

CLIENT SUCCESS STORY

HONESTY DETECTOR:

BE CONFIDENT YOUR RESPONDENTS ARE TELLING THE TRUTH



CLIENT

Market Research Firm

INDUSTRY

International Full-Service Custom
Marketing Research

"WE ARE EXTREMELY
PLEASED WITH THE
DATA COLLECTED
FROM THIS STUDY
AND WILL BE
USING HONESTY
DETECTOR ON
FUTURE WORK."

Lightspeed GMI Honesty Detector helps a market research firm uncover Chinese consumer electronic purchasing behaviors.

THE CHALLENGE

After running a study with another vendor that measured electronic purchasing behavior, the client was concerned about the validity of data collection in China. The results of the previous study indicated claimed purchase data that did not match actual market share data.

THE SOLUTION

Lightspeed GMI sought to evaluate the extent to which Honesty Detector would impact the data and whether the client would find this new data more reliable and better matched to market share data. In order to achieve this, Lightspeed GMI implemented Honesty Detector in "stealth" mode and assessed the data from those who would have failed the Honesty Detector check versus those who would have passed.

Lightspeed GMI reviewed data both with dishonest panelists and with those dishonest panelists removed. We compared responses to key questions on purchase behavior, brands purchased, etc. and found that those who were dishonest tended to over claim consistently across the questions of highest importance.

THE RESULTS

The study aimed to understand purchasing behaviors and we found that those who failed Honesty Detector had claimed they had purchased products at a rate of 64% in the past six months. For those who had passed Honesty Detector, that percentage was only 16%.

It became clear from this research that people lie differently according to question type. We found, for instance, that respondents were generally honest when answering questions about themselves such as attitudes, values, political preferences, and other questions where there is no "right answer." Where respondents do tend to lie is around status objects, such as the high end consumer electronics being studied in this research. This matches other research on research we have collected that indicates panelists will be dishonest when they are asked about high prestige items.

The removal of over-reporters impacted the data by delivering more realistic answer patterns. By removing the over-reporters, we eliminated "noise" and resulting data had a much more realistic distribution of purchase reporting to match known market share.