were the Spa vouchers worth?

Participant B: It was not a monetary value. You could have two treatments on a selected list

Interviewer: So you could go for a treatment

Participant B: Yes, a facial and a pedicure

Interviewer: Okay. Do you think the fact that you participate more often than other people affects the research in any way?

Participant B: No, because they do the testing with so many people and I do not have standard answers

Interviewer: Ja, because you said that you are honest and you do not change your answers

Participant B: I do not say yes to everything

Interviewer: Okay

Participant B: If I do not have DSTV I am not going to say yes that I have

Interviewer: So you do not think that it affects it, like they say if some people become a professional respondent, what do you think about that, how do you think that would happen?

Participant B: If it is the same 100 people every single time then that would be a problem

Interviewer: Why do you think it would be a problem? Why do you think would happen?

Participant B: Then the product is not going to improve

Interviewer: Oh yes, okay

Participant B: They would not have honest opinions

Interviewer: Ja

Participant B: You will not know exactly the people are thinking about that because they are just saying bla, bla, bla.

Interviewer: Do you think that you can become a better respondent at all?

Participant B: No I do not think so

Interviewer: Okay

Participant B: I will feel more comfortable because I have done it before. There is your food and there is your drink and you sit and you listen, bla, bla, bla and then you get your money afterwards and you press 1 to 5 because I have done it before

Interviewer: Okay

Participant B: But that's the only thing

Interviewer: Okay. Has anyone ever because they have recruited you taken like some of your money because of it and use it as an incentive for themselves? Has that ever happened?

Participant B: No, not that I know of. I know that they get paid, she gets paid per a project and it is not per participant. She will get paid like R1000.00 for getting 100 opinions and then she has got another budget allocated specifically for the vouchers

Interviewer: For the incentives

Participant B: Yes, for the incentives that you get

Interviewer: Okay, is there anything else that you feel that is important or that you would like me to know on this subject?

Participant B: No, not really. It is just interesting when you get to know a lot of things and I am going to continue doing it

Interviewer: Do you think that you gain experience like...

Participant B: Yes, ja

Interviewer: How? How would you say that you gain experience?

Participant B: Especially with the focus groups. It is... Well, you meet people, you have more confidence than just speaking up about a silly subject like a newspaper

Interviewer: Ja

Participant B: And it changes the way that you think because you have your opinion and you think that is the correct thing but then you listen to 10 other people being forced in inverted brackets, to talk about that specific thing and there are so many different opinions...

Interviewer: Okay

Participant B: ... in other people's minds and how they think

Interviewer: Okay

Participant B: They had a discussion about the page 3 of the topless girl every Sunday

Interviewer: Page 3?

Participant B: On the (newspaper brand)

Interviewer: Oh

Participant B: And we were a very diverse group and you could not believe these people's opinions about just a page of a half naked woman and the men and the women... It was just a fun evening. It was interesting. And they have to talk about it, they are in the spotlight

Interviewer: Okay. Well thanks a lot

Participant B: It is a pleasure

(End)

Participant C Transcript

Date of interview: 31 July 2014

Time of interview: 15:00pm

Length of interview: 24 min 19 secs

Interviewee (Participant C):

Interviewee's age: 32

Interviewee's sex: Female

Interviewee's race: Caucasian

Setting: Participant's work offices

Interviewer: Ok, uhm ok so I've explained to you why I'm doing the study, uhm can you tell me a little bit about yourself? Like, ok obviously we're at your work, are you married, do you have a family?

Participant C: I am married and I have two children, a little boy who's five and my daughter will be three next month,

Interviewer: Ok.

Participant C: so they do keep me very busy (*laughs*) and I work here every day, so.. and I enjoy it I'm, I'm an auditor,

Interviewer: Ok

Participant C: And ja, so on the weekends we just mess around at home, sometimes visit friends

Interviewer: Ok

Participant C: It's pretty boring.

Interviewer: Ok and do you remember the first time that you participated in a market research study?

Participant C: Ja

Interviewer: About how long ago was that?

Participant C: Sho, that was actually long ago. More than ten years.

Interviewer: More than ten years?

Participant C: Ja. Because it was before I met my husband.

Interviewer: Ok.

Participant C: So ja.

Interviewer: Can you tell me a bit about it, like what was it?

Participant C: It was for (bank name), and I went with my friend. So she was the one who invited me.

Interviewer: Ok.

Participant C: Although we weren't supposed to know each other (*laughter*).

Interviewer: Ok

Participant C: Uhm, we went and then there was... I think it was about advertising. They wanted to know, they showed us some cards of adverts they wanted to do.

Interviewer: Oh yes.

Participant C: Ja, so that's, I don't know why I always remember the first time

Interviewer: Is it, or was it like a discussion, a focus group?

Participant C: Yes, ja there was a whole bunch of us around the table.

Interviewer: Ok.

Participant C: Ja. Men and women.

Interviewer: Oh yes. Ok, and like how long was that, was it like two hours?

Participant C: Probably. I can't remember exactly, but ja, it was something like that

Interviewer: Ok.

Participant C: And then I didn't do actually groups for a long time

Interviewer: Oh

Participant C: Until recently.

Interviewer: Oh ok.

Participant C: That's why I don't know why I remember that one, maybe because it was the first one.

Interviewer: Ja.

Participant C: Cause it was the first one.

Interviewer: Ja. Ok and about how many research events would you say you've participated in in the past year? So like, similar to what you said to me, but like in total, so like how many focus groups

Participant C: So like.

Interviewer: How many

Participant C: So the honest answer?

Interviewer: Ja. The honest answer (*interviewer and respondent laughing*)

Participant C: I've actually only kept, been keeping track from the beginning of this year, because I wanted to see how much money I was making from doing it. So from January, I've done ten.

Interviewer: Is that, focus groups?

Participant C: Ja. So that's the main thing that we, that I do, my husband and I, we both do them.

Interviewer: Oh then do you go together?

Participant C: No,

Interviewer: Oh

Participant: No, we're not allowed to go together

Interviewer: Oh so you go to separate ones?

Participant C: Yes.

Interviewer: But you've been to ten?

Participant C: Yes.

Interviewer: Ok. And any other types of studies?

Participant C: No. It's normally that, and then I do online ones.

Interviewer: Ok, the surveys?

Participant C: Ja

Interviewer: And you said you receive points for that?

Participant C: Yes, and then I just finished now, they did a, like uhm, a community. So then they ask you some questions, and if you ah, qualify for, then you join the community and then for a week you have to log onto the community and they ask you some questions and you answer them, and then when you're finished, then they give you an incentive for however much you were participating in the community. And they're also just trying to get information from you. About con, ideas, concepts, what do you think, how can it be better, does this sound all right.

Interviewer: Ok. And then are there other people also discussing..?

Participant C: Yes. Like this last one I think they said they were 80 people.

Interviewer: Oh ok.

Participant C: So quite a lot.

Interviewer: So it's quite a big community?

Participant C: Ja.

Interviewer: Oh so that's like, like an online community?

Participant C: Ja online, yes the same as the focus group which is online. So you never see any of those people.

Interviewer: Ja.

Participant C: And I did one last year, also a community like that...for uhm, but that was, it took long, like three months I think. Also similar and that was for around the world.

Interviewer: Oh ok so like an international community.

Participant C: It was quite, we were all competing for the most number of posts in other countries, I think we actually came second.

Interviewer: So then, sorry, just to confirm, did you say the more you post, the more active you are?

Participant C: Ja, and the more incentives you get. And the more feedback you give, like, I don't like this because of this and, like they want to hear all those things.

Interviewer: Then, the more incentive you get at the end of the day?

Participant C: Ja.

Interviewer: Uhm, ok so can you name, you've named a few topics now that you've participated in, like types of studies and stuff. Can you elaborate a bit on that? Like what else have you participated in?

Participant C: Uhm, I've done one where they need me at the shop, and then they, they ask me to just walk in the shop like I'm shopping, and then they'll say why did you stop here, why did you look at that. Did you see that, did you notice this...and then they follow you through the shop (*laughing*)

Interviewer: That's quite an interesting

Participant C: Ja, I like to do it, cause it's really, I find it fascinating (*laughing*), what they want to know from us.

Interviewer: Ok And other stuff? Like what others, you don't have to mention specific brand names, but other things that you've done?

Participant C: I think those are the main ones, the most is though focus groups where you go and sit and there's all, there's eight of you, or whatever and you all talk about something.

Interviewer: And is that normally for like products that they want to launch, or is it products they want to change?

Participant C: It can be for that, or it can be for packaging, or for new ideas that they thinking of. Uhm, it's normally to see like it's normally for products they want to rebrand. And then they, they've got a few ideas and they want to see which one is the best one.

Interviewer: Oh, so what the consumer is going to like best?

Participant C: Ja, that's what most of it is about.

Interviewer: Ok, and then, what would you say some of the benefits are that you get from participating in these studies?

Participant C: I'm always curious to know what their coming up with. So I like that part of it. Uhm, I think that's why I like to do it actually. But it doesn't hurt that you get paid to do it also. Uhm, so I find it interesting, some of them, you do get boring ones, ah luckily I don't have too many, ah but my husband said, he went to do one last night and it was about cigarettes and he said it was very boring

Interviewer: Oh is it

Participant C: Ag, it's a luck of the draw I guess.

Interviewer: So, you do it mainly then just to see what's out there, what's happening?

Participant C: Ja, I find it fascinating. Ja, it's interesting.

Interviewer: Oh ok, what is it that fascinates you about the research?

Participant C: Like then I think, I went to one and they were, they wanting to launch a whole bunch of products, that they don't make at the moment, I think it it was for (Dairy brand) and then uhm they had a few and then you had to like rate, one, two, three, which one's your favorite, so now I'm curious to see which ones they're going to do. So like now I check in the shops (*laughs*). Which one did they do now. Ja, that's what I like.

Interviewer: Ok and how do you think that you contribute to the research that's being discussed?

Participant C: Well I am honest, although I'm not always honest to get in. I am honest with how I feel about the things and I felt, I actually ask them. We all have different, like out of the eight of us, we never all agree. So how do they actually decide? I don't know, sometimes I don't get how do they, come to a conclusion at the end?

Interviewer: They normally do more than one...

Participant C: Yes, but in each group then, I'm sure they're all going to... I guess it's the majority.

Interviewer: Ja, probably. Uhm, ok so is there anything else that you would say how you contribute, you say you're always honest and you always give your honest opinions in the group?

Participant C: Ja, I'm sure there's other people like me. I hope.

Interviewer: That are honest?

Participant C: No. that, that feel like, they always tell us that I'm representing so many people outside that aren't doing the group, so I hope there are people like me outside. That would feel the same way as me.

Interviewer: Ok and then would you say that your participation is more about like you said, you do it because you enjoy it and you like it, it fascinates you, you like seeing what's out there. Would you say that that's the main reason, or the incentive, if you had to compare?

Participant C: Uhm, I think I, I would want to say the incentive, but if the group was going to do something that interests me, I would do it without the incentive. So then it's more, more difficult to say. Cause like, when

you get the, the the brief you can say, then it's like, oh, that sounds exciting. Then I might do it even without the incentives.

Interviewer: Without the incentive?

Participant C: Ja. I don't know what...I don't know, it's nice to get the money. So I think it's, it really is tied.

Interviewer: But it's not always the most important thing for you?

Participant C: No, because there are ones that I just don't bother, cause it's really doesn't seem like something I want to go and do.

Interviewer: Oh ok. Uhm, and then how do you find out about market research studies to participate in?

Participant C: Uhm, well that first one was through my friend, so then that made the recruiter, the lady, she had my details, so then she would send me other ones. Uhm, and then the others I think I found on Gumtree, they advertise there, and then once they have your name on their database, then they'll email you for new groups.

Interviewer: Ok, so do they email you regularly then, and let you know what?

Participant C: Ja, because they want you to forward it other people also to grow their database.

Interviewer: Ok.

Participant C: So ja so that's how I get them.

Interviewer: And uhm, any social media? Have you seen anything on Facebook?

Participant C: There is one that's on social media now, but I was with them before they went onto Facebook so it wasn't through, ja it wasn't through Facebook that I found them.

Interviewer: And friends and family you said you...

Participant C: Ja, just my one friend. I got my family more involved by sending them to the things and the people in the office (*laughs*).

Interviewer: Ok (*laughs*). Uhm, ok so then, is it the recruitment companies that you are on the database for then?

Participant C: Yes, Ja.

Interviewer: Ok.

Participant C: But now, as far as I know, there is one place that actually recruits directly, and they get recruiters to get people. Then I get stuff too (*laughs*).

Interviewer: So like, you mean the actual market research companies recruit themselves.

Participant C: Yes. Ja, ja they do, I think, I don't know a hundred percent how that all works. But I have gotten an invite from a recruitment lady and from a market research house for the same thing.

Interviewer: Oh ok. Ok, and then how easy or difficult is it for you to tell like what a research company is looking for when they contact you? Do ever try and figure it out?

Participant C: No, normally the recruiter tells you, before, or no so, some of them you will fill out their thing, and then they'll say, ok, can we change this, or can we do that.

Interviewer: Ok.

Participant C: Some of them you can tell (*laughs*), like they'll say, I don't know like a good example. Ok so like my husband's cigarette one, then she says we're looking for people who smoke this and this, so then it's like easy to say (*laughing*). I smoke this, ok I don't smoke but.

Interviewer: So like leading? We're looking for people who smoke this?

Participant C: They don't all, so like the market research house is very particular and if you don't fit their criteria, then too bad.

Interviewer: And the recruiter?

Participant C: They ja, I think they need to get people so...

Interviewer: Ok. What other things? Can you give me some more examples, like what else have you, you said ah, when I called you, you said you've changed your age before?

Participant C: Ja they'll say, I need someone whose, it's not by a lot, like I won't say I'm 40 or whatever, it's actually, I've changed the age of my children. They want people who have children, so I have a recruiter lady and she always phones me and says, "I need someone who has a daughter who is this age, how old is your daughter?" (*Laughing*) and then I'll say she's three and she's like, can we just say she's 18 months and then ok.

Interviewer: (*Laughs*). And then is it like for baby products or something?

Participant C: Ah like ja, for nappies or food or stuff like that. I don't know why they want that specific group so. Ja. So then they sort of guide you. I actually don't know if I've changed my age, I know my husband has.

Interviewer: Oh ok.

Participant C: Ja.

Interviewer: Is there anything else like that you've been coached on to change your answers?

Participant C: Uhm, no I think that was it. Except for like if they're looking for someone who uses (baby brand) nappies and I said I use (different baby brand) then she'll say, "Can we rather say (baby brand needed for research)?"

Interviewer: Oh ok.

Participant C: But I normally try and fit it that it is actually correct, otherwise I don't want to talk about stuff I don't know anything about.

Interviewer: Ja. Ok, uhm and then what do you think about that, that the recruiters sometimes say to you ok can we just say it's (incorrect baby brand)?

Participant C: I think that they just want to get people, cause they need them (*laughs*). So I don't mind too much if they're looking for someone who has experience in something that I did even though my children are a bit older, I did have experience with what they looking for now.

Interviewer: Oh so you mean like with the nappies?

Participant C: So, yes so I don't feel like I'm being dishonest giving my advice about that

Interviewer: Ja.

Participant C: It's just the fact my daughter is a bit older now so.

Interviewer: Ok.

Participant C: So for that one, she said, how many nappies do I use and I said two, so she's like ok can we say four.

Interviewer: Oh ok.

Participant C: So at one stage my daughter did use four nappies (*laughs*) so then I don't feel too bad, but actually she phoned me the other day and she was looking for someone whose daughter was 18 months and uhm, my daughter is gonna be three so I said agh, it's probably not gonna work

(laughs). I can't remember what else she wanted and then we just left it.

Interviewer: Ok.

Participant C: So they don't push too much but if you can make it work then we do.

Interviewer: And, have you ever been coached, like to respond in certain ways?

Participant C: Well they'll always tell you, you mustn't say you've done them...the groups. Yes. And I think that's like the only thing.

Interviewer: And a certain way to speak like, you should say that you very much like the brand?

Participant C: No, they'll always just say you must say, you're outgoing and you don't mind giving your opinion. Which, I don't mind because that's true. Ja, they always remind you of that.

Interviewer: Ok. Ok and then has anyone who's called to recruit you ever asked you, have you participated in research in the past six months?

Participant C: Yes, they always ask you that.

Interviewer: And then?

Participant C: Well, the one lady knows *(laughs)*, so there's different recruiters, so this recruiter will know which groups I've done and when, and this one and this, but they don't know each other's. So, this lady A doesn't know I did a group for lady B last week.

Interviewer: Ok. So then you just say you no you haven't?

Participant C: Well, but if lady A phones me today and she phones me next week, she knows, but she knows and she's still phoning me *(laughs)*, then she'll just, she won't she won't say that, she'll just say, I must remember to tell the people who phone me that I haven't done one.

Interviewer: Oh ok

Participant C: So they're all so sneaky *(laughs)*. So I don't know if the other people have told you that but the recruiters can be sneaky also. So you should actually also interview them *(laughs)*.

Interviewer: *(Laughs)*. Uhm, do you think that it matters that you shouldn't have participated in the last six months?

Participant C: No, I don't actually get it, I don't know why.

Interviewer: Why do you, what do you think about it?

Participant C: They say that. I did ask once and they said because you mustn't get into the rhythm of how they ask things, but also, not in all the groups they don't always ask the things in the same ways. So I don't really get it, it doesn't make sense to me.

Interviewer: So you don't think it's something that's necessary?

Participant C: Ja, I don't understand. Because if I do a group today, and they ask, and they like to ask, if this brand was a person, what would they be like, ok, so they ask me this today and then in seven months they do another group and they ask me the same, I don't see the difference, as if I'd maybe done it a week later. I still remember they gonna ask me (*laughs*). If that person, if it was a person, I don't get it.

Interviewer: Ok and then, if someone you knew or know, was looking to get into participating in market research studies, what advice would you give them about how to get into it?

Participant C: Well I, I would just say, I think it's important to keep a a schedule of what you're doing and where you're going, so that you know of what you've done and where you've been, so that when someone sends you a thing, you can know which recruiters will use you again and which are very strict on the six months. So then if I get one from this lady and I know she's not going to use me then I don't bother. But then I tell the people, keep a list so you know this person will use you again and this person not. Obviously you say you haven't done one in the last six months.

Interviewer: Ja ok, and then how would you tell them to get into it if they've never done it before, how should they go about?

Participant C: I just normally forward the email and then they can reply to the recruiter to say they interested.

Interviewer: And then what does the email say. Does it just say like, are you interested or...

Participant C: It says "We have a group on this date at this time and it's about this and we're looking for males of this age, people with children, or things like that and specific incomes."

Interviewer: And then you can just forward it?

Participant C: Ja.

Interviewer: Ok. And then would you tell them to look like on the internet as well?

Participant C: No. I think they like probably have contact with the recruiters that are there. I don't think there's more. Unless they become new ones but I think there's enough already.

Interviewer: Ok my next question is do you know of family or friends that also participate in market research often?

Participant C: Yes.

Interviewer: Uhm, you said your husband does?

Participant C: Ja. I think I got him into it.

Interviewer: Ok.

Participant C: He never did it before. And it was really actually from that first time until maybe...two and a half years ago, we didn't do any of them. And then I don't know, I think the lady from the first one, she just phoned me out of the blue and said, "Can you do this?" And then, then I just like snowballed.

Interviewer: Ja. Uhm is there anyone else? You said your one friend, how often does she do it, does she also do it often?

Participant C: Uhm, she's done about four this year I think. She also works here.

Interviewer: Oh ok.

Participant C: So and my other friend, I don't know how many she's done. She's the one who I went to the first one with.

Interviewer: Oh yes.

Participant C: So some people like it, like my friend here she says she'll go and do them all the time and not get paid, she loves it, to critique them, and see the things so, she's quite happy.

Interviewer: Ok

Participant C: Ja.

Interviewer: Uhm, and then, how much income would you say you've made in the past 12 months, on, you know from the market research studies? If you had to give me a number how much would you say you've made?

Participant C: We average a R1000 a month.

Interviewer: A R1000 a month?

Participant C: Ja.

Interviewer: So it's like R 12 000 in the past 12 months?

Participant C: Ja, each.

Interviewer: Each? Ok, you and your husband?

Participant C: Ja. That's our average.

Interviewer: So the income between the two of you is like R 24 000 for 12 months?

Participant C: (*Laughs*). It's not bad, it's not bad. And that's why I just wanted to keep track from this year because I didn't keep track last year cause it also goes through phases where there's a lot and then there's not so many and then there comes more. That's why I averaged it cause sometimes it can be two and a half thousand in a month or sometimes you can have nothing.

Interviewer: Ok. So are there then like, better times?

Participant C: Ja, so like especially in the beginning of the year and then at the end of the year there's a bit more and then in the middle it sort of drags a bit.

Interviewer: Ok. And then would you say that the fact that you participate more often than other people, may affect the research in any way? Do you think so?

Participant C: I think it would only if I gave incorrect information.

Interviewer: So if you weren't being honest in the actual focus group?

Participant C: Ja.

Interviewer: Ok.

Participant C: So no I don't do that.

Interviewer: And do you think for instance if I've never been in a focus group and you've been in ten focus groups and now were in the same focus group, do you think that we might be different?

Participant C: Oh so like if I have an advantage...no I don't think so. Their all different, no I don't think so. Ja I think we have this, the same opportunity to say what we feel about something. Ja, maybe I just would be a little less nervous than the person who's doing it for the first time. But I have seen other people who say it's their first time I don't know if it's true or not and they don't seem nervous cause it's really casual atmosphere. And I normally do groups with all women and we all chatting away, so it's not really intimidating at all. I don't think I would I would have an advantage.

Interviewer: Have you ever done any product testing?

Participant C: Uhm, ja I have, but that was a while ago.

Interviewer: Oh.

Participant C: They gave me some stuff to wash the bath with. Ja but that was a while ago.

Interviewer: Like more than 12 months ago?

Participant C: Ja more than 12 months ago, and also they gave me some nappies once. It was quite nice.

Interviewer: Ja the sample?

Participant C: Ja and then I had to test them and then I had to fill out something how I felt about it. I think those are the only two things I've tested.

Interviewer: Oh ok.

Participant C: But my friend here, she's tested cheeses, they gave her some cheeses and that was quite nice. Ja, she was very excited about this whole (*laughs*) cheese story.

Interviewer: Uhm, ok and then has a recruiter ever taken like a portion or a part of your incentive because they get you into the, the groups?

Participant C: Like they've asked me for it?

Interviewer: Asked you or told you you owe them...

Participant C: No, No, never. If they take it before hand, no they can't cause I get it at the group. No, it's never happened, I hope that would never happen. No that's never happened to me. And I don't think I'd give it (*laughs*). No that's never happened.

Interviewer: Ok. Is there anything else that you feel you'd like to add regarding the subject, anything else that you think is interesting?

Participant C: I think the whole thing is interesting. I'd like to know more about why it's only six months?

Interviewer: Ja.

Participant C: And they probably want to clamp down on it harder, I don't know. That's the only thing I would like want to know, why?

Interviewer: Like because you said you don't see the point of it?

Participant C: No. And you get around it anyway and it's not like we really try very hard, to get around it. But there is one place that asks you for your ID.

Interviewer: Oh ok.

Participant C: But like that's the research house or the place that they use. So the way I understand it is, there's a, there's a research company and there's a recruiter, and then there's a place where the research is done and I think they all work separately but they, use each other. So this one house, they do ask for your ID when you go, but none of the others, so it's quite easy to change your name.

Interviewer: Oh, have you changed your name?

Participant C: No I haven't. No.

Interviewer: Oh.

Participant C: I did one time the lady asked me if I can use my maiden name so she can let my husband also do it. But we didn't do it in the same, we weren't in the same group cause I was with women and he was with men. But they didn't, because we have an unusual surname, I think they would pick it up that we were married. So, but that's not really changing my name. (*Laughing*) ja, but she asked me if we can do that and actually my friend came with me and her husband also did it so she also used her maiden name, all for the same recruiter.

Interviewer: Oh ok.

Participant C: So, their quite sneaky (*laughs*).

Interviewer: Ok, well that's the end of the interview, thank you very much.

Participant C: Oh ok.

(End)

Participant D Transcript

Date of interview: 31 July 2014

Time of interview: 18:00pm

Length of interview: 20 min 42 secs

Interviewee (Participant D):

Interviewee's age: 28

Interviewee's sex: Female

Interviewee's race: White

Setting: Participant's home

Interviewer: Nadia will you tell me a little bit about yourself. Do you work, do you have a family, do you have children? Just a little bit about yourself briefly. A little background.

Participant D: Uhm, I studied law. Then I work as an au pair. I am still on au pair and I have changed my direction of study to education and I am divorced. I have got my two lovely dogs. This one has been with me for almost 10 years through all the ups and downs. And that is my baby and uhm, I like to gym. I like to be active. Uhm, and I like to socialize

Interviewer: Okay, and you said that you are au pairing now?

Participant D: Ja

Interviewer: Okay. And then do you remember the first time that you participated in a market research study? Like how long ago was that more or less the first time ever?

Participant D: I was just, just out of Matric, 19

Interviewer: Okay. And what was it about, can you tell me a little bit about it?

Participant D: It was in Linden. Uhm, it was for that, you know this new washing powder the green on? Uhm...for (washing powder brand) back then.

Interviewer: Was it a focus group?

Participant D: Yes

Interviewer: Oh. How was that?

Participant D: The focus group is the one by the table hey, with all the people?

Interviewer: Ja, ja like a group discussion. So that was quite a while ago

Participant D: Ja

Interviewer: How many years is that like more or less?

Participant D: 19, it is almost 10 years

Interviewer: Okay

Participant D: I am 28, I don't look 28 (laughing)

Interviewer: And then, how many groups or market research events have participated in the last year?

Participant D: All? Basically face-to-face, focus, everything together? Let's say eight

Interviewer: In about eight in the past 12 months?

Participant D: Let's say 8 to 10

Interviewer: Okay. That is the product testing and the group discussion

Participant D: There have been a few

Interviewer: Okay. Uhm, and then, can you tell me about some of them? Tell me a bit about the topics discussed?

Participant D: Uhm, it was banking products

Interviewer: Okay, is that then the focus group?

Participant D: Accounts, yes. Uhm, I have literally only done 3 product tasting tests the other one was more than a year ago

Interviewer: Okay

Participant D: Uhm, it was bank accounts, it was (washing powder brand), it was... the other one, uhm, hair care products. Uhm, another one on conditioners. And then the other one on hair care products. Uhm, the first one, okay I have mentioned (washing powder brand). Let me just think back. Cigarettes, when I was still smoking

Interviewer: And the tasting I think you said it was a yoghurt or something?

Participant D: Yoghurt and custard

Interviewer: And that was a product tasting?

Participant D: Ja, and the first one I did was... What was the first one? The first one was also yoghurt, but a plain yoghurt. And then the other one was flavoured and then the custard. All at the same place. They have got my number. Uhm, I am just trying to think. Oh, market research for a car

Interviewer: Oh okay. And is that including the online or is the online different stuff?

Participant D: Ja, the online was different stuff

Interviewer: Okay, but what are the online surveys?

Participant D: Sho, I just must remember now. I have done so many competitions

Interviewer: Does that also like work on a points system?

Participant D: Yes it does

Interviewer: Okay, and you can convert the point to cash or something?

Participant D: Ja or PayPal. I have done them but I have not cashed them out

Interviewer: Oh, so do you accumulate?

Participant D: Ja. It said R13.00 and I thought I am not going to open up a PayPal account and then I get like R6.00 from it

Interviewer: Ok so but it is like diverse research topics...

Participant D: Ja, it is all about products

Interviewer: Mainly products, okay. Uhm, and then what would you say, what is participating in these regular market research studies do for you? Like what do you benefit from it?

Participant D: Uhm, I like the money. I like socialising and I like giving my opinion

Interviewer: Okay

Participant D: And I like to learn what is coming next, you know because it is so cool when you see something that they are going to change and you are like ah, I was part of it. Oh (shampoo brand) is another one I did

Interviewer: Oh ok

Participant D: Uhm, and here is the next one, I forgot, (fast food takeaways brand)

Interviewer: Oh

Participant D: They gave us five burgers each (laughing). Me and this gym chick, we both like gym and I was thinner back then, we were eating all the patties for all the protein

Interviewer: Okay, that is quite an interesting one

Participant D: What was another one, uhm...

Interviewer: So you say that you like the socialising of it as well, like what do you enjoy about it? What is nice about it, do you make friends or...

Participant D: I just think it is nice because we laugh together about, you know, if there is something bad about a product and then we all go ja, ja, ja, then we start talking about it and then the market researcher interrupts you and says okay guys, let's stay on the topic now. The one with the cigarettes was fantastic because we had cigarettes testing, five cigarettes, we had to smoke of each one

Interviewer: Oh really

Participant D: The room was like puffed up and it became like a social. So I do it for the fun as well. It is not just going and sitting and being boring for the money

Interviewer: Ja, and you said also that you like knowing that you were a part of it like...

Participant D: Ja, because I can go and tell people "hey, I was at that (washing powder brand) thing before this thing came out

Interviewer: So it is like you know before other people even know. It is like being in the 'know'?

Participant D: Ja ja

Interviewer: Okay. Uhm, so would you say that it is more... If you to say what the biggest benefit is, is it more about the enjoyment and socializing and knowing things, or is it more about the incentive?

Participant D: Incentive

Interviewer: Incentive, okay

Participant D: Money does run the world

Interviewer: Ok. And then, how do you think you contribute to the research that is being done?

Participant D: I think I contribute one hell of a lot because I am a very talkative person and I am very inquisitive and I have got an eye for detail and I

am quite aware of everything, technology wise, product wise, because I am the kind of person, I will go to Dischem, I will go check all the milligrams of each packet and the price and then I will buy, so I am a very conscious consumer. Ja, I don't just buy anything

Interviewer: Ja. So you think that your opinions are then...

Participant D: I think they are quite good because everything I do, do, I check brands, I check quality. I do research before I buy something

Interviewer: Ja, okay. And then how do you find out about market research studies to participate in?

Participant D: I subscribed to Gumtree alert. I set it up for the area with my e-mail address and all that and then I get an e-mail that says market research. I open it up and then I found you and then I replied

Interviewer: Ja, are there are a lot of ads that you... Do you find them regularly?

Participant D: Ja, that is how I get in ja

Interviewer: Is that the only way? The primary way that you look?

Participant D: No, I've also got contacts, they added me to a list

Interviewer: So the recruiters that...

Participant D: Ja, they ad you to a list and then if something comes up they phone you. I have got about three people, that's it

Interviewer: And, uhm, family or friends, do you ever hear about it from them? Do they also participate?

Participant D: No

Interviewer: Ok not, and any like social media, Facebook, do you ever seen anything on there?

Participant D: No

Interviewer: Not. Okay. And then how easy or difficult is it for you to tell what a research company is looking for when they contact you about a study? Do you like ever try and figure it out?

Participant D: Uhm, ja, it is quite common for me to realise that they are comparing themselves against another company or they are comparing their old brand and are trying to bring it out into a new, uhm, perspective and the way people look at it and branding and all that. It is always transformation. They want transformation, I know that for a fact, so or I am going to sit there and I am going to say this is nice, this is nice,

this sucks, this sucks or I am going to sit there and talk about lots of products

Interviewer: Ja

Participant D: So sometimes I do not know who is the exact, uhm, company that we are working with but most of the time I do because they will start popping up “but why does this product not, why does that product not”, the same product so ja

Interviewer: Okay. Have you ever been coached to change any of your answers? Like any of your answers maybe by a recruiter?

Participant D: Yes, don't say that you did market research in the past six months, that's obvious though

Interviewer: Okay ja, so that is the biggest one. And then anything else?

Participant D: Age once, what was it for...

Interviewer: That does not matter, it does not have to be...

Participant D: Age once, literally just once. Probably when I was 20

Interviewer: Okay

Participant D: After that everything has been honest except the six months and that one time that I got divorced but I had to say that I am married

Interviewer: Oh, okay

Participant D: But it was so easy because I still felt married (laughing) oh and for income. Ja, they ask you to change income sometimes

Interviewer: Oh are you supposed to be like in a certain income bracket?

Participant D: Ja

Interviewer: Ok and like I do know, like for instance the (washing powder brand) one, is it supposed to be the product that you use in your house or...

Participant D: It was not out yet

Interviewer: Oh ok, was that the product tester one?

Participant D: Ja, it was being introduced

Interviewer: Oh okay. And then, like what do you think about that when they tell you, okay you have to say that you have not been...

Participant D: Look, I am Christian, I don't like it but I need the money

Interviewer: Ok

Participant D: Look, I am really desperate for money because I am working half day and I am a student. You know..

Interviewer: Uhm ja

Participant D: So if you can like get a bit here and a bit there, it's like a white lie because ultimately I am going there and I am giving them an opinion and I have earned up to R40 000.00 a month with my ex-husband, so I have been in a high lifestyle

Interviewer: Ja

Participant D: So I don't feel too guilty about my white lies

Interviewer: About the white lie, okay. And then... Well, this is my next question, has anyone that's called to recruit you asked you, have you participated in research in the last six months? So they do ask you that? And then how do you handle it?

Participant D: Yes...Uhm, no, I know automatically to get in you must say no

Interviewer: Okay, so that is from your side, that is not from the recruiter side?

Participant D: No, that is naughty me (laughing)

Interviewer: Okay, do you think that it matters at all participating in the past six months?

Participant D: No, not at all because I am doing it for different companies. Let's say it is for shampoo or conditioner, obviously that would make a difference. Uhm, but everything is different every time and I am not lying in my opinion so my opinion does matter. So, ja, I know is not... God says, don't lie but it is a white lie...I am still working

Interviewer: Okay, so you are saying then, if I can just confirm is that it is different products, then you do not see that it matters within the six months because it is different products that you are talking about?

Participant D: Ja, not at all, not at all

Interviewer: Okay. If someone you knew was looking to get into market research to also participate, what advice would you give them to get involved? What sort of tips and tricks would you give them or what advice?

Participant D: To just do what I did. Go to Gumtree, subscribe, get the update and check, check each time and click and check what ad it is and reply

Interviewer: And with the getting on the recruiter's database?

Participant D: That I did through just going on the Internet and then the one I got through my mom

Interviewer: Okay

Participant D: And then she got another recruiter and then she gave my name to her

Interviewer: Oh, and then do they contact you and put your name on?

Participant D: She does not contact me anymore. She used to when I was in my early 20's a lot

Interviewer: Okay

Participant D: Now I am just getting it off Gumtree

Interviewer: Ja, off the ads

Participant D: Ja

Interviewer: Uhm, okay, do you know any other family or friends that participate in market research? Like you now mentioned your mom, she has also done it before in the past?

Participant D: She said when she was my age, all the time...and my aunt

Interviewer: Okay

Participant D: Ja

Interviewer: And how did they do it? How did they get involved?

Participant D: They lied much much more than me (laughing)

Interviewer: Oh ok, how did they get involved?

Participant D: You know (market research association)?

Interviewer: Ja, ja

Participant D: My mom worked for them

Interviewer: Oh okay

Participant D: So she got in touch with people and they invited her and she invited my aunt. When they were younger they did that a lot

Interviewer: Okay. Do you have any other friends that you know of or family that do it?

Participant D: No

Interviewer: Okay. Does your mom and them still do it?

Participant D: I am the only one that still is studying and that is why I am still doing it

Interviewer: Okay, and how much income would you say you received in total like in the past 12 months from participating in these studies? In market research studies? Like more or less?

Participant D: R2500.00

Interviewer: Okay. Uhm, and then would you say that the fact that you participate more often...

Participant D: Wait, that's too high. To high, R2000.00

Interviewer: R2000.00?

Participant D: Ja

Interviewer: Okay, that is fine

Participant D: I am just thinking of the yoghurt and the custard, I got 100 bucks there each. It was a 20 minute test. Then there was another one I got R600 bucks, another one R500 and another one R400 so R2000 should be a safe number

Interviewer: Ok, R2000?

Participant D: Mm.

Interviewer: Okay. And, do you think the fact that you participate more often than other people affects the research in any way?

Participant D: Not a chance

Interviewer: Ok, why do you think that, what is your opinion on that?

Participant D: I don't do the same products every time

Interviewer: Okay, ja

Participant D: I have never done the same topic twice, ever so I cannot see how... Because obviously if you are going in and you are giving an opinion, then you go again and you give the same opinion, now they are paying you and you are sitting there giving the same opinion, they should not be paying you because you have no contribution but I do give a contribution. So I don't feel guilty at all and I am always the one that probably talks the most. When there are some people sitting like this, basically just eating and saying something every now and again and then they get paid so I think with my character I deserve it

Interviewer: Ok, and then what if I for instance have never been to a market research study and you have now been to a couple and we are in the same focus group discussion, do you think that there will be a difference between me and you for instance?

Participant D: Ja, you will be shy

Interviewer: Do you think so?

Participant D: Ja because I was in the beginning. I used to turn red when people look at me and now I am like bla, bla, bla, bla, bla, and then the recruiter is like, okay thank you (laughing). So my confidence increased and now I am relaxed in a group. But in the first few market research sessions I was like (participant makes a nervous face).

Interviewer: Okay, is there anything else that you feel you would like to add regarding this subject? Anything else that you think I might find interesting?

Participant D: Well I really think they should stop with this rubbish of every six months. Uhm, I think they should rather direct the questioning “have you done any market research relating to this?” instead of saying, “have you done it in the past six months”, you know, because I would honestly think, I think I would tell the truth because I would feel too guilty to go to the same thing twice

Interviewer: Do you mean if it is like product related?

Participant D: Ja, so I would think they should be a bit more specific you know

Interviewer: Uhm ok and then just another question that I wanted to ask, has a recruiter ever, someone that recruits you, that gets you into the focus group, have they ever taken a portion of your incentive for getting you in?

Participant D: Oh no. No, no, no

Interviewer: Not. Okay

Participant D: Uhm no

Interviewer: Okay. Thanks so much

Participant D: Ok

(End)

Participant E Transcript

Date of interview: 31 July 2014

Time of interview: 17:15pm

Length of interview: 15:00

Interviewee (Participant E):

Interviewee's age: 22

Interviewee's sex: Male

Interviewee's race: African

Setting: Coffee shop at a mall

Interviewer: Okay. Can you tell me a little bit about yourself like are you working or do you just study, do you work part-time?

Participant E: I do not work part-time, I am just a student

Interviewer: Okay. And you said that you are in your second year now?

Participant E: Yes

Interviewer: Okay, and have you been staying in Joburg?

Participant E: Yes, I have been staying in Brixton

Interviewer: In Brixton. Have you lived here your whole life?

Participant E: No, just when I came to study here I moved to Brixton

Interviewer: Okay. Okay, and then, do you remember the first time that you ever participated in a market research study?

Participant E: Yes, it was an online survey

Interviewer: And how long ago was that?

Participant E: I think it is three years back

Interviewer: Okay. And the first time that you participated in a focus group, when was that?

Participant E: I think it was 2013

Interviewer: Okay, so it was last year

Participant E: Yes

Interviewer: And what was that about? Can you tell me a little bit about how it was, what it was about?

Participant E: Oh, it was about TV, TV programs, soapies. Yes, it wasn't that fun. It was too long (laughing), because it went on for about two weeks

Interviewer: Okay, did you have to go every day or what?

Participant E: No, at least 20 min a day

Interviewer: Okay. And what do you do there? What do they ask you?

Participant E: Like they ask you maybe three questions every day and then you will answer those three questions and then that is it. Then they will ask another one tomorrow until two weeks

Interviewer: So then do you have to have watched the soapy?

Participant E: Yes. You have to watch a soapy everyday so the next day you can discuss about yesterday's episode

Interviewer: Okay. And you say that was about a year ago?

Participant E: Yes

Interviewer: Okay, and about how many market research studies have you participated in, in total in the past year? You said 10 focus groups more or less?

Participant E: Yes

Interviewer: And that is in 12 months, hey?

Participant E: Yes

Interviewer: So that is since you started actually because the first one was about 12 months ago more or less?

Participant E: Yes

Interviewer: Okay, and then you said you did a couple of surveys, how many did you say again?

Participant E: About 80

Interviewer: How many?

Participant E: 80

Interviewer: 80, oh, I made a mistake. I said 8

Participant E: No, 80

Interviewer: 80 online surveys?

Participant E: Yes

Interviewer: Is it only online not paper-based?

Participant E: No, online only

Interviewer: Okay. And the product testing? You said that you also participated in 2?

Participant E: Yes

Interviewer: Okay

Participant E: The last one was about two weeks ago

Interviewer: Okay

Participant E: In Cresta

Interviewer: Okay, and then can you tell me a bit about the topics of the research that you have been involved in? So like what is it about, the product testing, what did you have to do?

Participant E: It was about yoghurt. I think that they are trying to improve the old one

Interviewer: Okay

Participant E: So we have two of them, the new one and the old one and we had to test them. Do you like the texture of this, do you like the colour, the flavor, ja

Interviewer: Okay, and some of the other focus groups?

Participant E: Some of the focus groups

Interviewer: Like what are the topics? What is it about?

Participant E: About head ache tablets, pain relievers

Interviewer: Oh

Participant E: Yes

Interviewer: How does that work? Do they give you...?

Participant E: They also give you questions like what... Let's say for instance, they will say what do you like about (headache medicine), which one do you prefer, the tablet one or the powder one

Interviewer: And do you use that (headache medicine)?

Participant E: Yes sometimes but I do not like it

Interviewer: Did you tell them that you do not like it?

Participant E: Yes I did

Interviewer: Okay. And what other stuff, because there are quite a few that you have participated in

Participant E: Even radio, what do you like about radio, which stations do you listen to. Those things

Interviewer: Okay. And then what would you say participating regularly in market research studies, what benefit do you get from it?

Participant E: That is like getting cash for myself

Interviewer: The cash?

Participant E: Ja

Interviewer: The incentive?

Participant E: Yes and my opinions be heard

Interviewer: Okay, are you always honest with your opinions?

Participant E: Yes

Interviewer: Always?

Participant E: As honest as I can be

Interviewer: Okay. So if you had to compare giving your... What is the main benefit? Is it the incentive or giving your opinion?

Participant E: Giving my opinion

Interviewer: Is it? Okay. And then how do you think you contribute to the research that is being discussed? How do you think you contribute?

Participant E: I think I contribute a lot

Interviewer: Why, why do you say so? In what way, how do you think you contribute?

Participant E: Because I am honest and I always participate. Whenever I am free, I spend time doing those surveys

Interviewer: Oh yes. Okay, do you also get incentive for the surveys, for the online?

Participant E: Yes

Interviewer: Like how does that work? What incentive is it? Is it a cash incentive?

Participant E: Like you decide, whether it is cash, vouchers or a deposit into your bank. Let us say it is a 10 min survey and then you get 10 points, which is equivalent to R10.00

Interviewer: Oh okay

Participant E: Yes

Interviewer: So then it comes in points and you can convert it into cash?

Participant E: Yes

Interviewer: Okay. Uhm, and then, how did you find out about market research studies to participate in? How did you find out about it?

Participant E: I was just browsing through the Internet because I spend most of my time on the Internet

Interviewer: Okay

Participant E: Just looking through, go to that ad there, I click the add and then I register

Interviewer: Was it like on a specific website or...

Participant E: Yes

Interviewer: Which one?

Participant E: It was 'Tell us about it'

Interviewer: Is that the website?

Participant E: Yes

Interviewer: Tell us about it, for the surveys?

Participant E: Yes for the surveys

Interviewer: And for the other stuff? For the focus groups, how do you hear about that?

Participant E: Gumtree

Interviewer: Also adverts?

Participant E: Also adverts

Interviewer: Is there any other way, are you subscribed to any recruitment agency or...

Participant E: Two of those

Interviewer: Okay

Participant E: I am subscribed to two of those

Interviewer: And then do they contact you or how does it work?

Participant E: They contact me whenever there is anything, any survey, focus group or they e-mail me and then I will confirm whether I want to attend or not, or whether I want to participate or not

Interviewer: And where did you find their details? Was it also online?

Participant E: Online

Interviewer: Okay. And have you ever seen anything like on social media like Facebook or something?

Participant E: No

Interviewer: And from friends or family?

Participant E: I have heard about one from a friend

Interviewer: Okay, does he also participate in these studies?

Participant E: Yes

Interviewer: Okay. Okay, and then do you find ever that if you see an ad, how easy or difficult is it for you to tell what the... What they are looking for when they contact you? Do you like ever try to figure it out?

Participant E: Yes

Interviewer: Like how?

Participant E: Sometimes it is easy to tell

Interviewer: And if it is not? Like give me an example

Participant E: Like let's say as you did, you look for certain people and there are those questions which they ask, do you have any member who works in market research, stuff like that. That is what they ask so you can tell, okay if I have a family member that works in a research company obviously you do not qualify

Interviewer: Ja

Participant E: Which I do not have

Interviewer: Okay and about the topic, is it always straightforward what they are looking for?

Participant E: Yes, basically it is always multiple-choice questions

Interviewer: Is that for the recruitment?

Participant E: Yes

Interviewer: Okay. Okay, and then, uhm, have you ever been... Have you changed your answers like to say for instance if they are looking for 25-year-olds and then maybe the recruiter says that you can be 25 or close to 25?

Participant E: No

Interviewer: Never?

Participant E: Never

Interviewer: Okay, and anything else, have you ever been coached to change your answers by the recruiter?

Participant E: No

Interviewer: Not. Okay. And maybe to say that you like something and then you don't like it?

Participant E: No, they usually encourage you to be as honest as you can be

Interviewer: Okay and then has anyone ever called to recruit you, ever asked have you ever participated in research in the past six months?

Participant E: Yes

Interviewer: Do they ask you? And then how do you handle that?

Participant E: I do tell them that I did participate. If I haven't, I will tell them I didn't participate

Interviewer: Ja. And then if you have, then you still qualify?

Participant E: Yes I still qualify if I have

Interviewer: So is that a little bit actually sneaky from them then?

Participant E: Yes, yes

Interviewer: Uhm, do you think that it matters?

Participant E: I do not know honestly

Interviewer: I mean, if you have to think about it, if you participated in the past six months, do you think it matters at all?

Participant E: No

Interviewer: Why? What do you think about that, what are your opinions about that?

Participant E: Because what matters is what I have to give now whether I have participated in the past I do not think it matters that much because if they want some opinions they will get what they want

Interviewer: Okay. So it is like you don't think your opinion will... If it is a different topic, are you saying?

Participant E: Yes

Interviewer: Okay. Okay, and if someone is looking to get involved or looking to participate in market research studies, then what advice would you give them started and how they can get into it as well? Like if it is one of your friends that has never been in a study, what advice can you give him?

Participant E: I can give them advice to start doing those online surveys

Interviewer: Okay

Participant E: Those focus group things

Interviewer: Okay

Participant E: So that they can get used to the market research things

Interviewer: So firstly get used to it and then do the other stuff

Participant E: Yes

Interviewer: Why do you think that is important? Do you think that makes a difference?

Participant E: Because you have to know what you are doing. You cannot just participate. Maybe you will just lie every time you participate or maybe just click fast, fast for the incentives. You have to do it because you want to

Interviewer: Okay. Uhm, do you know any of your family or friends that also participate? You said earlier that you have a friend?

Participant E: I have a friend

Interviewer: Is it just him? Just the one friend?

Participant E: Yes

Interviewer: And like how do they do it? How do they get involved?

Participant E: Sometimes I tell him there is this and this...at a certain place and then you will say no, I also want to participate. I will tell him there is the link to go to the ad or whatever so then he also participates

Interviewer: Do you ever give him like the recruitment agent's telephone number?

Participant E: Yes sometimes he asks for them and I give it

Interviewer: Okay. Okay, and how much income, how much money would you say you have earned in the past year just from the market research studies? More or less. How much have you made? Cash

Participant E: R2000.00 or less

Interviewer: R2000.00 or less. In the past two years? Ag, past year

Participant E: Past year

Interviewer: But you have been 10 focus groups?

Participant E: Yes, because they do not pay the same

Interviewer: Oh, so how much do you get more or less at a focus group?

Participant E: R400

Interviewer: R400? But then if you have been in 10 it cannot only be R2000?

Participant E: It's because they pay you according to your participation. Sometimes you can't give feedback whenever they want feedback

Interviewer: Oh okay

Participant E: When you can't give feedback, that is when you lose

Interviewer: Okay, how does that work?

Participant E: Maybe they will say, per feedback is 10 points, if you do not give feedback maybe after two days you cannot give feedback about the previous question so you lose that

Interviewer: Oh, but that is the online hey?

Participant E: Yes

Interviewer: Okay. Okay I see. And then, do you think that the fact that you participate more often than other people affects the research in any way?

Participant E: No, I do not think so

Interviewer: Why?

Participant E: I just think that the results are the results. I do not even think that they consider everyone individually. They just maybe consider the group age or the race or something like that

Interviewer: Okay. So do you think if I for instance have never been to a focus group, and you have been to 10 focus groups and we come to the same focus group, do you think that there will be a difference between me and you in the focus group?

Participant E: No

Interviewer: Not?

Participant E: Not

Interviewer: Okay. Okay, and then has a recruiter ever asked for or ever taken a portion of your money because they got you the job?

Participant E: No

Interviewer: No. Okay, is there anything else that you would like to add that you think is interesting regarding this topic?

Participant E: No, I cannot think of any

Interviewer: Not

Participant E: Not now

Interviewer: Okay, thanks so much

(End)

Participant F Transcript

Date of interview: 11 August 2014

Time of interview: 11:00am

Length of interview: 38 min 44 secs

Interviewee (Participant F):

Interviewee's age: 25

Interviewee's sex: Male

Interviewee's race: African

Setting: At a coffee shop in a Mall

Interviewer: Ok, I just want to confirm a couple of things that you said when I called you for the recruitment.

Participant F: Ok.

Interviewer: You said, uhm, you participated more than six months ago?

Participant F: Ja.

Interviewer: Ok, you said that your 25?

Participant F: Yes I'm 25.

Interviewer: Ok, and then you said you haven't participated in focus groups in the past 12 months?

Participant F: No.

Interviewer: And you participated in about eight face to face interviews?

Participant F: Ja.

Interviewer: Uhm, and 11 online interviews?

Participant F: Ja.

Interviewer: And, one product testing?

Participant F: Yes.

Interviewer: Ok, I just wanna check, you said that you participated more than six months ago?

Participant F: Ja.

Interviewer: But is that possible that if you participated in so many?

Participant F: It is possible cause most of the time like uhm, it's something like I'm registered for for doing like market research, since I'm doing marketing so it's more like, it's more like something that I do just to have a better understanding on marketing, marketing people, the searching, selling products and stuff like that.

Interviewer: So but was the last online one more than six months ago?

Participant F: I think it was four or three.

Interviewer: How many?

Participant F: Four months or three.

Interviewer: Ok so then this must be less than six months ago?

Participant F: Ja, it must be less ja.

Interviewer: Ok, I just wanna confirm all this stuff.

Participant F: No, it's ok.

Interviewer: Ok cool. Ok, can we start by just telling me a little bit about yourself and like you've said you're busy studying marketing?

Participant F: Ja I'm studying marketing.

Interviewer: And then you said your studying part time? Can you just tell me a little bit about yourself?

Participant F: Ok well I'm studying marketing like I said; I'm paying for my studies. Ja so I'm working with all communication. Ja, so like on Monday's I'm not in like obviously like today. Ja so.

Participant F: And what else...

Interviewer: So you're working part time?

Participant F: Ja I'm working part time.

Interviewer: Ok and that's in marketing as well?

Participant F: Ja that's in marketing as well.

Interviewer: Ok. Are you married?

Participant F: No I'm single. I'm not married but I'm seeing somebody. I don't have a kid. I'm still struggling to maintain me so I can't even maintain somebody else (*both laugh*). What else... Oh I'm still staying with my parents.

Participant F: Ja I'm still a student, what else... What else do you wanna know?

Interviewer: No that's that's fine. Just a little bit of a background. So that's fine. Uhm and you said you're in your second year hey?

Participant F: Ja I'm doing the second year ja.

Interviewer: Ok, do you remember the first time that you participated in a market research study, like how long ago was that, more or less, the very first time?

Participant F: Probably in 2012 if I'm not mistaken.

Interviewer: Ok, so like two years ago?

Participant F: Ja. Two years ago. That's when I started. It was it was a marketing for (market research brand) their dealing with alcohol so it was the first time they were doing it so. The first time we went there they wanted to, it was more like, they wanted to do an ad, so they had so many ads so they had to like play back every ad so they can tell which one is better for people out there like which is the better one, that kind of a message regarding alcohol, giving it to public and stuff like that.

Interviewer: Ok. Uhm, so was it like a... cause you say that they were showing you the ad?

Participant F: They were showing us the ad.

Interviewer: And then you had to say which one you like or?

Participant F: You had to say which one you like and you would, they would ask questions, and you would ask questions as well regarding the ad

Interviewer: Was it like a group of people?

Participant F: Ja it was a group of people.

Interviewer: So it's like a focus group kind of?

Participant F: Ja it's something like a focus group ja. let me see what else. Then after we've done the the whole focus group thingy, they would supply us with the same alcohol beverage that the ad was about. And they would pay us after.

Interviewer: So then do they give you some of the like samples?

Participant F: Ja, some of the samples they will give it to you, like let's say maybe then they promoting (alcoholic beverage) they'll give you probably 12, like 2 six packs of (alcoholic beverage).

Interviewer: Oh that's nice and then the money?

Participant F: And then the money as well (participant and interviewer laughing)

Interviewer: Ok and then about how many market research groups or events in total would you say you've participated in in the last year?

Participant F: In the last year?

Interviewer: So in the last 12 months?

Participant F: Let me see...I think three focus groups if I'm not mistake. Cause I never keep count. It's probably three.

Interviewer: Three focus groups?

Participant F: Ja.

Interviewer: And then the other stuff you said?

Participant F: The other stuff it's mostly, some of them, some of them I usually do them online what else?

Interviewer: You said that was more or less how many? 11 I think you said?

Participant F: 11 ja.

Interviewer: And then you said the one product testing as well?

Participant F: Ja the product testing, the product testing I did it last month. It was for (diary product brand) something like that.

Interviewer: Ok. Ok and then can you tell me like a little bit about some of the topics about the research that you've been involved in?

Participant F: The topics, uhm.

Interviewer: So like you've said the one now was for (diary product brand) or something?

Participant F: Ja it was for a (diary product brand).

Interviewer: Ja, tell me a little about that, how does that work?

Participant F: The yoghurt, this yoghurt, the name of that yoghurt it's called (diary product brand), it's new I think it's new on the market so they wanted us to test , the yoghurt and how it tastes like. It has different flavors, it has the mint. I don't know how yoghurt can have a mint taste but then that one had a mint taste. what else?

Interviewer: And then like some of the other topics? Ok the first one you said was for the the TV ad and alcohol?

Participant F: Ja and alcohol. This one was for (diary product brand).

Interviewer: And some of the others?

Participant F: The others were sports.

Interviewer: Sports?

Participant F: Ja.

Interviewer: Ok like what did they want you to do there; is it also like brands or what?

Participant F: Ja it's mostly like brands like (sport brand) like which brand is suitable for this sports. Ja, things like that. Then there are the logos, how should the logos be and stuff like that ja. Some of the topics they're not really like too relevant on what the market research is all about.

Interviewer: Ja like what do you mean?

Participant F: Like, let's say like, let's say like they're promoting (fast food brand) and it turns out I don't really watch TV. There's that ad where they're promoting a cup. It has a little drawing on the cup. And that little person is falling and tumbling and picks up, ever seen something like that. Ja, but then, you see like it's it's not really like relevant to what (fast food brand) does, like sells, I mean that's a cartoon a cup.

Interviewer: Oh so your saying that the the ad doesn't suit the brand of what (fast food brand) does?

Participant F: The brand, ja ja. It doesn't suit that whole (fast food brand) thing. It's not relevant like for what (fast food brand) does. It's the mug the cartoon falling like...Ja some of them they just not that relevant you know.

Interviewer: So you saying some of the ones that you've been in aren't relevant?

Participant F: Ja. Some of them they just they not relevant to me for what they're promoting.

Interviewer: Can you give me an example?

Participant F: Let me see; let me see...uhm...

Interviewer: Can't you remember?

Participant F: No, I can't remember them. Cause most of the like focus group discussions, I've done them like last year I didn't do any discussion, there was only online, online stuff until now , mh.

Interviewer: And what are some of the online ones about, like what, how do the online ones work?

Participant F: The online one, like recently I received another one from (mobile network brand). They asked me like a question like where do I stay, how many siblings do I have, do I work...do I still stay with my parents, in a month, how many bundles have I purchased? Do you have uhm a laptop, internet, airtime. Things like that like. That's the recent ones that I did.

Interviewer: Are you a (mobile network brand) customer?

Participant F: Ja I use (mobile network brand) ja.

Interviewer: Ok and some of the others? Cause you do quite a few online.

Participant F: Ja I've done quite a few online.

Interviewer: Do the ones that you do online, do you get incentivized for them?

Participant F: Ja you do, like they give you, like you give them you're your account number and they, actually that one works like you convert your points into money.

Interviewer: Ok, oh so you get points for doing the survey?

Participant F: Ja you do it like points. When you do a survey, like you get points, after you done, then you convert your points into money, it's up to you what you want. You can convert your points ja.

Interviewer: Oh ok, ok uhm. Ok and then what would you say what does participating in these market research studies benefit, what benefit do you get from participating?

Participant F: Mostly its available information, things that you, you didn't know before, you get to know. Like how to how to market a brand, advertising. Like you get to know knowledge of the brand. And what else, how they promoting it, because they get like it's not like they make an ad and they just put it on TV. So they usually so what I've

noticed and saying is that they want input from people, before they put it out there. So *like* they, if it's going to be a perfect ad, or a promotion before they waste their money by putting it out there on beer bottles or something like that, I think ja.

Interviewer: So you mean like they first want to get the opinions from the consumer?

Participant F: Ja from the consumers ja. They get opinions from the consumers and they can then run with their ideas and promote their brand.

Interviewer: Is there anything else that you'd say you benefit like?

Participant F: Mh, let me see what else...obviously its knowledge,

Interviewer: Ja the knowledge.

Participant F: And then, what else...information, what else...

Interviewer: So, if you had to say then, because you're speaking a lot of the knowledge and the information that you get from it, I'm wondering now is that from a perspective because you're a marketing student?

Participant F: I think I'll speak for even other people, if they were like to market something or do an advert, you'd have to have knowledge of what are they doing there. And have a better understanding of that ad. So it's more like teaching people. Let's say like, people drink a lot, but they still put that that title please do not sell to people under 18 so. It's still like; it's sellable, but then bad in in a way. It's not ok for all the people can drink. It's up to them and it's dangerous, do not drink while driving. You get to you get to a point where you see like this thing its drinkable, its fine for people but then in a way it's bad. And another thing, it's not sellable to people under the age of 18, so there's an advantage and a disadvantage on the brand.

Interviewer: So, it's teaching you if I'm just, just tell me if I'm getting it correctly. You as a marketing student its teaching you how to market brands and how to do advertising, are you learning, is that what say you are learning from it?

Participant F: Ja for me, ja through, throughout the trial that I've been studying, I've been learning like what they're doing, how they're marketing it, how they marketing, how they're promoting, how they're selling it and the graphics again they will speak again. And what else...and the sound that's included and what else..Na, I think that's it.

Interviewer: So if I had to ask you, do you participate in these market research studies more for the learning and the knowledge or more for the incentives?

Participant F: For me it was more of the learning because I'm doing a course on marketing so I, I had to like have a better understanding on what am I putting myself into than just sitting there and studying and studying and studying so I had to go outside, engage with other people, you get to see how this marketing thing goes and where it would lead me, a better understanding of what am I doing.

Interviewer: So then why are you doing my study?

Participant F: Well, your study actually, while I was on my laptop doing, checking some stuff I saw there was uhm marketing research so , it made me, that's when I applied for it. But I didn't know that it was, yours. Ja, cause I don't think there was a reason like

Interviewer: No it just said uhm we wanna talk to professional participants

Participant F: Ja ja ja.

Interviewer: Ja ok. No but that's fine. It's interesting knowing that you do it more for the learning and knowledge because you're studying in that field.

Participant F: Ja in that field ja. So I get a better understanding.

Interviewer: Did someone like advise you to get into it, to then see what they do?

Participant F: Ja actually somebody did.

Interviewer: Is it?

Participant F: Ja. Somebody did say.

Interviewer: Ok. Was it like a lecturer or something?

Participant F: Ja, mostly they are lecturers like it's all like picturing, engaging in things like this just to have an a broader mind on what you're doing. Just sitting there taking in our lecturers and taking in like the one we staying in the classroom like it's, sometimes it's not like, it is relevant but then it's not in a way, you just get a minor understanding of what they teaching you. If you go outside...

Interviewer: So like its more theory?

Participant F: Ja it's more theory.

Interviewer: And then when you participate,

Participant F: In a practical way ja.

Interviewer: You see the practical side, how they do it.

Participant F: How they do it ja.

Interviewer: Ok, ok that's very interesting. Uhm and then how do you think, ok we've spoken now about what you gain, how do you think you contribute to the, you know to the research that's being discussed?

Participant F: Ok, the contribution that I make, I would say your time you contribute your time obviously, what else, you give them your time, giving somebody else your time means a lot to them because you have to listen to what they're telling you, like engage in what their telling you and give them feedback, and obviously they would do it to somebody else and at, at some point there'll be like the stats for certain agreements on other people, what did the other people actually say. Did they agree. A percentage of people who agreed with what they were selling. A percentage of other people who didn't like or the brand or the service that was rendered towards them, and what else...

Interviewer: So you are giving them your time?

Participant F: Ja you're time.

Interviewer: And what else do you think you contribute?

Participant F: If they asking for ideas then you contribute

Interviewer: So your opinions as well?

Participant F: Your opinions, ja your opinion as well. And what else...Ja, I think time and I think ja, those are the ones that, ja.

Interviewer: Ja, ok. Uhm and then how do you find out about market research studies to participate in? How do you go about finding studies and?

Participant F: Well, at first my lecturers like gave me like the, gave me some of the links to for market research.

Interviewer: Oh yes.

Participant F: Ja, so that's how I find out like.

Interviewer: Was that like for the for the recruitment agency?

Participant F: It's not like the recruitment agency.

Interviewer: Is it for the market research company?

Participant F: Uhm, I don't know, I would show you but then like, uhm, on Gumtree

Interviewer: Oh so like the advert?

Participant F: Ja adverts ja. On Gumtree there's this ad for market research. So every time there's market research, people like you looking for, to get people for market research studies. It shows. So you click there and you check.

Interviewer: So it's on websites?

Participant F: Ja it's on a website.

Interviewer: So Gumtree?

Participant F: Ja it's on Gumtree.

Interviewer: Do you ever look on any social media, do you ever see any adverts like maybe on Facebook or?

Participant F: Nah, I don't, I haven't seen any unless maybe you like something like that's related to market research studies.

Interviewer: Do you?

Participant F: But then, I don't have it.

Interviewer: Not. Ok and do recruitment agencies ever call you like are you on their database or registered with them?

Participant F: Ja I am registered with them but then, it's been a while, they haven't called me in a while. Ja. I think that, I don't think maybe they have anything at the moment.

Interviewer: Ok and how did you become registered with them in the first place?

Participant F: In the first place, the first one that I went to, the one that involved (alcohol brand) there was this other lady who I said so she used to work in (market research brand), so every time there was an opening for market research, she would tell me like there's this and that and that, so are you interested in coming and share your ideas and stuff like that, and I said, ja. Then in the long run she said, "You know what, rather than going and picking people how about we register you, then find other people like your friends" and stuff like that.

Interviewer: Ja then you can also recruit?

Participant F: Ja to recruit them ja and join so it's more like maybe I have ten friends and then each time there's something we go there and give our input.

Interviewer: You and your friends?

Participant F: Ja me and my friends ja.

Interviewer: Are you allowed to do that, are you allowed to know each other?

Participant F: Ja we are. For them it will be to make some incentives for me it will be for knowledge and stuff like that.

Interviewer: But then, do you, when you get there, do they know that you know each other? Or do you pretend not to know each other?

Participant F: We pretend sometimes that we don't know each other. We, like you have to pretend like, because at some point, we know each other, like we might say something that's similar.

Interviewer: Ja so the recruiter knows that you guys are all friends...

Participant F: Ja that were all friends.

Interviewer: ...but the market researcher thinks that you don't know each other.

Participant F: We don't know each other, ja.

Interviewer: Am I right?

Participant F: Ja.

Interviewer: Ok, my next question was going to be, do you hear from friends and family also, about market research studies, or do they more hear from you?

Participant F: Friends, obviously they hear more about it from me because I tell them like, some of them like they are done studying and they're still at home they don't do anything, they're still looking for jobs so sometimes I'll tell them like "why you still sitting at home, how about you do something like this, it will help you with knowledge anyway. You'll get something out of it. There's incentives so ja."

Interviewer: Ja, and the incentives.

Participant F: Ja and things like that so, so my family I, I don't talk much about the marketing things, it's just something that I do.

Interviewer: Ok, uhm and then how easy or difficult is it would you say, to tell what a research company is looking for when they contact you about a study or when they recruit you?

Participant F: Repeat that, how easy?

Interviewer: Like how easy or difficult is it for you to tell what a research company is looking for when they contact you about a study? Do you like ever try and figure it out?

Participant F: Not really. Sometimes I would want to know what that market research study is about before I put myself into it, cause some of them are, they're not that interesting, like some are, I don't wanna go out there and be bored and engage in something that I don't even have an idea about.

Interviewer: Ok.

Participant F: Ja so.

Interviewer: So then do you not go to those?

Participant F: Ja some I don't. Actually I'm like picky in choosing.

Interviewer: Selective? Ok, like what you're gonna learn from, ja...

Participant F: Ja. So I can't go to maybe something like, let me say, uhm like in interior designing, like architecture, I won't go to something like that because I don't have a product knowledge about interior designing and architecture and stuff like that so.

Interviewer: Ok so you only take part in the ones that you're interested in?

Participant F: Ja, the ones that I'm interested in. Cause I don't know much about the product, homes, decorating things, painting...ja.

Interviewer: Ja. Ok, have you ever been coached to kinda change your answers, like by the recruiter? Like I asked you in the recruitment "have you ever changed your answers" and you said yes because, like to to get in. You know like the recruiter sometimes says ok "just say that you use this" or "you do drink (alcoholic beverage)?"

Participant F: Ja I've done that. I've done that before.

Interviewer: Ok, can you tell me a little bit about that, like for what have you done that?

Participant F: Ok. Like this one, it was supposed to be like, they called me, they made an interview and at some point like I didn't qualify for the interview.

Interviewer: Why didn't you qualify?

Participant F: I had less uhm market research studies. That was, that was actually before. It was when I started doing the whole market research thing

uhm and so this lady told me that they need people, like quickly, so they can't do other interviews on the phone with other people "so how about, since you have a little bit of knowledge about market research studies, say something like this in order for you to go through."

Interviewer: Like what, what did you have to say?

Participant F: Like I, what was I asked about...I think I had to change my age or something.

Interviewer: Your age?

Participant F: Ja, I think it was, ja my age.

Interviewer: Have there been any others like that?

Participant F: Ja even the (dairy product) one.

Interviewer: The (dairy product) one?

Participant F: Ja. It was supposed to like, the age group was for people from 18 till 21. So, I was like older ja. But then she told me that ok, "do you know, (dairy product) and stuff like that?" and then I told her like I do eat them all the time and I do actually have some in my home like, I simply like (dairy product), so she asked me the brands of (dairy product) that I know. Actually when she told me that I was gonna do the (dairy product brand) one, then I told her that, when was that, in 2012, there was this lady who used to like, buy her (dairy product brand) yoghurt, it was a diet (dairy product) actually. So that's when I gave her the idea that I do have an idea about the (dairy product brand) that you guys are doing market research on. That's when she started getting interesting and said "Ok we can put you on for it".

Interviewer: You must just say that you're that age?

Participant F: Ja that I'm that age. Then she said I should uhm bring some of my, my ID copy, so on my ID copy I still look a bit young, so, that was just for her to see, you know.

Interviewer: And then and then when you get there don't they ask you for your ID?

Participant F: No they don't.

Interviewer: Oh, ok.

Participant F: They just want your appearance for there.

Interviewer: Ok, has there been anything else that you had to change, like for instance, maybe for like a sparkling water but that you have to drink like five times a week? Has there been anything like that?

Participant F: I don't think so...when it comes to, no I don't think so, because most of them, like you had to be honest with them, so everything had to be like straight forward. No funny things.

Interviewer: Ok, so it's only been your age?

Participant F: Ja it's only been my age ja.

Interviewer: And then like, what do you think about that? What do you think about that you have to, that the recruiter tells you ok , you're fine, you qualify, it's just the age so let's just say that your 21 one or whatever. What do you think about that? Like what's your opinion about that?

Participant F: Like, for me I don't think it was ok for her to tell me that I should change my age because I was older, for her to take me through. I mean, if she wanted, uhm an input from a younger age, age of people, she should've done that. But then for her to tell me that I had to change my age, it was more like she was desperate to help people and get down with whatever she was doing, the whole...ja

Interviewer: Ja, just find people now.

Participant F: Ja to find people and get done and all.

Interviewer: Ok and then, has anyone that's called to recruit you, do they ever ask you if you've participated in the past six months, or past three months, when they call to recruit you, do they ask you that?

Participant F: Most of them they don't, because, most of the market research that I do is, like I go to the same place where they know me so mostly they don't ask me like, have you participated and ja.

Interviewer: Ok, because they know you have.

Participant F: Ja they know most of them I've done.

Interviewer: Ok so let me just see, you said now that most of the time you go do it, most of the time it's at the same place?

Participant F: Ja most of them are at the same place.

Interviewer: So then they know you there?

Participant F: They know me there.

Interviewer: But, like aren't you scared that the market researchers recognize or start seeing the same face all the time or...?

Participant F: I've been seen at the same place like most of the time. It's, to them it's not a problem. Like they wanna know your input, they just wanna get your input, that's the only thing that matters to them.

Interviewer: Ok so if I'm a recruiter for instance, you're a market research company, I'm recruiting for you for whatever product. So, when you go for the, say focus groups then you go, do you think that they won't mind if they see that it's you again?

Participant F: No they won't mind

Interviewer: Not? Oh ok.

Participant F: Let's say, the first time you did, let's say you did one for (fast food brand), and the next time you do something for (a different fast food brand) then the next time it will be another different brand so most of them, the answers that you gonna give or inputs, those differ because it's a different brand, let's say maybe there's a different menu on their study so seeing you again is not a problem to them. Getting your input on what they want, or what they promoting, that's what's best for them.

Interviewer: Ja. Ok and then that participated in the last six months; do you think that it matters?

Participant F: I think it does. I think it does matter.

Interviewer: Ok why would you say, why do you think it matters?

Participant F: Let me think... I mean track record again, that matters. And what else...

Interviewer: Because normally they say that, you know like you shouldn't have participated in the past six months. Do you think that it makes a difference? Do you think that it matters at all?

Participant F: For me it doesn't, like I mean, I don't see the point of them to to even have that uhm...

Interviewer: That criteria?

Participant F: Ja, criteria.

Interviewer: Why, why do you think it doesn't matter?

Participant F: I mean, you gonna do something different. It's not like you gonna do the same thing that you did the last time. Which obviously you might give different answers than you gave before so.

Interviewer: Ja, so it's a different topic?

Participant F: Ja it's a different topic, it's gonna give different answers that impose, so it's not, to me it's not.

Interviewer: Ok, and then if someone you know was looking to get into participating in market research studies as well, what advice would you give them, like how do they get started, or what tips or tricks would you give them on how to get in?

Participant F: Sometimes, like usually I like to tell my friends, I'll tell them that like to go through it, you learn something, besides the incentives, I don't do them for incentives; most I do them for like product knowledge.

Interviewer: Ja, for the experience?

Participant F: Ja for the experience and stuff like that so. Most people I would encourage them to do them.

Interviewer: And how? How would they, how would you give them advise, like maybe surf the internet or?

Participant F: Surf ja, surf the internet or I'll share where I get most of the market researches that I get.

Interviewer: Ok then you can share the site with them?

Participant F: Ja I'll share the site with people. Ja, just give them a better understanding on what's happening out there when you get there. So I'll ask them questions, give your input and stuff like that. And are they willing to share their time with other people, discuss things. Ja so I mean I do encourage people to do things like that.

Interviewer: Ok and then, ok we did speak a little bit, cause my next question is do you know of any family or friends of yours that also participate in market research studies and then like, how do they do it, but you said now your other friends, you normally let them know?

Participant F: Ja I teach them ja, let them know ja. Ja like that other one, the (market research brand) , like the alcohol like, I always like bring my friends, because I mean it's guys that are gonna get alcohol there so ja.

Interviewer: A nice student gift.

Participant F: Ja it's a nice student gift ja

(Participant and interviewer laughing)

Interviewer: Ja, uhm and, how much income would you say you've received in the last year, so in the past 12 months because of your participation in market research?

Participant F: Regarding market research?

Interviewer: Ja. How much money have you made in the past 12 months because of your participation? Just an estimation.

Participant F: Cause most of it, most of them, they, it's from R400 to R500, I'd say, 3.5.

Interviewer: How much?

Participant F: 3.5.

Interviewer: 3 and a half? (R3500)

Participant F: Ja. Ja I would say that.

Interviewer: And that's including everything, the online and everything as well?

Participant F: No excluding the online ones.

Interviewer: Ok, including everything.

Participant F: Including everything?

Interviewer: Ja the online, the product testing...

Participant F: For the past 12 months I would say maybe R4500 or 8

Interviewer: R4500 or 8?

Participant F: Ja.

Interviewer: That's a big difference.

Participant F: Like it's a, I can't say it's R8000 like, I would say R4500.

Interviewer: Ok

Participant F: Or R4800.

Interviewer: Oh, R4800? Oh ok, so between R4500 and 4800?

Participant F: Ja. Cause most, the online ones, they don't give too much incentive, instead like sometimes they give you money for airtime, or you'll specify which network do you use, so I'll tell them I use (network brand). So from there they'll know like ok, this person is using

(network brand) so obviously when were done with this, we're gonna give him, let's say, 100 megabytes of data from (network brand).

Interviewer: Oh ok, so it's not such big incentives like the other stuff?

Participant F: No it's not.

Interviewer: Ok, and then do you think that the fact that you participate in, that you participate more often in market research studies than other people, do you think it affects the research in any way?

Participant F: I don't think it does. Cause I'm putting myself out there to learn in a way, so with other people I don't know.

Interviewer: So for instance if, if you've been to four focus groups, and I've never been to a focus group, and we're in the same focus group, do you think it will be different, at all?

Participant F: Ja I think there will be difference.

Interviewer: Like what?

Participant F: I'll have more knowledge on what's happening in focus groups.

Interviewer: Oh yes.

Participant F: You'll have less knowledge on what will be happening out there. So, it gives me an advantage for the person who usually goes to focus groups. A company doesn't even have an idea on what's happening out there. So I think, ja.

Interviewer: Ok, so do you think that that could affect the research in any way?

Participant F: Like the whole research thingy?

Interviewer: Ja like the topic that were talking or like the topic that's being research at that focus group?

Participant F: I don't think it will affect the whole thing in a way, cause at some point, each and every person in a focus group would have to give their own input or opinion so...Other people, it's not like some peoples' opinion won't matter on what topic will be discussed and on anything so, it wouldn't even matter that much anyway. I don't think that it would.

Interviewer: Cause everyone gets to talk?

Participant F: Ja gets to talk. Ja gets to share their own ideas, put something on the table so I don't think it matters in any way.

Interviewer: Ok and then has a recruiter ever recruited you for a study and then taken, a portion of your incentive?

Participant F: Nope.

Interviewer: Not? Never happened?

Participant F: No it never happened. I mean it would be bad that you knew you were going to a focus group or something and they'd promised you certain incentives and when you get there you don't get what you were promised.

Interviewer: So it's not like, they've never said ok you must give me half of your incentives because I get you in often?

Participant F: Nah, no they don't.

Interviewer: Not? Ok. Is there anything else that you feel that could contribute, anything else that you wanna tell me that you think could contribute to the research, anything else interesting?

Participant F: Nah at the moment no, I can't come with anything.

Interviewer: Ok, we have covered most of it...

Participant F: Ja I think we've covered most of it because, cause usually when I'm out there it's more like fun, it's more like we at a restaurant where we drinking and stuff like that, where we tasting and talk a whole lot of nonsense. Even though we at a place where we have to like work, submit what we have to submit, but then it's more fun out there like, ja.

Interviewer: So it's something you enjoy?

Participant F: Ja

Interviewer: It's like a social gathering...

Participant F: Ja it's more like a social gathering ja.

Interviewer: Ja, ok. Well that's the end of our interview. Thanks so much for all your input.

(End)

Participant G Transcript

Date of interview: 11 August 2014

Time of interview: 12:00pm

Length of interview: 23 min

Interviewee (Participant G):

Interviewee's age: 21

Interviewee's sex: Male

Interviewee's race: African

Setting: Coffee shop at a mall

Interviewer: Okay, you said that the previous time that you participated was less than six months ago

Participant G: Ja

Interviewer: You said that you are 21, is that right?

Participant G: Yes, 21

Interviewer: And you participated in about two focus groups in the last 12 months. One face-to-face interview, one telephonic interview and about five online surveys. Is there anything else that you participated in that I did not mention like product testing?

Participant G: There was one that I was supposed to do but I didn't

Interviewer: You didn't go. Okay. Okay, cool. Then that is all right. Okay, can you tell me a little bit about yourself

Participant G: About myself, what do you want to know?

Interviewer: Like you said you are studying

Participant G: Ja, I am studying engineering, civil engineering

Interviewer: Oh wow

Participant G: It is my second year this year

Interviewer: This is your second year

Participant G: Ja

Interviewer: Okay, and are you working part-time, you stay with your family?

Participant G: No, I am not working part-time. I am looking for a job

Interviewer: Okay

Participant G: I am not staying with my family, I stay alone with my girlfriend

Interviewer: Oh, with your girlfriend

Participant G: Ja

Interviewer: Okay, do you remember the first time ever that you participated in a market research study? Not online, like a face-to-face one

Participant G: I think it was in 2012

Interviewer: Like two years ago. Can you tell me a bit about it? How was it, what was it about?

Participant G: I cannot remember what it was about. Oh, I think it was about gym products

Interviewer: So it was a focus group?

Participant G: Ja, it was about gym products and it was roughly about 25 min to 30 min

Interviewer: Okay. And what do they ask you?

Participant G: They ask questions like how often you go to the gym, how many hours do you spend there and that kind of stuff, do you use supplements

Interviewer: Oh, and when they recruited you, we supposed to be someone using supplements?

Participant G: Only the people that go to the gym

Interviewer: Do you go to the gym?

Participant G: I do but at that time I didn't (laughing)

Interviewer: Okay

Participant G: ...that was the lie I had to tell

Interviewer: Okay, how did that work? Tell me a bit about that. You said that they were looking for someone that does go to the gym regularly?

Participant G: Ja

Interviewer: And you said that you did not go to the gym

Participant G: Ja

Interviewer: And so how did you get in?

Participant G: No, that was the lie that I told

Interviewer: Did you just say out of your own I do?

Participant G: Ja, I do. I told you that I lied one-time

Interviewer: Oh okay

Participant G: That was the lie

Interviewer: I thought that maybe the recruited said tell them this

Participant G: No, the recruiter did not tell me that. I just told them that I do go to the gym and my friend told them the same thing

Interviewer: Was your friend also in the focus group

Participant G: Ja, but he was going to the gym that time. I think it was the first focus group and I was about to join as well and I think that is why

Interviewer: Ja. Okay, uhm, so you said that was about two years ago

Participant G: Ja

Interviewer: And then about how many market research studies or events would you say that you participated in the past 12 months like in total?

Participant G: Including online surveys?

Interviewer: Ja like everything, how many?

Participant G: Maybe 10 to 12

Interviewer: 10 to 12. And how many of that is like focus groups?

Participant G: Two

Interviewer: Two. So is the majority of what you do online?

Participant G: Online, ja I am always doing the online surveys

Interviewer: While you are sitting in class?

Participant G: Ja (laughing)

Interviewer: Okay, can you name a few of the topics or the types of research that you participated in the past?

Participant G: Online surveys or?

Interviewer: Everything

Participant G: Everything

Interviewer: Let's start with the focus groups

Participant G: It was the gym products and then I think it was like shops like (shopping store), (another shopping store) and stuff like that. They were asking which shops I regularly buy at and stuff. The other one was about fresh fruit

Interviewer: About the fresh fruit?

Participant G: Ja, where do I buy fruit, is it for quality or if it is cheap and stuff like that, ja

Interviewer: So they ask you like what products you buy?

Participant G: Ja, why and where do I buy the products

Interviewer: Okay. And the other stuff?

Participant G: About myself as well, there was one about myself. It was about lifestyle, it was an online survey and there was one recently, it was about hair products but they wanted females, I said no I'm male and then they cut the survey in half

Interviewer: So then you only answered the male questions

Participant G: Ja, exactly. And then there was one about cars

Interviewer: Oh yes

Participant G: from (company name)

Interviewer: Oh ok and what did they ask you?

Participant G: Like which car would I prefer, an SUV, bakkies and stuff like that. Those kind of stuff

Interviewer: Okay. Uhm, what would you say participating in these market research studies, what do you benefit from it? Why do you do it?

Participant G: Okay, mostly it is for the money

Interviewer: Okay, for the incentive

Participant G: Ja and just gaining experience about what market research is about

Interviewer: Okay. You say gaining like experience...

Participant G: Ja, knowing what market research is all about

Interviewer: Okay, is that something that you want to know? Do you want to know what market research is all about?

Participant G: At times

Interviewer: Ok, so you say for the incentive and I know was focus groups and stuff like that you get cash, how do the other incentives work?

Participant G: Like online?

Interviewer: Ja

Participant G: You choose if you want a voucher, there are (shopping strore) vouchers and then there is an option for air time and then there is an option that you have to put in your bank account and then they put the money into your account

Interviewer: Okay. Do you make quite a bit of money with it?

Participant G: They do sometimes when they give you surveys that take roughly 30 min, it is about R100.00 but it is not normally 30 min, it can go up to 35 min, 40 min

Interviewer: Okay

Participant G: They send them frequently so it is good cash

Interviewer: Okay, so it is good money?

Participant G: Ja, it is

Interviewer: Then you said that you did one telephonic

Participant G: Ja

Interviewer: Was it telephonic or face-to-face?

Participant G: One face-to-face and one telephonic

Interviewer: And what was that about?

Participant G: Telephonically, I think it was about sim cards. It was about telephone products. They were asking which network is the best and stuff

Interviewer: Okay. And then, how are those incentives? Are those better than the online?

Participant G: No. Sort of, because that one was once off and I would not say it is better

Interviewer: Okay. so you said it is more about the incentive than gaining knowledge

Participant G: Ja

Interviewer: And how do you think you contribute to the research?

Participant G: Ja, ja, I don't really know how to answer that but I am helping them to find out more about what they are asking about

Interviewer: Okay

Participant G: Ja, I think so

Interviewer: Do you mean like you are giving them your opinion?

Participant G: My opinion, ja

Interviewer: Okay. And how else do you think you contribute? Is there anything else?

Participant G: Is there though...I really do not know hey

Interviewer: So you feel you contribute by giving them your opinions

Participant G: My opinions, ja

Interviewer: Uhm, how do you find out about market research studies to participate in? How do you find out about it?

Participant G: Mostly I go online and search then at times my friend does it and then he tells me about it

Interviewer: Okay. And what websites research you are looking?

Participant G: I just go to Google and search market research

Interviewer: And what are some of the websites that you find studies on?

Participant G: Tell us about it, Enlighten

Interviewer: Enlighten?

Participant G: Ja

Interviewer: Okay

Participant G: Then there are these other ones but I forgot the name

Interviewer: Ok and how do you join it?

Participant G: You register. It is a page that you fill out, with your name and that is it, ja

Interviewer: Oh, so then are you like on their database?

Participant G: Yes

Interviewer: And how do they contact you?

Participant G: Like online

Interviewer: Is that for online surveys?

Participant G: Ja, it is online surveys

Interviewer: And how do you find out about the other stuff like that face-to-face?

Participant G: My friends like tell me about those ones and then I send my contact numbers to them then they call me

Interviewer: And then what about any social media like Facebook. Do you find on there?

Participant G: No, I have not found it

Interviewer: Okay, have you ever signed up directly with a research company?

Participant G: Yes, like the face-to-face going to them?

Interviewer: No, for instance a market research company, I do not know what the name is but then you sign up with them directly on their database?

Participant G: Ja, I think the Enlighten one, I think it is a huge company and you are on their database and they call you every time that there is a survey

Interviewer: Oh okay. Okay, so then it is basically you get online e-mails or whatever from them telling you that there is an online survey?

Participant G: Ja

Interviewer: Okay. And how easy or difficult is it for you to tell what a market research company is looking for when they recruit for a study? Do you ever try and figure it out?

Participant G: At times, it depends. If it is face-to-face, you have to meet face-to-face I have to try figure it out, I do try figure out what they want but if it is online like I just go for it so I would say that it is more difficult face-to-face than online

Interviewer: So how do you try and figure out what they are looking for?

Participant G: I go online or I ask my friend if he has done that survey or that research or stuff then I ask him what it is all about

Interviewer: Oh okay

Participant G: He just sits online and checks

Interviewer: So you like do a little bit of homework?

Participant G: Yes

Interviewer: Okay, have you ever been like coached to change your answers by a recruiter?

Participant G: No

Interviewer: The recruiter never said, okay, this you have to...

Participant G: To say this...no

Interviewer: That has not happened?

Participant G: No

Interviewer: Okay, you spoke a bit about the first one that you got into where you lied about going to gym

Participant G: Ja

Interviewer: Is there anything else like that you have changed like maybe your age or something?

Participant G: Have I...no, I do not think I did (laughing)

Interviewer: Just that one time?

Participant G: Ja

Interviewer: Okay, you said that you and your friends also go together?

Participant G: Ja

Interviewer: And then do you have to pretend like not knowing each other?

Participant G: Sometimes

Interviewer: Is it?

Participant G: Ja. Sometimes if they ask us do you know any member for this market research

Interviewer: The group?

Participant G: Ja

Interviewer: And then there is anyone that has called to recruit you, do they ask you have you participated in any market research in the past six months?

Participant G: ...participated in the past six months (participant talking with interviewer as if he knows the question is about to be asked)

Participant G: Ja

Interviewer: Do they ask you that?

Participant G: Ja

Interviewer: And what do you think about that?

Participant G: I think it is a good thing

Interviewer: Ok, why?

Participant G: Knowing if you do participate in market research and stuff and you are going to be the person that is going to be there for that appointment

Interviewer: So you are saying... So for instance if I phone you... If I ask you if you have participated in market research in the past six months, you say it is better to say yes in the past six months?

Participant G: Oh, like is it better to say yes or no?

Interviewer: Ja, do they ask you that when they phone you?

Participant G: They did

Interviewer: Ok, you are saying that it is a good thing...

Participant G: That they ask. I think it's great that they recruit people who do market research

Interviewer: Who have participated?

Participant G: Ja, more often, ja

Interviewer: Okay, why do you think that?

Participant G: I think because if you have participated with them, you are more interested in them than the other people and you are going to show up for that appointment

Interviewer: Okay, so you are saying that people that have participated in the past will be more like dependable?

Participant G: Ja

Participant G: Reliable

Interviewer: Reliable, ja. Okay, but how do you handle it when they ask you? Because you are not actually supposed to recruit people that have participated in the past six months. So you just always say yes, you have and then?

Participant G: No at times I did
(Interviewer and participant laughing)

Interviewer: And then they still say it is fine?

Participant G: Ja

Interviewer: Okay

Participant G: Oh is it, you can't recruit someone that has participated in the past six months?

Interviewer: It is supposed to be, well that is what I have read

Participant G: Now I know, now I know (laughing)

Interviewer: But it is fine, I mean obviously...

Participant G: So I should stop saying yes
(Interviewer and participant laughing)

Interviewer: No. Now you are going to say no, I haven't

Participant G: No, I haven't(laughing)

Interviewer: It was more than six months
(Interviewer and participant laughing)

Participant G: Ja, something like that (laughing)

Interviewer: Okay, if you know someone or if someone was looking to also participate in these market research studies, what tips or tricks would you give them to get involved? How can they also participate?

Participant G: I will tell them to go online. Okay, firstly, if I have participated in a market research like this one, I would try asking to put my friend in too

Interviewer: Ja, you tried to recruit your friend for me?

Participant G: Ja (laughing). Firstly I would do that and if that does not work, I tell them to go online and check maybe if they find your name there and stuff (laughing)

Interviewer: So have I interviewed any of your friends already?

Participant G: I think so

Interviewer: Really?

Participant G: The one who told me about it, ja

Interviewer: Who told you about it?

Participant G: (Participant E)

Interviewer: Really?

Participant G: Ja

(Interviewer and participant laughing)

Interviewer: No it is fine, don't worry

Participant G: He is the one that always tells me about market research

Interviewer: Oh really

Participant G: Ja

Interviewer: Okay, and that is why you also asked do I need more people?

Participant G: Ja (laughing)

Interviewer: So you guys are then obviously, you help each other with stuff like this

Participant G: Ja, at times

Interviewer: And you are all students?

Participant G: Ja we are all students

Interviewer: Uhm, so then you said firstly you will let them know and you also said something about you will tell them to check the internet or something?

Participant G: Ja

Interviewer: What else?

Participant G: I think that is it hey. If they cannot find that research on the net then tough, they will have to check for other stuff

Interviewer: Okay. So we have spoken about this...do you know of any other family or friends of yours that participated in market research?

Participant G: Yes, they do

Interviewer: Ok, do you have any family members that participate in market research?

Participant G: Not that I know of. Maybe distant cousins

Interviewer: And is it like a lot of your friends? Like how many are you that...

Participant G: No, it's only (Participant E) because the other ones, we usually tell them and they will be like "oh we will check, we will check" and they just let it go

Interviewer: Ja, so was he the one that said he gymmed?

Participant G: (Participant E), ja (laughing)

Interviewer: Okay, and how much income, how much money would you say you received in the last year because of market research participation?

Participant G: Last year only?

Interviewer: For the past 12 months. If you can give me roughly an estimation

Participant G: Roughly, I would say 1.6

Interviewer: R1600.00?

Participant G: Ja

Interviewer: In the past 12 months?

Participant G: Ja

Interviewer: Okay, is that including online and everything?

Participant G: Ja

Interviewer: Okay. And do you think the fact that you participate in more market research studies than other people, do you think that it affects the research in any way?

Participant G: It might affect the research because I might be giving opinions which are already there because I usually am participating or if they get other people they might get a variety of opinions, like different opinions from them, unlike mine, like what I am telling you. Ja, then I go to the next one, if they ask the same questions it will be the same answers

Interviewer: Okay, so but do you mean... Okay, could you explain it to me again?

Participant G: Like right now you are asking me a question and then I tell you an answer and then someone else comes with the same question and then I will tell them basically the same answers that I told you, if they chose another person they would have another opinion

Interviewer: Okay. So you mean someone that has never participated will have...

Participant G: ...a different opinion. So it will help them to have a wide variety of opinions

Interviewer: So, just let me see if I can clarify. Do you then think that because you participate more than other people you start getting into a pattern of giving the same answers? Is that what you are saying?

Participant G: Ja

Interviewer: Am I right?

Participant G: Ja

Interviewer: Okay, that is interesting. So it is like you become used to it and...

Participant G: Ja

Interviewer: ...you know that the questions are always similar even if it is about different products

Participant G: Ja

Interviewer: Okay, have any of the recruiters, because they get you into the market research study, said that now you have to give them...

Participant G: half of my incentive...no.

Interviewer: some of your incentive?

Participant G: No

Interviewer: You see, you already know my questions. Did (Participant E) tell you what I would be asking?

Participant G: (Laughing) No, he did not want to tell me this time. I was like, "why don't you want to tell me?" He said no, I will see for myself what it was like

(Interviewer and participant laughing)

Interviewer: Okay, have you ever asked you that?

Participant G: No, no they haven't hey, never

Interviewer: Okay. Is there anything else that you want to add on this topic?

Participant G: Nothing

Interviewer: Nothing?

Participant G: Except it was fun
(Interviewer and participant laughing)

Participant G: And I gained knowledge hey

Interviewer: Did you gain knowledge?

Participant G: Knowing never to say yes every time, (participant laughing), now I know.

Interviewer: So now you are not going to say that if they phone you and ask you?

Participant G: I will ask, "will you put me through if I say yes?" If they say yes, I will say yes
(Interviewer and participant laughing)

Interviewer: So you are first going to ask them what are you are supposed to say, yes or no?

Participant G: Yes, I will, I will for real
(Interviewer and participant laughing)

Interviewer: Ag okay, thanks so much

Participant G: It was a pleasure hey

(End)

Participant H Transcript

Date of interview: 11 August 2014

Time of interview: 13:30pm

Length of interview: 37 min 54 secs

Interviewee (Participant H):

Interviewee's age: 27

Interviewee's sex: Male

Interviewee's race: African

Setting: Participant's university

Interviewer: Okay, you said, just to confirm, you said that you participated more than six months ago

Participant H: Ja, ja, ja

Interviewer: You said that you are 27, is that right?

Participant H: Yes

Interviewer: You said that you participated in about five focus groups in the past 12 months

Participant H: Ja

Interviewer: And you said about seven face-to-face interviews in the past 12 months

Participant H: Yes

Interviewer: Three online and about two product testings

Participant H: Yes

Interviewer: So then I just want to check because you said, you participated more than six months ago

Participant H: Yes, yes

Interviewer: Ok, there are quite a few, did you do them all prior to six months ago?

Participant H: Ja, the thing is I have friends that actually work as interviewers and all that, like one of the companies where the one works at is (market research company), do you know (market research company)?

Interviewer: Oh yes

Participant H: Okay, (market research company), I have done (market research company), I have done the company (another market research company)

Interviewer: So you say that your friends work as interviewers and then they...

Participant H: Ja, some of them, actually three of them but just one of them is an interviewer and the others work for the company and I am not sure what he does and the other two I am not sure what they do

Interviewer: So they kind of recruit you for their studies?

Participant H: Ja, for studies. They just update me "hey man come for this and that" and the others are just online

Interviewer: But has it been more than six months ago?

Participant H: Ja

Interviewer: So many? So you have done like 30, 40 about

Participant H: Yes

Interviewer: But not in the past six months?

Participant H: Yes

Interviewer: Okay. Okay, cool. Okay, could you start off by telling me a bit about yourself, like what you do, do you have a family, are you working, just a little bit of background about you?

Participant H: Uhm, as I told you I am doing marketing. Uhm, I am a musician at the same time you know

Interviewer: Okay

Participant H: I have a band and stuff so actually came here to come in do my marketing prior to my music and stuff like that to be able to promote it and all that. You know how marketing works

Interviewer: Yes

Participant H: I just thought that I can fuse them up and make one thing

Interviewer: Okay

Participant H: And here I do not have a child

Interviewer: Ok

Participant H: I do not have a kid and stuff like that but then I do have a girlfriend and then a family of course, mother and stuff like that

Interviewer: Are you still staying at home?

Participant H: No, I am not staying at home

Interviewer: Oh, okay

Participant H: I do not prefer staying at home
(Laughter)

Interviewer: Okay, and then do you remember the first time that you participated in
a market research study? The very first time

Participant H: Yes

Interviewer: How long ago was that?

Participant H: That was long ago. I think it was between 2010 and 2011, that was my first time ja

Interviewer: Oh, okay. That is quite a while ago

Participant H: Ja, it was a (market research company) thingy, in Kempton park

Interviewer: Okay, what was it about? Can you tell me a little bit about it?

Participant H: Uhm, what was it about. I think it was about... Oh, it was about different (condiment brand), so now there are different tastes of (condiment brands)

Interviewer: Oh

Participant H: You could actually choose from the three which one was the best and you know how questionnaires are...

Interviewer: Ja, so what did they ask you?

Participant H: Uhm, they asked you if does this one taste better, is this one much more sweeter, which one do you prefer

Interviewer: Oh, okay

Participant H: Each and every (condiment brand) has its own questionnaire and questions

Interviewer: Okay, so you taste one and then they asked you about it?

Participant H: Ja

Interviewer: And then the next one

Participant H: The next one

Interviewer: Okay, and that was quite long ago?

Participant H: Ja, it was long ago. It was long ago ja

Interviewer: Uhm, and then, how many market research events have you participated in then over the last year, so the past 12 months? So basically these figures that you have given me, so like focus groups?

Interviewer: Okay, you said focus groups is about five

Participant H: Yes

Interviewer: Uhm, and the face-to-face interviews were about seven

Participant H: Ja, I think it was about seven

Interviewer: Telephonic you said you have not done any?

Participant H: Ja, I have not done any. Then online was three

Interviewer: Ja

Participant H: Ja

Interviewer: And you said about two product testings as well

Participant H: Ja

Interviewer: Can you tell me a bit about them, like, some of the topics, the types of research, what are they about? You have done quite a few. I am quite interested, what is it about?

Participant H: All right. Okay, this other one was about, uhm, TV, no, it was not about TV, what was it about? I forgot but it had relations with TV and stuff like that, I just forgot. And then the other one was on sweets

Interviewer: Oh yes

Participant H: Like your (sweet brand) and stuff like that and your (chewing gum brand), and the other one was about (chocolate brand) and the others were about... It was actually a group discussion on... I think it was digital related and a lot of stuff like that

Interviewer: Like TV or something like that

Participant H: Ja

Interviewer: Okay, and some of the face-to-face?

Participant H: The face-to-face, okay, the face-to-face were like, we would actually go to this room and stuff and it is like we are interacting right now

Interviewer: Yes

Participant H: Ja, but then he could be in a company. One of them was based on the (chocolate brand) that I told you about

Interviewer: Oh yes

Participant H: And then this other one was on cheese, yes. Ja, that one was on cheese and stuff, ja

Interviewer: So it was like a tasting

Participant H: Ja, you just taste and you give your opinion about what you have just tasted. Do you think it is good, how many times would you have it

Interviewer: Ok, and then the online, what is that all about? What do you do there?

Participant H: The online, okay, I have never succeeded on the online ones because they, there is a website called Mayoyo. They actually send you a survey and stuff like that and they give you questions and you follow prompts and all that. Ja, but I have never succeeded in them and stuff

Interviewer: Like how do you mean you have never succeeded?

Participant H: They have to verify whether you qualify for it

Interviewer: Oh, and then normally you do not qualify

Participant H: Ja, I normally do not qualify

Interviewer: Oh okay

Participant H: Ja, ja

Interviewer: Okay, I see. Uhm, so like for instance the (chocolate brand) one, I think it was that you were telling me, like do they tell you okay, for this study you have to eat (chocolate brand) once a week?

Participant H: They actually before you qualify, they are going to ask you how many times do you actually eat (chocolate brand) because normally they look for people that actually buy those products so now they ask you how

many times do you eat (chocolate brand) and stuff like that. Ja, I normally buy (chocolate brand) probably like once a week

Interviewer: Okay so you are a (chocolate brand) eater?

Participant H: Ja, I am a (chocolate brand) eater

(Laughter)

Interviewer: Ok, what would you say participating in these studies, what is some of the benefits that you get from participating?

Participant H: Okay, I look at these studies as educational because I am doing marketing you know

Interviewer: Ja

Participant H: So anything to do with marketing I just jump on it. I have learnt that this year, my whole curriculum is based on market research so it has made it easier for me to actually be able to see everything in a clear picture in terms of research, surveys and questionnaires and all of that

Interviewer: Ja

Participant H: So it is like I have done it in practical but instead I was the participant

Interviewer: Ja

Participant H: It is as if I am the interviewer and stuff like that, ja

Interviewer: Okay

Participant H: It is quite cool

Interviewer: Okay, so you are saying that for you it is like knowledge that you are gaining, you're doing a practical component?

Participant H: Ja, and ofcourse the incentives (laughing)

Interviewer: Ok, so but what is the main benefit would you say, is it the incentive or the learning?

Participant H: The main benefit is the learning

Interviewer: Okay

Participant H: Ja, it is the learning because I mean like marketing, ja

Interviewer: So now you are being the participant and you see how they do things

Participant H: How they do things. It is also like I am surveying and I am doing my own market research as a student

Interviewer: About market research

Participant H: About market research and stuff, ja

Interviewer: Okay, that is interesting. And then you say that the incentive is also obviously a benefit

Participant H: Ja, of course, it is like a bonus

Interviewer: An extra. Is there anything else that you feel you benefit from participating?

Participant H: I would not find any other reason instead of education. Even in general like in terms of product, now I know if I were to be for example in the music industry, if I create a song now I know I will start surveying and there is a different type of survey in music that people do or maybe I could come up with my own strategies of surveying whether the people will love my music or not

Interviewer: Okay

Participant H: So now I know that I will not waste money to go and record and do all that without having the information of what people need to hear. You know, having a product and finding customers' needs first before you actually go and produce the product

Interviewer: Okay. Okay, that is very interesting. Okay, we have spoken about what you benefit, how do you think you contribute to the market research study or whatever is being discussed?

Participant H: Okay, uhm, market research companies have obviously been employed by customers. Customers could be like (chocolate brand) the company, they want to come up with a new flavour of chocolate and stuff like that. They will obviously benefit by my opinion of course. Uhm, now they have got information to submit to the customer which is the company. I mean the (chocolate brand) company now will know which product for them to produce in order to satisfy my; what can I say, my needs, the consumers. The way that I feel about it will help them actually to improve the product and obviously that is a job to the market research department

Interviewer: Ja. So you are saying that you basically, you contribute by giving your opinions on the products

Participant H: Yes. It is a give and take situation between me and them. They benefit and I benefit

Interviewer: Okay

Participant H: Ja

Interviewer: Okay and then how do you find out about these market research studies to participate in?

Participant H: Uhm, okay, when I went to my first interview, uhm, the (research company) one, as I told you a friend of mine is an interviewer there. Ja, so she told me about it and actually I was studying something different than marketing

Interviewer: Oh yes

Participant H: I was doing engineering

Interviewer: Oh okay

Participant H: Yes, and construction and stuff, so she told me about them and I was like oh wow, how interesting. The only thing in my mind was money (laughing). But not until I went there. You know, I saw that it was quite cool. I never knew that there was market research in that kind of way. I thought that people research just to you know, they go into stores and look at what is happening, but I never thought they could be that deep and stuff and that there could be other ways of research. After I found out about it, I was quite interested in marketing

Interviewer: Oh, so after you done like the first interview you became interested in marketing?

Participant H: Yes. Let me say, more interested. I have been, you know like my character has shown me that I belong in the media you know, and stuff like that

Interviewer: Ja, the media industry and stuff. More creative

Participant H: Ja, more creative because I am a creative human being

Interviewer: Ja

Participant H: So after that I just got more interested you know. You know what, I am going to leave engineering and do marketing

(Interviewer and respondent laughing)

Interviewer: Okay, it makes sense. So you heard about it from your friends that works in the industry

Participant H: Yes

Interviewer: But she actually works for the research company

Participant H: Yes

Interviewer: So it is not a recruitment company

Participant H: It is not a recruitment company

Interviewer: So she was not recruiting people

Participant H: No

Interviewer: She was just telling you about it

Participant H: She was telling me about. Hey friend, would you like to participate in what, what, what. And I was like ja, you know. We are going to give you a R400.00 voucher and I was like cool, I will be there, (laughing)

Interviewer: How else do you hear about it? What are some of the other methods to find out?

Participant H: Like on the Internet, I started searching more on the Internet and stuff like that for focus groups and I still do each and every day because as a student at the same time the incentives sort of like help me because I do not have a basic job. I survive on piece jobs and all those things to get by

Interviewer: So like what websites are those?

Participant H: There is Gumtree, there is Indeed, there is a lot. There is Junk Mail but I think that Gumtree is number one, because the same posts I see on Gumtree, I see on Junk Mail and stuff like that

Interviewer: So they probably post it on different websites

Participant H: Ja, on different websites

Interviewer: The same ad

Participant H: The same ad, ja

Interviewer: Okay, so Gumtree is the main one?

Participant H: Ja, Gumtree is the main one

Interviewer: Okay

Participant H: I think

Interviewer: And any social media, do you hear anything like on Facebook

Participant H: On Facebook, ja, okay. Oh, there are these other ones on Facebook and I actually saw it by mistake like I was not searching for it

Interviewer: Oh ja

Participant H: Uhm, somebody post something about Ganiya, and I do not know if you know about it?

Interviewer: Ganiya?

Participant H: Ja Ganiya, if you use the Ganiya products, there is a video there that they have posted. Something awful you know, it is a skin. It is actually somebody that infected it with skin and something, something

Interviewer: Okay, like a skin infection?

Participant H: Ja, like a skin infection. Uhm, and then you have to click on it and it is actually a scam or something like that and they were asking questions like before sharing this you need to answer these questions

Interviewer: Oh yes

Participant H: That is the only one, the one that I have seen on Facebook

Interviewer: How is it a scam? What do they do?

Participant H: Because they actually manipulate people. They use fake... I actually saw that wound, that skin infection thing, it is not real. They actually talk something and then they fall too short and they made it look awful, you know how art can be

Interviewer: Ja, Photoshopping

Participant H: Ja, Photoshopping and it actually looks real but it is not real. So right after you click on that video you need to share it and then before you share the video, before, they actually tell you, you need to click two times and you are going to be able to watch the video but you do not watch the video...

Interviewer: So even after you share it, you cannot see the video

Participant H: Ja, it is just a picture that is not moving you know. And then after, uhm, there is this survey. Okay, actually they... There is a message that comes through and they tell you that you should click here to the survey quickly and stuff like that and I was like ah, is a scam and I started researching about it and I found out that it is a scam

Interviewer: Oh really

Participant H: Ja, it is a scam and stuff

Interviewer: Okay, so the social media is not really the best place to look for it?

Participant H: Ja, I would not say... Because with social media, with social media it is like... I do not know, it could be companies posting those things but then it should be newsfeeds just appearing and it should not be something that you should search for

Interviewer: That you have to go and look for

Participant H: Ja, it is like an advertisement of course

Interviewer: Okay

Participant H: Then you just going to click on it and find out more about it

Interviewer: And then, friends and family, you said that you have the one friend at (research company)

Participant H: Yes

Interviewer: Do you have any other friends or family that tell you about any studies?

Participant H: No

Interviewer: Okay. Uhm, and then, are you on any databases with recruitment agencies or... You know, that you sign up with?

Participant H: Oh, not really because... Okay, there is this other post, that I actually got a hold of when I was searching, like how I found you and stuff, so now they told me that I should forward my details and stuff like that and they will actually tell me when there is any focus groups and stuff like that

Interviewer: Oh okay

Participant H: Oh sorry, I have (employment agency), a recruitment agency site where they update you and all but those jobs are huge for me because I am not done with schooling. You know, somebody with experience and stuff like that

Interviewer: Is that like for work?

Participant H: Ja, it is like for work

Interviewer: Oh okay

Participant H: But there is sometimes... no, I have never found an update of focus groups, it is always recruitment based

Interviewer: Okay. And the how easy or difficult is it to tell what the market research company is looking for when they contact you to participate in a market research study? Like do you ever try and figure it out?

Participant H: Of course (laughing)

Interviewer: Like how?

Participant H: Uhm, like (research company), they actually update you on products that you are going to be... You know... You are going to be tasting and stuff like that

Interviewer: Oh really

Participant H: They actually tell you that because this other one that they sent me, I was not able to go to. They told me that... They actually wrote that if you love dairy products and we need to know how many times you actually buy and which day. It was with (diary product brand), their products and stuff

Interviewer: So they do say it is about dairy products and...

Participant H: Yes

Interviewer: And if they don't say stuff like that?

Participant H: It is left to curiosity that you are finding out

Interviewer: You find out more when you are there

Participant H: Ja, or you know you are in market research but you do not know what you are going to go in for but obviously they will give you the heads up when you get there

Interviewer: Okay

Participant H: Or you are going to be doing research about one, two, three

Interviewer: Ja

Participant H: Let me say, some tell you and some don't tell you

Interviewer: Okay, okay. And have you ever been coached to change your answers?

Participant H: Okay, no, like during research?

Interviewer: Like if you get recruited and the recruiter says to you okay, you are going to be doing a yoghurt tasting, you need to tell them that you eat yoghurt twice a week but you do not really eat it twice a week

Participant H: No

Interviewer: Because when I phoned you for the recruitment you said yes to one of the questions about lying, I cannot remember which one it was

Participant H: No, it was me, you asked me if I... What did you ask me? You asked me if I have ever lied about something

Interviewer: I cannot remember either what it was. So you have never been coached?

Participant H: No, no one has ever told me to change my responses and stuff

Interviewer: Ok, what have you done, was it your age? I cannot remember now what it was

Participant H: It was not based on the company...

Interviewer: I think that you said that you used something but you did not really

Participant H: Oh yes

Interviewer: What was it? I cannot remember

Participant H: I cannot remember too. Oh I think it was the cheese one because I do not buy cheese much. I love cheese but I do not buy it that much so ja, it is not like your French polony (laughing) but cheese, I do not buy cheese much

Interviewer: So then you said that you do?

Participant H: Ja, that I do because they wanted somebody that buys cheese. I do not know how many times a month, regularly of course. Ja, I said that I do, just to get the incentive to be honest (laughing)

Interviewer: Ok, have you done something like that on other occasions?

Participant H: On other occasions...

Interviewer: May be changed your age or something similar?

Participant H: No, changing of age, names, no I have never done that but what I have done is, I have just agreed to something that I do not do just to like get the experience and the incentives

Interviewer: Don't you ever get scared that they ask you something and you do not know the answer?

Participant H: I actually do get a little bit scared. But the thing is you do not have to be... It is opinions, it is not facts. They are not really based on facts. They are based on opinions

Interviewer: But if they ask you okay, what is your opinion about this type of cheese and you have never eaten it, then what?

Participant H: I am just going to say... ja, it is smooth (laughing)

Interviewer: So you will give your opinion then

Participant H: Ja

Interviewer: And if they do not let you taste the cheese?

Participant H: I have never been to research where we have not tasted a product or something before

Interviewer: Ok, so you always have a little bit experience of the product

Participant H: I have been to the TV one I think. The TV one, that is where I lied (laughing). I went to the TV one whereby it was a group discussion, but it was not really based on lies, we were just discussing the new plasma TV and all that

Interviewer: Why did you lie? What did you lie about?

Participant H: Okay, I think I lied about me qualifying to go there for research

Interviewer: Were you supposed to own a plasma TV or something?

Participant H: Ja, I was supposed to own one but I only have a laptop so yes, I just lied

Interviewer: But then do you still do that? Would you say that you do that because of the incentive or is it because of the knowledge?

Participant H: Now it is more knowledge based. It is a bit of both because like who does not need money

Interviewer: Ja

Participant H: It is actually both. Let me say it is both. You know, just to keep exploring these companies and sometimes to be honest, I use these

companies to go and see if I could work there and I once dropped my CV at (research company)

Interviewer: Oh yes

Participant H: But they have not called me. I was interested in being an interviewer but I think it depends on how much you work I think. It can be R4000 to R7000 and if you work harder you could end up earning more there so as a student that can be cool and probably I could buy myself a car

Interviewer: So then you go and you are a participant and then you just slip your CV in?

Participant H: Ja, I have only done it once

Interviewer: Did you like give it to the moderator?

Participant H: No, I actually gave it to the receptionist but I just saw there probably I am not going to get this job but it's cool, it is cool

Interviewer: Oh well, okay, at least you got some incentive

Participant H: You know, it is better than nothing (laughing)

Interviewer: Okay, and then has anyone that has called recruit you, do they ever ask you have you participated in market research in the last six months?

Participant H: Okay, this other company they have called me before, you cannot participate the second time because they need a different person. They just called me to get leads

Interviewer: So they called you to refer people

Participant H: Ja, to refer people and stuff like that

Interviewer: So whenever you get recruited like for instance when you go on Gumtree and you see the ad, do you then phone them or how does that work?

Participant H: Uhm, okay, when I see the ad, I prefer to send an e-mail

Interviewer: You send an e-mail and then they phone you?

Participant H: Ja

Interviewer: But when they phone you, do they ask you when last have you or did you participate in market research in the last six months?

Participant H: Yes

Interviewer: And then what do you say?

Participant H: And then sometimes I say no and sometimes I say yes (laughing). It is just a situation whereby you keep guessing, “okay, what do I have to say for me to qualify, do I have to say yes, do I have to say no”.
(laughing)

Interviewer: So with me, did you think that I wanted you to say no?

Participant H: I just don't know
(Participant laughing)

Participant H: I just didn't know. Honestly, I just didn't know but I just wanted to be interviewed

Interviewer: Okay, so then be honest, when last did you participate in a market research study? When last was it, because you said something about four months ago
(Participant and interviewer laughing)

Participant H: Okay to be honest, you caught me here. To be honest, uhm, it was...
To be honest, it was last year

Interviewer: Last year?

Participant H: Ja, last year. To be honest

Interviewer: But you said to me just now that you have done a focus group 4 months ago?

Participant H: Yes, yes I know, I know, I just have to come clean
(Participant and interviewer laughing)

Interviewer: Ok wait, (Participant H), be honest, when last did you do any market research study?

Participant H: Any market research study?

Interviewer: That you have participated in. Whether it is online, anything?

Participant H: Okay, to be honest, online I actually did it last week. That was my second one, but I did it last week cos obviously we have got computer access here

Interviewer: Okay, that is fine, no problem. There are no right or wrong answers in this research
(Participant and interviewer laughing)

Participant H: Okay, but in terms of like, like the one on one, focus groups and stuff, I did them last year

Interviewer: Last year?

Participant H: It was around September. Ja, around September, November

Interviewer: It is fine, it is still within 12 months

Participant H: 12 months, ja

Interviewer: That is fine. Like I say, there is no wrong or right answer
(Participant laughing)

Interviewer: It is just your honest opinion

Participant H: All right

Interviewer: Okay, cool. Now that we have got that out of the way
(Participant and interviewer laughing)

Participant H: Okay

Interviewer: Okay, do you think that it matters if they ask you have you participated in the past six months? Do you think that it matters that you should not participate in six months for market research?

Participant H: Uhm, okay, I think, if I have never participated it does not matter of course, I am just a stranger, I am new to the database for stats or anything you know

Interviewer: Ja

Participant H: Ja, I am a new contribution, contributor let's say but if I have been there before just like (market research company) when they called me and asked me when last did I participate and then I told them and they were like, no, we cannot use you. We actually need your friend and so on. Can you help us with that?

Interviewer: Okay

Participant H: So I think it is more convenient if I participated and not participate. I think it takes six months, right?

Interviewer: Ja

Participant H: Ja, you have to be over six months

Interviewer: So you are saying that you think it does matter if it is the same place?

Participant H: Ja, it does matter if it is the same place or maybe the same product

Interviewer: Ja, ja, ja

Participant H: You know, then ja but also even if it is a different product, because you need honest opinions about certain products and stuff of course, but if I have never been there before it does not matter

Interviewer: Okay, Uhm, and if you know someone that was looking into getting to participate in market research studies, what advice would you give them how to get involved?

Participant H: How to get involved. Okay, uhm, not much, they should just keep on applying

Interviewer: Where should they look?

Participant H: It depends on them. I do not know. For me it was more of an educational personal driven thing but for some people it could be for the incentives. I think they should just look on the net and stuff like that and just Google part-time jobs and you can also find focus groups and market research. They are part-time jobs. You only do them for a couple of minutes or a couple of days or something like that

Interviewer: So like online and stuff like that

Participant H: Ja, online, that is fine

Interviewer: Okay, do you know any of your other family or friends that also participate in market research?

Participant H: Okay, friends, friends I do know, ja. I have a friend where I stay right now at our residence. He has participated

Interviewer: How does he do it? How does he find out?

Participant H: He was told by a friend. Ja, he was told by a friend. You know like “hey man, comes through and stuff”

Interviewer: Okay so it is word of mouth

Participant H: Ja, word of mouth

Interviewer: Have you ever participated with a friend?

Participant H: With a friend, no, no I have always been alone

Interviewer: Not, ok. Okay, and how much income would you say if you have to give me an estimate that you have received because of your market research participation in the past 12 months?

Participant H: In the last 12 months, Yo

Interviewer: If you take all those focus groups and the product tasting and the online?

Participant H: Okay, uhm, maybe roughly it would be, yo, because some of them are R200, some of them R400, some of them R150, some of them R350. I could say maybe R4000

Interviewer: R4000

Participant H: Ja, maybe R4000 like approximately or something like that

Interviewer: Okay, that is fine. It is just an estimation

Participant H: Ja

Interviewer: Do you think that the fact that you participate in more or more regularly in these studies compared to other people affects the research in anyway?

Participant H: Do you think I participate more than them? No, not really. After I knew about market research and stuff like that, these other people that I knew that were participating and I could meet them during my participation and all that during all my focus groups, they could tell me “yo man, you know tomorrow Im going to my other market research” and stuff like that so I could see that yo, they are actually veterans in this

(Participant and interviewer laughing)

Participant H: They go more regularly and stuff. It is something that they, obviously they need income and stuff

Interviewer: Ja. Ok, so but do you think that the research being discussed is affected? Let us say for instance you have been to four market research studies and I have been to none, and we come to the same focus group, do you think that there will be a difference between me and you?

Participant H: Ja. Not really. I do not know a difference as to how, as to the information that they get to the company

Interviewer: Like do you think and all that it would affect the research, like for instance if I have never been there and you have been there, you have got experience in it and I don't? You think there will be a difference between me and you?

Participant H: Not really. Okay, there is a difference of course because I have experience and I know, uhm, I mean like I know what questions they would give and stuff like that and I have knowledge of that but when it comes to knowledge of what they'll ask, I mean questions to be asked, I actually have no clue

Interviewer: Ja. So you are saying that you are a little bit more experienced in terms of you know the types of questions that they would ask?

Participant H: Ja, the types of questions of course that they would ask. As I told you since I am learning marketing stuff I am very cautious of such

Interviewer: Okay, okay. And then, second last question, has a recruiter ever said because they get you into the study, they ever said okay now, you must give me a portion of your incentives?

Participant H: No way
(Participant laughing)

Interviewer: Okay, is there anything else that you feel that is interesting regarding this topic that you think I would like to know? Anything you would like to add at all?

Participant H: Uhm, not much. You know, ja, just, you know like market research in itself is just interesting because you actually get to know how people think and stuff like that. It is like psychologically, you know. You get to know that people respond in this kind of way to certain situations or products, you know

Interviewer: Okay

Participant H: Ja

Interviewer: Okay, thanks so much for that

(End)