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## Comrecon study highlights 'gap' between research and reality

Clients say MR lacks relation to reality, according to initial survey findings

AUSTRIA-- Clients see research as being too distant from the real world, according to Austrian agency Comrecon.

The firm was commenting on interim findings from a study on how companies judge the value of research.

Founder Charlotte Hager told *Research* that although most firms are satisfied with their research, many wish it was more closely linked to the reality of their business challenges. "They want to get inside a customer's head and understand why they think that way, how are these purchase decisions made, and in those situations a relation to reality is somewhat lacking," she said. "That's true most of all in quant studies, but even qual research tends to be removed from everyday situations. Clients understand that that's how research works, but they feel it would be nice if there were other solutions or approaches, to establish that link to reality."

This link to reality also has to do with how results are put into practice, says Hager, and the role of the agency in making sure its work makes a difference, rather than being filed away in a drawer.

"In a lot of cases the researcher takes the brief, does the study, gives the presentation and that's it," she said. "That's not enough, and for me that is at the heart of this. You have to be there to help them translate those results into action."

Comrecon has conducted 20 interviews with research buyers and providers in Austria, and plans to extend the qualitative study into Germany before following up with a quant phase. Hager said the firm hopes to publish full results in the spring.

Author: Robert Bain

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