Combining Intelligence and Innovation: Market Research and Generative AI

Tina Liu, Research Director, Ipsos Taiwan

In the era of rapid technological advancement, Generative AI has emerged as one of the hottest topics. This emerging technology is gradually changing the methodology of market research. Ipsos has not only explored the applications of existing AI tools in market research but also introduced a series of Gen AI tools exclusive to Ipsos, such as Ipsos Signals GenAI, Ipsos RISE, and InnoPredict AI. These tools are being utilized in innovative workshops, community management, and various other aspects. Through continuous improvement in collaboration with clients. Ipsos harnesses the power of Gen AI to detect early warnings, generate new ideas, optimize products, and develop packaging. Taking Ipsos

Signals GenAI as an example, the entire analysis process can be completed within just five days, leveraging AI to explore social data and generate predictions, thus providing clients with rapid and feasible solutions. Traditionally, market research required extensive time and manpower to collect and analyze data complicatedly. However, AI automates processes, allowing for the swift processing of vast amounts of data, thereby enhancing research efficiency.

Future Trends

Ipsos has gradually integrated existing tools and services to address future trends:

1.**Deep Learning and Market Forecasting**

Ipsos utilizes its Predictive Analytics tool, combined with deep learning models, to make more accurate market predictions.

2.**Natural Language Processing and Social Listening**

Ipsos' social listening platform - Synthesio leverages AI's natural language processing technology to gain deeper insights into consumers' language and emotions on social media. A successful example is the Ipsos Synthesio team and a Swiss client organization presenting proposals to renowned consumer goods manufacturers at the Geneva Innovation Fair. By combining Generative AI and social data through the innovative tool "Signals Gen AI," the process was significantly accelerated, sparking high-level discussions, and ultimately setting us apart from 60 competitors.

3.**AI and Research Automation**

Ipsos.Digital, a comprehensive data collection and analysis platform, enables rapid market research through automated processes. AI technology automatically analyzes and processes data, providing real time insights to enhance decision-making efficiency.

4.**AI and Innovation Design**

Ipsos also applies AI to innovation research - concept testing and packaging testing. Supported by AI and preliminary quantitative data, a series of concepts and packaging images can be quickly generated, identifying the best solutions from experiments, thus significantly reducing the time spent on multiple discussions and designs.

5. **AI and Qualitative Research**

In Ipsos' white paper "**Conversations with AI Part II: Unveiling AI quality in qualitative workstreams**" released in September 2023 , the potential of AI applications in transcribing audio and video files, generating images and videos, and even writing code is emphasized. While professional human intervention is still required to supplement expertise and reduce bias to enhance the accuracy of sentiment analysis, Gen AI still provides opportunities for innovation and growth.

Will AI Replace Researchers?

We can confidently assert that AI will not replace the expertise of market researchers. Apart from its application in certain areas, AI still has limitations, and there are several important reasons:

1. **Highly specialized interpretation and understanding**

AI can process large amounts of data and identify models within them. However, deep interpretation and understanding of these models still require human expertise.

2. Innovative thinking

While AI has strong capabilities in data analysis and prediction, it lacks human creativity and imagination. Market researchers can approach problems from different perspectives and propose innovative hypotheses and solutions.

3. Advantages of human-robot collaboration

AI and market researchers each have their strengths, and their combination can achieve that 1+1>2. AI can enhance the efficiency and accuracy of data processing, while market researchers can utilize AI's analytical results for deeper interpretation and application.

4. Emotional and cultural understanding

Although AI can perform natural language processing, it still has challenges in understanding deeper contexts such as human emotions and cultural backgrounds. Market researchers could understand and perceive human emotions and cultural differences, which AI cannot replace.

The relationship between AI and market researchers is not competitive but complementary. The future development of market research requires collaborative efforts between AI and market researchers, combining their respective strengths to provide deeper and more accurate market insights. Ipsos, at the forefront of the industry, is committed to integrating human wisdom and artificial intelligence in market research to achieve innovation and higher quality market research and client services.

Ipsos

Ipsos is the global leader in branding and marketing research and has locations in over 90 countries and regions across the world. Our creative solutions help us build strong relationships which lead to better results for our clients. This has made us the trusted advisor and with all matters lead by our industry expert from measuring, modeling to managing customer and employee relationships.

For more information, visit us online at:

https://www.ipsos.com/en-tw/solution/overview#category3

or contact our research team:

Tina Liu, Research Director

02 2701-7278 ext.160   Tina.Liu@ipsos.com