

FMCG & CONSUMER GOODS | SOUTHERN EUROPE

Asynchronous hair-care study with young women

A multi-week online study with young women with fine, frizz-prone hair, split by the brand they use most.



AT A GLANCE

CLIENT

Hair-care brand

INDUSTRY

FMCG & Consumer Goods

MARKET

Southern Europe

METHOD

Asynchronous online
qualitative study

SAMPLE

Women aged 18 to 35 in two
brand-user groups

TIMELINE

4 to 6-week participation

THE CHALLENGE

A hair-care brand wanted to understand young women with fine, frizz-prone hair through online activities over several weeks, split by the brand they use most. Recruiting a brand-specific, social-media-savvy audience for multi-week participation needed tight screening and strong engagement.

OUR APPROACH

We screened on hair type, brand use and online habits, then kept participants engaged for the full period.

- 1 Verified age, hair type, brand use and social media habits
- 2 Onboarded participants for multi-week online activities
- 3 Sent prompts and reminders to keep contributions strong
- 4 Monitored participation and screening integrity

THE RESULTS

- ✓ Two brand-user groups showed where loyalty and switching come from
- ✓ Weeks of activities captured behaviour and reflection over time
- ✓ Digitally fluent participants engaged richly in online tasks

SERVICES USED

Qualitative recruitment Online data collection Respondent recruitment

ABOUT RESEARCH AND METRIC

Research and Metric is a market research fieldwork partner for research agencies and insight teams, with offices in the USA, India and Singapore. We recruit the right people, collect data by the method each study needs and deliver clean, documented outputs your analysts can use straight away.

Recruitment

- Respondent recruitment
- Qualitative recruitment
- Quantitative recruitment
- Hard-to-reach audiences

Fieldwork

- Online data collection
- Survey programming
- CATI telephone interviewing
- Face-to-face CAPI
- Product placement and IHUT
- Global fieldwork coordination

Data and support

- Data processing and tabulation
- Open-end coding
- Survey weighting
- Extended team services

WHY AGENCIES CHOOSE US



Verified respondents, never self-reported



One accountable team from screener to final tables



ESOMAR-aligned processes and GDPR-compliant data handling

Planning a similar study?

Send us your brief and get feasibility, timelines and costs within 24 hours.

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SEND A BRIEF

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Client project. Client details are anonymised.