Abstract

How to involve kids in consumer research in an ethical responsible way – to get the right insights

Why kids? Simply because they are something special!
From a market perspective, kids are interesting because they have a huge influence on their family’s purchase decisions, they are individual consumers of kids- and other products, and they are the future consumers.
From a research perspective, kids also have their own opinions. They do not necessarily agree with their parents, and their parents might not even know what their kids’ actual opinions are. Only asking the parents will not always give a full understanding of the kids’ needs, preferences, and the ‘why’ behind.
From a human right perspective, ‘the rights of the child’ say that kids have the rights to get heard in matters that regard them.
So, there are many reasons for involving kids directly in research.
But are kids actually capable of delivering valid answers in research?
Yes, they are!
But only, if they are approached in the right way, which means by using child-centric research.
This presentation is about code of conducts, guidelines, and benefits of child-centric research.