



## **Online market research**

*Introduction to Marketing Research online*

### **Lindridge:**

I would like to welcome Peter Jackson, Head of Adsearch, a Marketing Research Consultancy based in London. Peter has 30 years experience of marketing research and joins us to discuss how the Internet is changing how organisations gather marketing research and what the implications are for organisations. So welcome to the Open University Peter.

### **Jackson:**

Thank you Andrew.

### **Lindridge:**

Before we start, can you give us a brief overview of some of the kind of marketing research projects you've been involved in over the past 30 years?

### **Jackson:**

Food – a lot of the work we've done has been on supermarket private label, funnily enough, and on fresh chilled foods like pasta, pizza, prepared salads. It may not sound the most exciting thing, but it's great because you get to work in the supermarkets, you get to work with the multiple retailers as well as with the producers, who aren't always the biggest producers. We've done a lot of work in drink, alcoholic drink, which I did seek out to some extent, and my own particular area of expertise, if I can put it that way, and indeed my own private interest is in cask-conditioned ale, although funnily enough we've done an awful lot of work in lager. I don't regard it as the devil incarnate, but I do prefer drinking hand pumped bitter. One of the more interesting segments of the food industry has been our interest in ethnic food products and recruiting every minority ethnic group of any significance in the UK, from time to time. We've done a lot of work in transport, particularly public transport, railway, trains, buses, one of the most interesting and emotional areas you can get yourself involved in, and we've even done research into the air freshener used on railway train toilets.