NEWS DESK

12 STORIES FOR CURIOUS MINDS

RESEARCH • PEOPLE • BEHAVIOUR

A quick edit of ideas, research and consumer thinking — choose a story and read the original.

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VISION ONE

Helen Jones joins Vision One to lead qualitative research

Vision One welcomes Helen Jones, an insight specialist with 20+ years' experience across consumer insight and strategy. Her appointment strengthens the agency's qualitative leadership and its focus on uncovering the motivations behind customer behaviour.

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RESEARCH & AI

Why human insight still matters in AI-powered qualitative research

AI can speed up transcription, coding and pattern-finding. Helen Jones argues that researchers are still needed to interpret emotion, context, contradictions and unexpected reactions — the details that turn processed feedback into genuine insight.

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VISION ONE PROJECT

Vision One partners with Yoto on international packaging research

Vision One is working with Yoto to explore customer responses to children's toy packaging across markets. The project highlights how research can reveal how families interpret packaging, what builds confidence and what influences product choice.

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MARKETING & AI

Has the traditional marketing playbook expired?

Salesforce's Erin Oles discusses how fast-changing consumer behaviour, AI and social platforms are reshaping how people discover and interact with brands. For researchers, it is a prompt to revisit assumptions about journeys, channels and what influences decisions.

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CULTURE & BRAND

Avoiding the 'ick factor': authenticity needs cultural understanding

This discussion explores why brands can misread cultural moments when they copy trends without understanding the people behind them. The research lesson: explore what feels relevant, respectful and credible to audiences — not simply what is popular.

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HEALTHCARE & EXPERIENCE

Three mistakes healthcare brands make when marketing to women

The Inoreader report highlights a gap between investment in women's health and women's reported experiences of feeling dismissed. It is a reminder to investigate lived experience, unmet needs and whether communications reflect what people actually want and need.

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CONSUMER PSYCHOLOGY

Risk-averse or risk-adverse? Why precise language matters

This article clarifies the term 'risk-averse' and explores why consumers often prefer certainty when making choices online. For researchers, it is a useful reminder to distinguish perceived risk, uncertainty and reassurance when exploring barriers to purchase.

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BEHAVIOURAL SCIENCE

Scarcity marketing: when 'limited' changes the decision

Scarcity messages and time-limited offers can create urgency by making an opportunity feel harder to obtain. The research question is whether this increases perceived value and action — or creates pressure and erodes trust when the scarcity feels manufactured.

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QUALITATIVE METHODS

The psychology of buying: what qualitative research can uncover

This guide focuses on using qualitative customer research to understand the motivations, concerns and emotions behind purchasing. It reinforces the value of probing beyond stated preferences to explore why people choose, hesitate or abandon a decision.

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CONSUMER JOURNEYS

Mapping the consumer decision-making process

The consumer journey runs from recognising a need through information search, evaluation and purchase to post-purchase experience. Mapping these stages can help researchers identify where confidence drops, what information matters and which moments shape choice.

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RESEARCH PRACTICE

Respondent engagement: incentives are only part of the experience

Research World explores how survey design, motivation, reward choice and trust influence participation. The practical reminder is to respect respondents' time, make surveys clear and proportionate, and treat a positive participant experience as part of data quality.

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SHOPPER & TECH

Can augmented reality make sustainable shopping easier?

Research World reports on how augmented reality can help shoppers understand products and feel more confident about sustainable choices. For researchers, it raises questions about the role of product information, transparency and interactive tools in decision-making.

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