What are Incentives?

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Incentives, as explained by DJS Research Ltd.

Often market research agencies will include a bill for incentives in their bid for a particular contract. This refers to the incentive that must be offered in order to persuade people to take part in surveys or focus groups etc.In normal life, people are more likely to undertake a task that will eventually benefit them in some way - this is no different in the research world. Often a simple book token or a small donation to a charity will be enough to convince someone to take part in a study, although in some cases (focus groups for instance) the travel requirement and the greater amount of time involved requires a larger cash incentive. Having said this, incentives vary widely depending on the location, length and nature of the study and the amount of travel involved for respondents. Furthermore, some cultures would not accept cash incentives and therefore more culturally acceptable gifts must be used. The nature and value of offerings is often one of the more creative aspects of market researching!Â Â Â

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