



Qualitative research

2025



Aims. Approach

2025

K Research Central Asia has been one of the leading research companies in the Kazakh market for more than 20 years.

K Research conducts a full cycle of work in the field of media measurement, including monitoring media advertising and conducting quantitative and qualitative research.

We are experts in the following areas:

**Media audience
measurement**

**Monitoring research,
advertising evaluation
and sponsorship
effectiveness**

**Quantitative and
qualitative research**

All research projects conducted by K research Central Asia are designed and implemented according to the Code of Conduct of the ESOMAR (European Society of Market and Opinion Researchers)

We have the opportunity to conduct research both in Kazakhstan and abroad (Central Asia, Georgia, Armenia, Azerbaijan, Belarus).

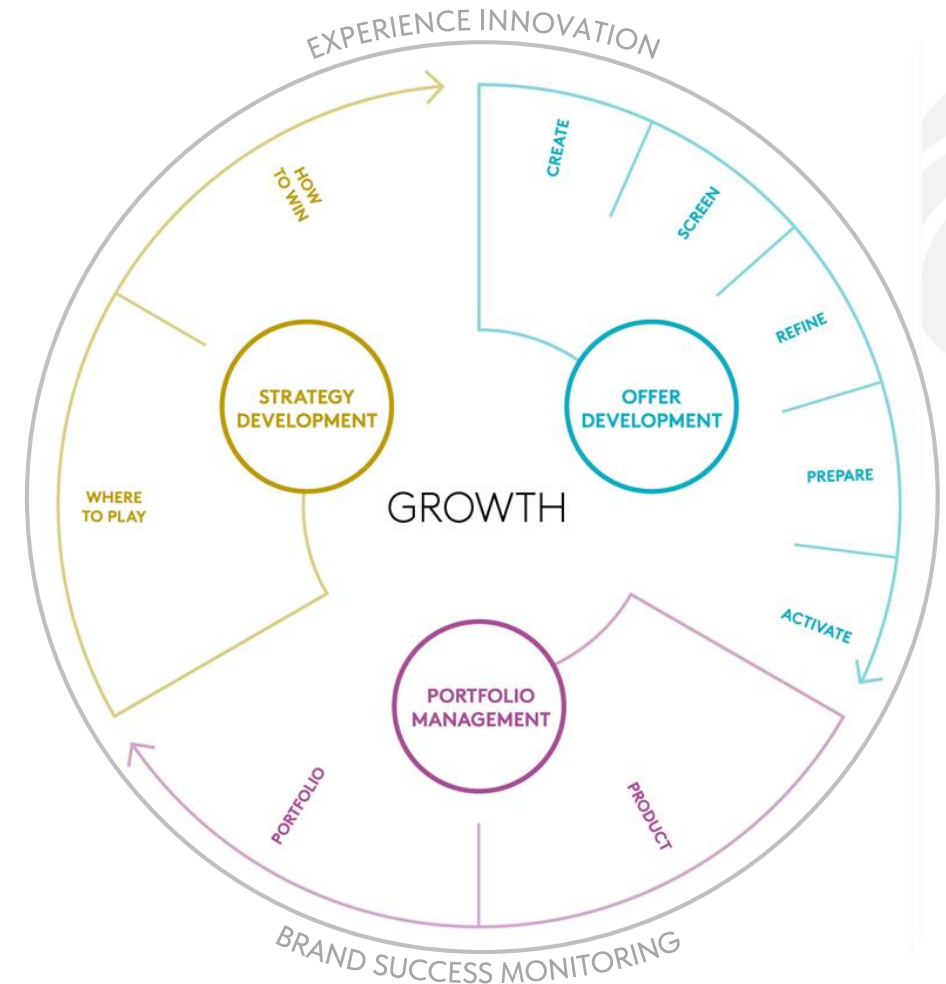
Aims of K Research Central Asia

Is to guide and inspire the client through all it's innovation challenges including:

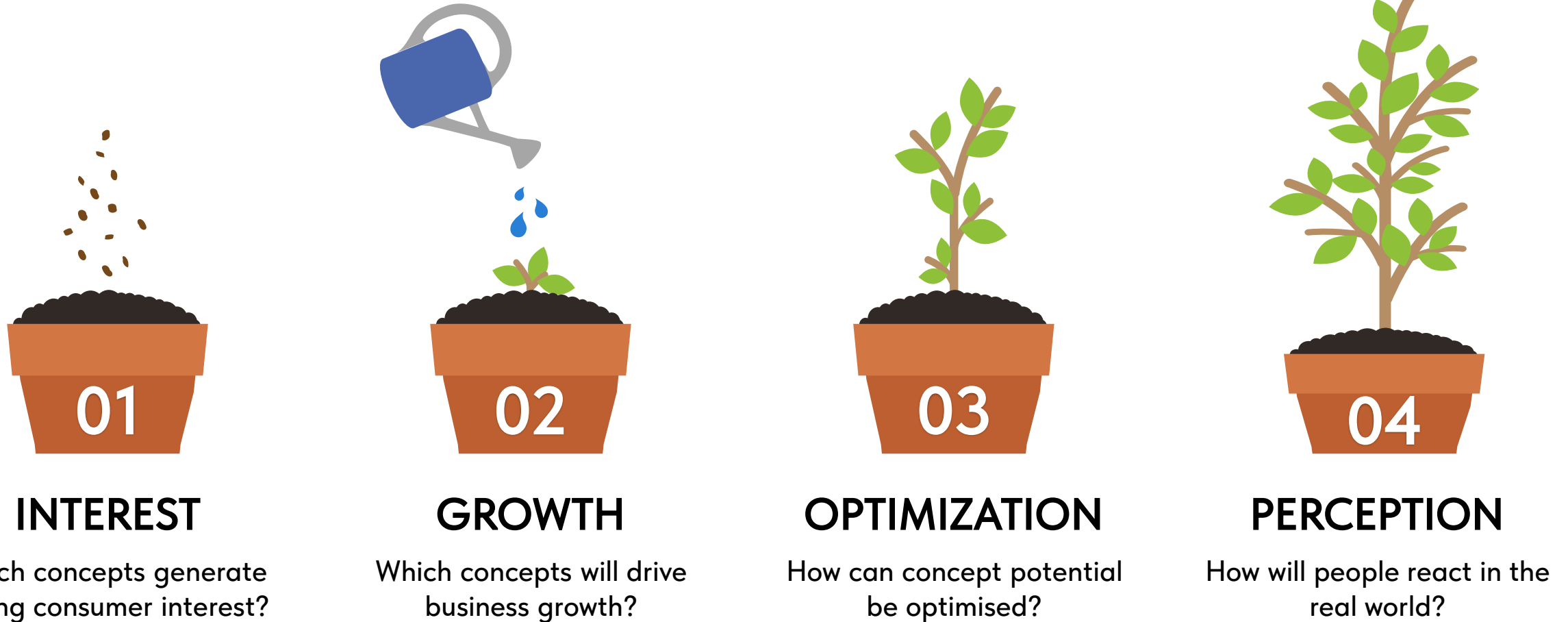
- ✓ product strategy development
- ✓ product concept, offer and communication development and planning
- ✓ as well as brand success monitoring

Experience innovation focuses on finding opportunities for brands to create new experiences in the moments that matter to consumers.

It looks across the entire consumer eco-system for opportunities to delight and excite customers.



Our approach increases innovation success rates by **50%**



Way of work K Research Central Asia: Investigating consumers' needs for the ideal products across different moments

Insights

1

What are consumers' ideal needs in the context of different moments?

2

How well do current offers deliver against those ideal needs?

3

What **tensions** exist, representing opportunity?

Implications

4

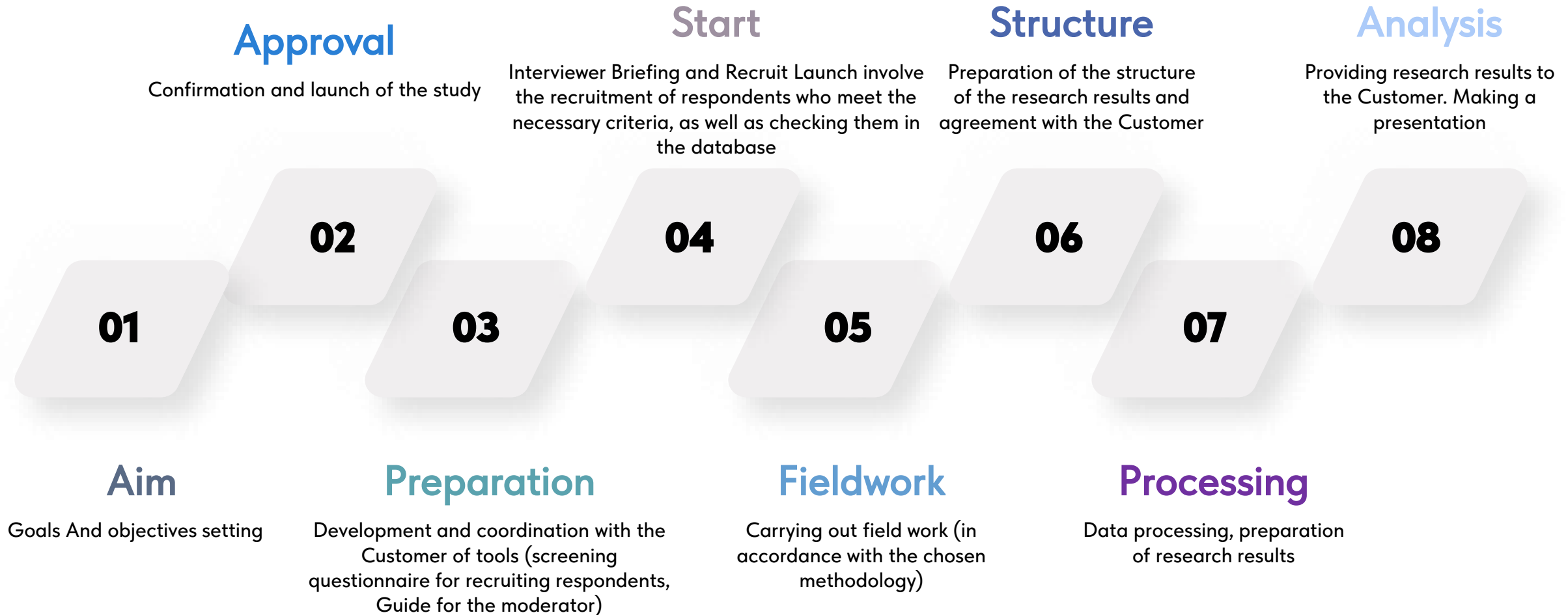
Where to play: which opportunities should be prioritised?

5

How to win: for prioritised opportunities, what must be done to succeed?

Qualitative research allows you to deeply study a problem, understand the motives and needs of customers, and obtain unique insights that can help in making strategic decisions.

Stages of the research



Organization and conduction of research

Recruitment

- Preliminary recruiting will be conducted with a view to have necessary amount of participants meeting needed parameters.
- A Questionnaire with indicated all the necessary criteria will used for the selection of respondents.

Conduction of the research

- All focus groups will be conducted by experienced moderators of Contractor.
- The Moderator guide will be developed by K Research Central Asia, in accordance with the objectives of the study and the requirements of the client and submitted to the Client for approval.
- The client will receive a unique link to monitor the progress of online focus groups in real time.

Provision results

- The Preliminary Structure of the Report will be sent for approval to the Customer before the start of preparation of the Report.
- The findings of the survey data will be processed and analyzed using the techniques of K Research Central Asia.
- The client will be provided with video recordings of online focus groups and research results in PPT format in Russian/Kazakh language.

Qualitative Research Methods

Qualitative research uses a wide range of data collection methods, each with its own strengths and applications.

- Focus groups help to identify the opinions and attitudes of the target audience.
- In-depth interviews provide an opportunity to obtain detailed information from respondents.
- Ethnography/observation allows you to study people's behavior in the natural environment.
- Online research provides access to innovative solutions.



Qualitative Research Methods



FOCUS GROUPS:

- Standard
- Conflict
- Bipolar
- Creative
- With the participation of children
- Friendship
- Mini



ONLINE RESEARCH:

- Online diary
- Online forum
- Interview
- Groups
- Usability tests
- Digital research



INTERVIEW:

- In depth interviews (standard, double, triple, friendship, with the participation of children)
- Expert interview



ETHNOGRAPHY:

- Observation
- Accompanied shopping
- In home visits

Focus groups



FOCUS GROUPS:

- Standard
- Conflict
- Bipolar
- Creative
- With the participation of children
- Friendship
- Mini

Ideal for packaging design testing, real product testing in real time

Opportunity to use the product (taste it, smell it, etc.)/ examine the packaging, then discuss individual experience

A FOCUS GROUP is a group of respondents, usually consisting of six to eight people, brought together to discuss a topic in which each of them has some interest.

Possibility of attracting an audience, a wider target audience (3+ years / 50+ years)

Study of non-verbal/spontaneous behavior of participants

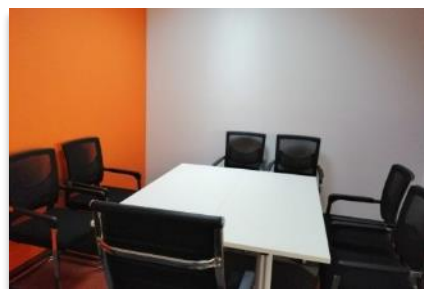
The effect of personal presence for the customer

Personal, close contact of the moderator/respondents

Minimizing dependence on technical problems/Internet speed

Face-to-face interaction in a traditional focus group allows you to experience a synergistic effect when the result of group interaction is always greater than the sum of individual efforts

Technical facilities



Comfortable rooms for focus groups with one-way mirrors for observation and with the ability to watch through the plasma TV wide diagonal.

In the city of Almaty, there are convenient rooms for conducting observations, while in the regions, premises are provided that meet all necessary requirements.

Technical facilities for comfort work during focus groups and in depth interviews:

- Eye-tracker
- Scanning board
- Television
- Notebook
- Projector
- Flipchart
- Messenger
- Audio/ video recording equipment
- Equipment for simultaneous translation
- Equipment for online translation, online broadcast of focus groups

Ethnography



ETHNOGRAPHY:

- Observation
- Accompanied shopping
- In home visits

Accompany shopping:

- Accompanying the buyer during his routine grocery shopping
- Conducting interviews after/ during shopping time
- Duration: up to one hour
- Audio/photography

In home visits:

- Different target groups
- Observing the respondent in the natural environment of his stay (home, work, street, shops)
- Videography

To see the rituals of using a particular product under the natural conditions of the respondent's residence, or some other elements of his life



Ethnography

Case-study:

- Different target groups
- Duration: from several hours to several days
- Observation of the Respondent in the natural environment of his stay (home, work, street, shops)
- Video (video Ethnography)



Photo Reports:

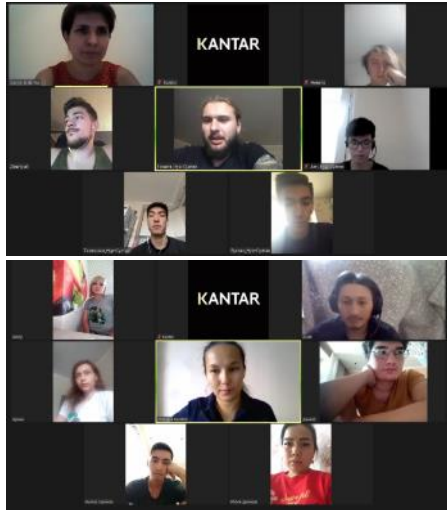
- Create photos in the most important moments of life
- Duration: four to five days
- The interview with the Respondent



Photo analysis helps to identify:

- Lifestyle of different professional groups;
- The most significant topics that are important for respondents;
- A typical scenario of leisure;
- The most significant events in;
- Working environment that is hidden from the eyes of researchers.

Online research



ONLINE RESEARCH:

- Online diary
- Online forum
- Interview
- Groups
- Usability tests
- Digital research

- Convenient time and place to participate in the discussion
- Tighter control of group dynamics
- Dialogue unconstrained by social expectations or group pressure
- Monitoring the progress of discussions in places convenient for the customer if the Internet is available
- Allows you to get instant results

Online IDI:

- Participation of 1 respondent for a deeper study of tasks and assessment of user behavior

Online FG:

- Participation of 4-6 respondents to identify general trends and behavioral characteristics of a given target audience

Online IDI



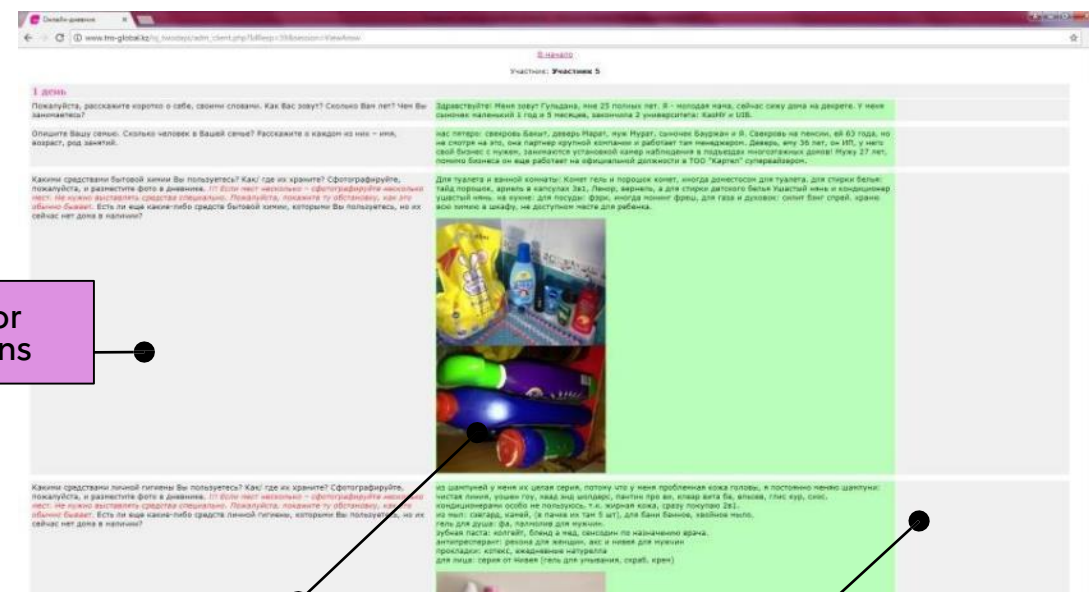
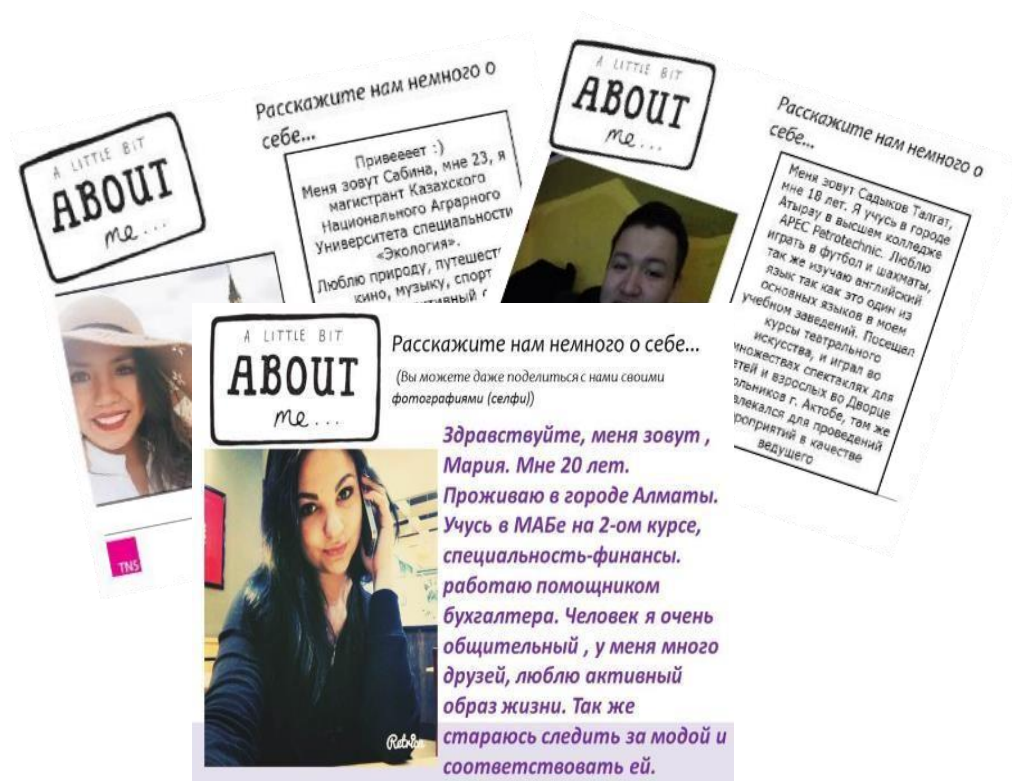
Online FG



Online diary

Online diary:

The ability to describe in more detail (from general consumption habits to feelings/emotions) consumption/use habits directly at the moment of consumption/ use



Online forum

Online forum:

The ability to describe the situation at the time of consumption/use over several days and discuss the results with a group of people



'We were visiting. We drank tea, previously bought mini bars at the store.'

F, 20 y.o.



'Family time at the weekends'

F, 20 y.o.



Participant's photo

'My wife is away today and I can play Assassin Creed alone. I took some M&Ms with me and could enjoy gaming'

F, 25 y.o.



Participant's photo

'Evening, time for tablet and internet surfing. I could have replaced it with Dried fruit or pralines'

F, 30 y.o.



Participant's photo

'This is my bed where I always bring some snacks with my Mac. There could be sweet snack like M&Ms in the morning'

F, 30 y.o.

Digital products to improve your product

Digital products
designed to **reduce**
research time and **prevent**
unnecessary expenses

Application area



Key visuals test



Story boards test



Testing finished
videos



Testing offers and their conditions



Website testing
(demo)



Website testing
(live)



Mobile application testing

Evaluation of a commercial can be carried out at all stages of its creation, from development to broadcasting



Concepts & storyboards for video

- Video concepts and storyboards
- Static storyboards/sketch stories



Video ads

- Traditional ads
- Outstanding ads that use emotions/ humor
- Socially charged ads
- Fundraising and non-profit



Longer video content

- TV shows
- Influencers content
- Educational videos
- Entertainment video
- News
- DBI (digital brand integration)



Static ads

- Social media ads
- Banners
- Posters
- Printed
- OOH



Product marketing stimuli

- Product package design
- Product stimuli for e-com

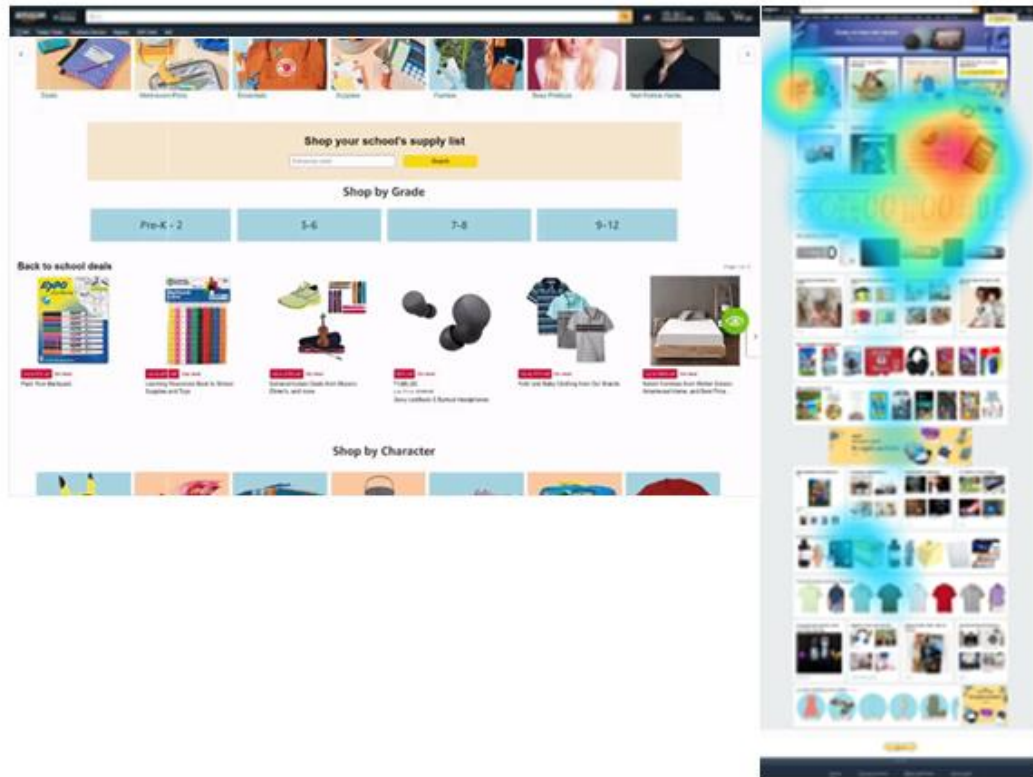


Branding assets

- Logo
- Messages
- Audio assets (sonic logo, branded music)

Digital products provide an opportunity to assess product/brand awareness

In online resources



In social networks



On the city streets

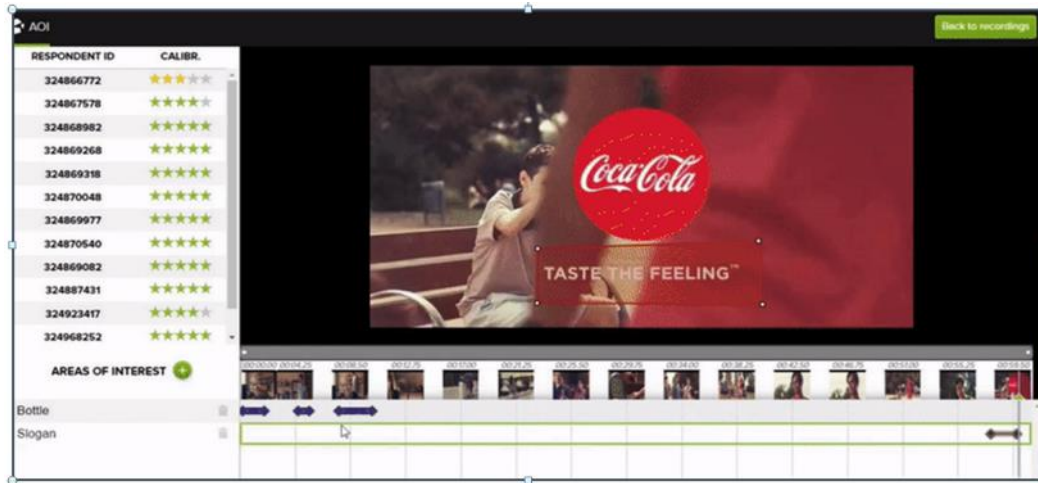


Test media and measure attention:

- Scrollable websites
- Regular environment
- Live environments (websites)
- Video with embedded media

Digital products

Ability to track visibility of branded/ other content elements



Keep your audience focused: Measure moment-by-moment Screen Focus

The Screen Focus timeline helps to understand the storyline's potential to hold the users' attention from the beginning to the end. Users may lose interest if the storyline is not engaging enough, the content is irrelevant or inconsistent, if they notice an unloved or untrusted brand, or for other reasons.



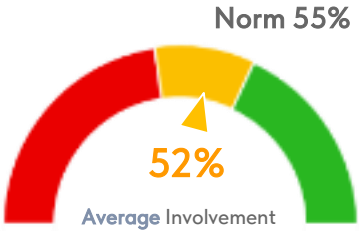
Digital products



Engage emotions: Make consumers pay attention and memorize your content

The best way to get consumers to pay attention and remember your content is to identify which scenes are engaging and which ones are irritating or negative.

😊 EMOTIONAL INVOLVEMENT VS. NORM



😊 EMOTIONAL INVOLVEMENT, AV. (TIMELINE VS. NORMS)



😊 POSITIVE/NEGATIVE GROUPS OF EMOTIONS, AV.

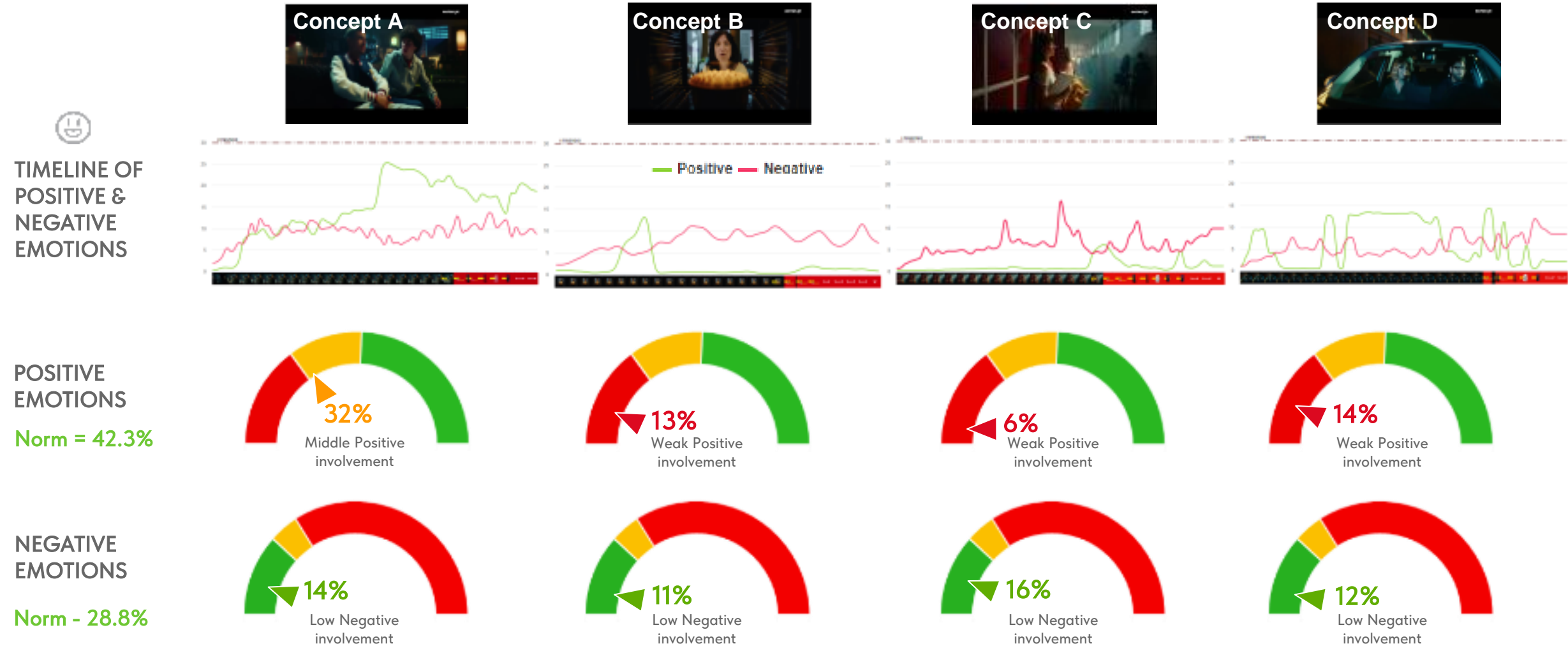


😊 EMOTIONS TIMELINE, AV.



Digital products

Possibility to choose the concept that most resonates with users



Digital products

Qual vs Quant

Qualitative – to obtain and discuss specific scenarios in more detail, identify problems and search for possible ways to improve.
Quantitative – to identify the frequency of problems

Moderated or unmoderated

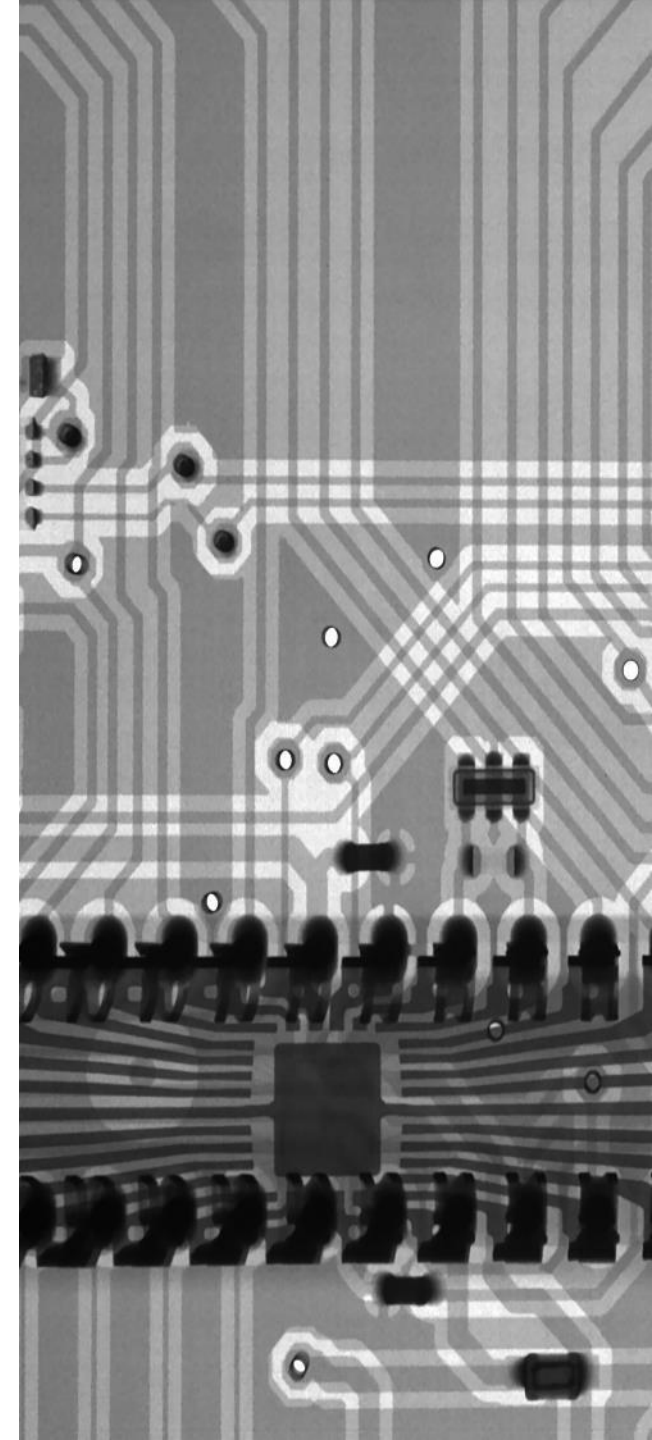
Depending on the research objectives: go through a specific scenario with a moderator or self-assessment using a special platform

Tasks

Test of the product/concept for general perception and clarity, or Test - search for problem areas/scenarios, or Comparative - compare the Client's product with competitors, or previous advertising/concept

Online vs Offline

Depending on the task of covering geography



Equipment and capabilities



Eye-tracker



Research using a stationary Eye-tracker to identify problem areas and more detailed frame/ image assessment



Web-camera



Research using a stationary Web-camera on both a laptop/ PC and a smartphone to identify the general perception of the material, the level of involvement of the respondent and record the emotional reaction

Research results

Heat map



Identifying “hot” areas that attract attention to a greater and lesser extent

Fixation of gaze



Identifying the path of studying a site/visual/video for the duration of fixations at a certain point

Engagement and Emotions



Assessing the respondent’s level of involvement and moments that reduce interest/attention, as well as recording the emotional reaction



Why K Research Central Asia?

2025

K Research Central Asia in Kazakhstan

- ❖ **Full service** research company from 1997
- ❖ With offices in **16 regions** of Kazakhstan
- ❖ Experienced in multi country research (Uzbekistan, Turkmenistan, Tajikistan, Kyrgyzstan, Azerbaijan, Georgia, Armenia, Mongolia, Belarus, Russia)
- ❖ With **constant growth of turnover**, expertise & service' development
- ❖ All research projects conducted by K research Central Asia are designed and implemented according to **the Code of Conduct of the ESOMAR** (European Society of Market and Opinion Researchers)



K Research in Kazakhstan



Personnel

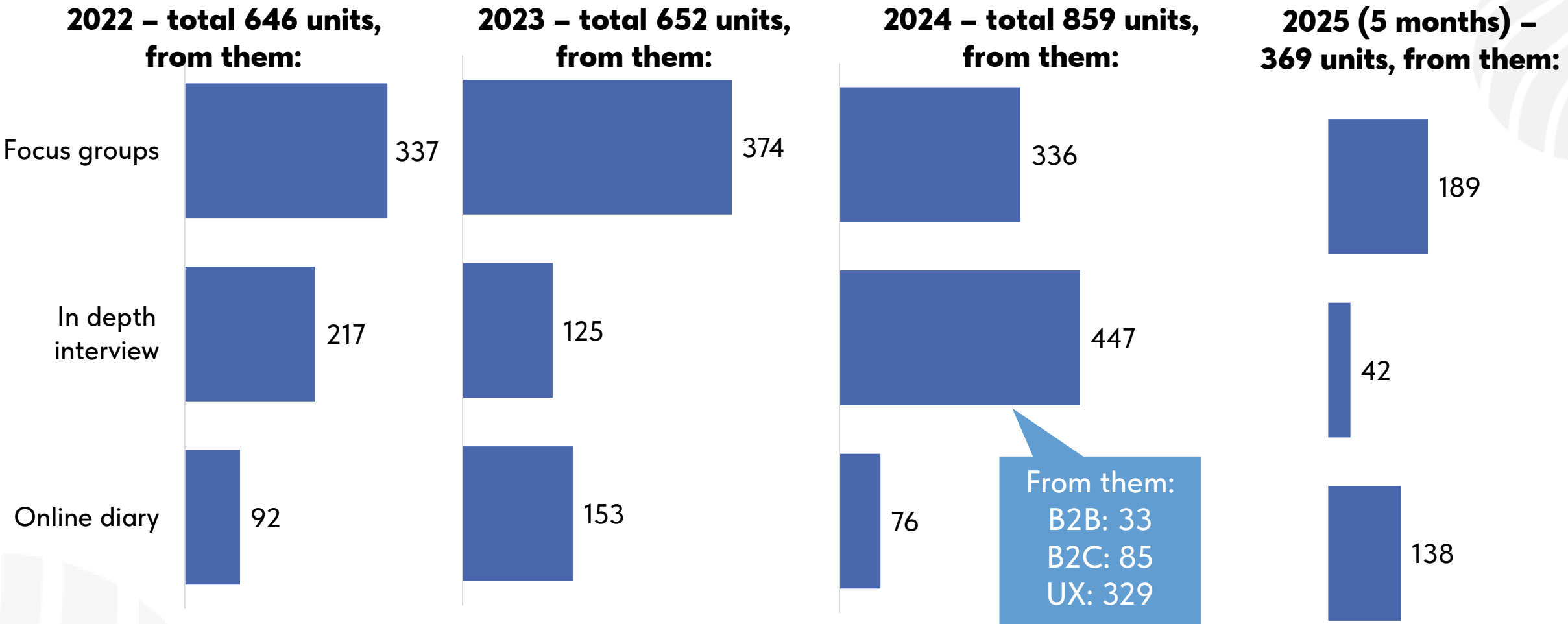
- K research Central Asia currently employs more than 100 full-time employees, including 12 professional research executives.
- Agency's wide research network includes more than 400 experienced interviewers in all of the 14 regional centers of the country.
- Company resources also include 16 regional offices with 16 full-time field supervisors & inspectors in the largest cities of Kazakhstan.

Research skills

- K Research is highly skilled in a variety of marketing research methods, encompassing both quantitative and qualitative approaches
- K Research's research staff has the analytical skills and hands-on experience to deliver high-quality results for the benefit of clients.



Statistics



Our Clients

FMCG

Tobacco; beverages, including beer; personal/ child hygiene products and other care products, food and snacks, etc

TECHNOLOGY

Telecommunications, smartphones, home appliance

MEDIA

Television, TV programs

HEALTH CARE

Pharmaceutical companies, health institutes

AUTOMOTIVE

Car manufacturing companies

FINANCE

Bank service

K Research Central Asia

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