

# Questionable Data: Actions speak louder than words.



Think your survey data is guiding you in the right direction? Think again. New research comparing different sampling methodologies reveals brands may be basing major business decisions on fundamentally flawed data.

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

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



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

## PROJECT SCOPE AND METHODOLOGY

RESEARCH GOAL: UNDERSTAND HOW SAMPLE QUALITY IMPACTS RESEARCH OUTCOMES

	CELL 1: Behaviorally-Verified Buyers	CELL 2: Matched Self-Claimed	CELL 3: Self-Claimed
Confirmed Kroger shopper	✓	✓	✗
Confirmed category shopper	✓	✗	✗
Claimed category shopper	✓	✓	✓

CATEGORIES WERE SELECTED TO REPRESENT DIFFERENT SHOPPING DYNAMICS

### CATEGORY SELECTION CRITERIA

- Mix of categories representing:
- Different HH penetration levels
  - Different purchase cycle lengths
  - Differentiated brands with varying levels of awareness and purchase levels
- 3 brands for each category



Convenient Meals



Cookies and Crackers Snack Multi-packs



Oral Care

### PAST 3-MONTH CATEGORY PURCHASE

- 300 behaviorally-verified buyers
- 300 matched self-claimed
- 300 self-claimed

## KEY FINDINGS: SELF-CLAIMED RESPONDENTS

### UNLIKELY TO REPRESENT ACTUAL CUSTOMERS

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

**20%** claim to shop 3 or more Kroger banners when behavioral data shows less than 1% of shoppers actually do

**10%** claim to buy all categories when behavioral data shows that 1% of shoppers buy all categories

### HIGH PROBABILITY OF BEING PLACED IN THE WRONG BUYER CELL

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

### FAIL QUALITY CHECKS MORE OFTEN

**1.6x** more likely to straightline survey responses vs. behaviorally-verified buyers

**1.8x** more likely to miss attention checks vs. behaviorally-verified buyers

RESULTS ARE OVERSTATED FOR KEY METRICS ACROSS DIFFERENT STUDY TYPES

**PURCHASE INTENT**  
ELEVATED BY 22%\*

**AD RATINGS**  
ELEVATED BY 14%\*

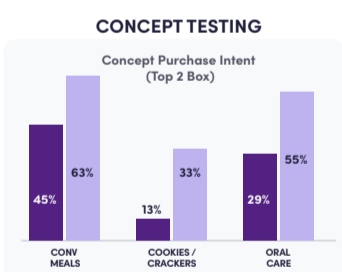
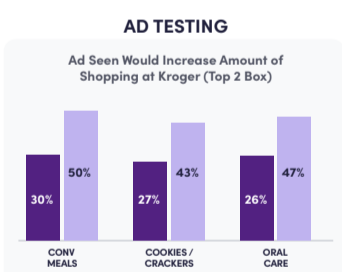
**BRAND ATTRIBUTES**  
ELEVATED BY 11%\*

**NET PROMOTER SCORE**  
ELEVATED BY 14 POINTS

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

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

● Behaviorally-Verified Buyers ● Self-Claimed



## KEY FINDINGS: BEHAVIORALLY-VERIFIED RESPONDENTS

WITH BEHAVIORALLY-VERIFIED RESEARCH YOU:

### ✓ SURVEY REAL CUSTOMERS

Behaviorally-verified research recruits purchasers who have actually purchased relevant categories and/or brands or displayed specific behaviors in a category (e.g. declining spend) confirmed by transaction data - increasing your survey incidence and speed to final sample.

### ✓ AVOID ASKING THE IMPOSSIBLE

Even behaviorally-verified respondents have faulty memories, which further reinforces the value of utilizing transactional data and other first-party data for verifying responses.

### ✓ GAIN ACTIONABLE BUSINESS STRATEGIES

Behaviorally-verified respondents ensure you receive insights into what your real customers want, enabling you to forecast actual demand and growth potential.

### ✓ OPTIMIZE YOUR MARKETING RESOURCES AND SPEND

Surveying respondents who demonstrably match the criteria saves significant marketing expenses and time, leading to informed, customer-centric decisions.

Incidence of Screener Qualification Doubles with Behaviorally-Verified Sampling



Includes Cookies/Crackers and Oral Care categories.

## TAKEAWAYS

1. Self-claimed respondents often overstate key metrics and are not representative of actual customers, leading to flawed data and costly, erroneous business decisions.
2. Talking to behaviorally-verified respondents provides accurate insights and reveals the true voice of the customer.
3. Commitment to quality research is critical to guiding smart business decisions and marketplace success.

Source: Behaviorally-verified sampling vs. self-claimed sampling: A study on data quality, effectiveness and accuracy. 2023 by 84.51°

Don't let bad data drive your business decisions. Learn more about the differences between behaviorally-verified research and traditional self-claimed research in our white paper.

SEE THE FULL RESEARCH REPORT. >