

Meaning of face to face interview;

To deepen the understanding of a market, custom research employs extensive or targeted primary research to go beyond what can be uncovered through secondary research only. In-depth interviews are the most versatile form of primary research, and are appropriate when targeting detailed perceptions, opinions, and attitudes. In-depth interviews are particularly effective when the goal is to capture feedback that is sensitive. These interviews can be conducted in-person or over the telephone to gain deeper insight to specific objectives by probing for quality responses. This offers an advantage over self-completion methods, such as surveys, because the respondent is more likely to give their full attention and the interviewer can deduce the quality of each response.

Advantages of F2F Interviews

Allow for more in-depth data collection and comprehensive understanding

Body language and facial expressions are more clearly identified and understood

The interviewer can probe for explanations of responses

Stimulus material and visual aids can be used to support the interview

Interview length can be considerably longer since the participant has a greater commitment to participate