Social media is transforming the world of marketing communications. Here at Aspect Market Research we have asked the question; Is this development blessing to marketers or will it turn out to be a curse?

There is clear evidence that the effective use of social media as a marketing activity does produce results. There are also examples of brands being burned by poorly judged attempts to exploit social media. We believe a new way of thinking about marketing is needed to ensure that social media is viewed as a blessing rather than a curse.

What do you think? You can read the full article here.
And whilst we have your attention take a moment to sit back and read our latest blogs

How can market research benefit you?

You would not be the first to say that market research is only for large multinational businesses with a matching budget or for business to consumer businesses. But you would be mistaken; here at Aspect Market Research we know that with a little research, you’ll better understand what’s most important to your customers, allowing you to improve your products, services, marketing efforts, and customer service.

We have listed 5 ways that market research can benefit you.

Here at Aspect Market Research, we work for a number of retailers, manufactures and shopping centres to compile research on what consumers really want. Click here to read our 5 tips...
Why do we buy?

There are a myriad of factors that influence buying decisions. From timing to price, a need to fear. Several elements are involved at any one time – making selling a notoriously difficult occupation.

On occasion, it is possible to strike it lucky; hitting the nail on the head by being in the right place at the right time. Most of the time, however, influencing someone to buy requires a great deal of time, effort and patience!

Understanding what makes people buy can be useful in speeding up the process, however. People have written whole theses on the path to purchase and what influences selling decisions; something that is far beyond the scope of this blog.

Here at Aspect Market Research we have put together our thoughts on why people buy.