



JAPAN DIRECT RESEARCH

Tips for Japanese Customer Research

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Founder & President, Japan Direct Research Limited

Agenda

- 1. About Myself**
- 2. Tell Us about Your Experience**
- 3. Five Facts about Japanese Consumers Research**
- 4. Seven Tips for Your Consumer Research in Japan**
- 5. Q&As**

About Myself

Noriko Nakano

Education

- BS, Osaka City University
- Durham Business School (2008)

Work History

- Tamanoi Vinegar Co.
- Procter & Gamble Japan
- Daio Paper Co.
- Social Survey Research Information
- Shinsei Bank

Current

Founder & President, **Japan Direct Research Ltd.**,
A research consulting company in Japan



A Question for You -



Tell us about your experience
with consumer research
in Japan.

Five Facts



About Japanese Consumer Research

Five Facts

About Japanese Consumer Research

1. Japanese response to the same question differently depending on the research method.



VS.



Double-check their responses, especially to important questions.

Five Facts

About Japanese Consumer Research

2. Even Japanese do not speak, their behaviors speak.



Watch out for their body language.

Five Facts

About Japanese Consumer Research

3. Japanese tell you their honest opinions when they find safe to do so.



**Build rapport and trust
before asking questions**



Five Facts

About Japanese Consumer Research

4. **Being a respondent is a good way for Japanese to know how others are doing.**



Sharing research results could be a good incentive for respondents.

Five Facts

About Japanese Consumer Research

5. Sometimes research results cannot predict what is going to happen in the marketplace.



Be aware that most research studies are conducted in the controlled environment.



Seven Tips



For Your Consumer Research in Japan

Seven Tips for Your Consumer Research in Japan

1. Conduct desk research prior to beginning any primary research.
2. Try home visits if possible.
3. Try small-scale tests prior to large-scale studies.
4. Collect information about your customers using multiple research methods.
5. Be aware of limitations of recruiting respondents.
6. Use research vendors knowledgeable in the industry.
7. **Trust your senses.**

Questions?

Contact

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 - <http://www.jdr-japan.com/blog/> (English)
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