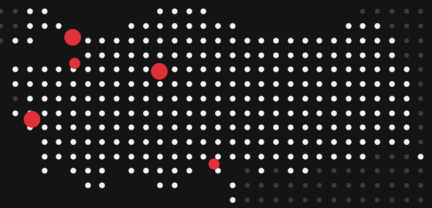
PIRI RESEARCH

CREDENTIALS · 2026

Your partner for the Turkey component.



ISTANBUL · ANKARA · IZMIR
AND NATIONWIDE FIELDWORK

QUAL · QUANT · FIELDWORK

We manage your research in Turkey from start to finish, to international standards.

Senior-led, from the first feasibility check to the final English deliverable.

Independent research and fieldwork, based in Istanbul.

EXPERIENCE

15+

years of senior research experience

PROJECTS

300+

across consumer, B2B and healthcare research

FACILITIES

3

viewing facility cities: Istanbul, Ankara, Izmir

LANGUAGES

2

Moderation in Turkish (native) and English

Why agencies work with us

Big-agency quality. Leaner structure.

01 **One partner for the full Turkey leg**

Feasibility, localisation, recruitment, fieldwork, interpretation and reporting.

02 **Senior moderation in Turkish and English**

The researcher who scopes your study is the one who moderates it.

03 **Recruitment you can trust**

Double screening and ID checks where appropriate, with safeguards against repeat and professional respondents.

04 **Fast, realistic quotes**

Feasibility and costs from people who run the fieldwork themselves.

05 **English deliverables, ready to use**

Transcripts, top-lines and reports written by a researcher, not just translated.



What we do

QUALITATIVE / QUANTITATIVE / SUPPORT SERVICES

Qualitative research

Our core.

Getting beyond what people say to why they do what they do, in a market where family, social codes and price shape every decision.

Focus groups
Face-to-face and online; full groups, mini-groups, extended sessions

In-depth interviews
Face-to-face, online and telephone; dyads and triads

Expert and KOL interviews
Physicians, specialists and B2B decision-makers

Ethnography
In-home visits, accompanied shops and drives, observation

Online qualitative
Online communities, mobile diaries and pre-tasks

Car clinics
Clinic groups, IDIs and surveys, with venue and vehicle logistics

UX and usability
Websites, apps and service journeys

Concept and communication tests
Concepts, packaging, advertising and claims

Workshops
Co-creation and ideation with consumers or experts

Eye-tracking
Mobile eye-tracking studies

Quantitative research

When the study needs numbers.

Face-to-face, telephone and online fieldwork, with validation and back-checks built in.

Face-to-face surveys

CAPI and PAPI, door-to-door and street intercepts

Telephone surveys

CATI with consumers and business audiences

Online surveys

CAWI with verified samples

Central location tests

Product, taste and packaging tests

Home use tests

Product placement with follow-up interviews

Mystery shopping

Retail, showrooms, service points, phone and online

Intercept and exit interviews

Stores, airports, events and public spaces

Trackers

Brand, satisfaction and B2B relationship tracking

Support services

Book only what you need.

- Recruitment only: consumer, B2B and healthcare
- Moderation only, in Turkish or English
- Simultaneous interpretation for client viewing
- Localisation of screeners, guides and stimulus
- Transcription and translation into English
- Top-lines, analysis and full reports
- Desk research and Turkey market reports
- Multilingual questionnaires for international respondents

Part of a full project, or booked on their own when your team runs the rest.

Facilities and fieldwork coverage

VIEWING FACILITIES

Partner facilities in Istanbul, Ankara and Izmir: one-way mirror, client room, recording and live streaming.

INTERPRETATION

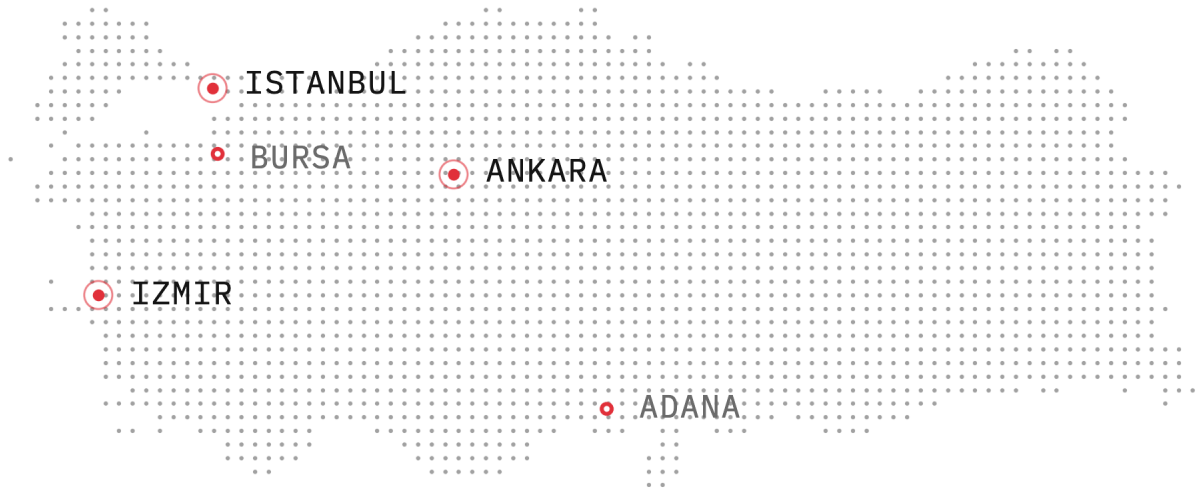
Simultaneous English interpretation, on site or streamed.

CAR CLINIC VENUES

Secure indoor venues with vehicle logistics, security and confidentiality.

FIELDWORK

Istanbul, Ankara, Izmir, Bursa, Adana and more through local partners; online nationwide.



Who we reach

Consumers

All ages and income groups, urban and rural: users, rejecters, intenders, early adopters, high-net-worth individuals

Families and households

Parents, children and teens with parental consent, carers, multi-generational homes

Healthcare

Physicians across specialties, nurses, pharmacists, hospital decision-makers, patients and caregivers

Business

C-level, owners and managers; IT, procurement, HR and marketing decision-makers; SMEs

Trade and professionals

Retailers, dealers, distributors, mechanics, architects, contractors, chefs, farmers

Employees

Frontline staff, sales teams, team leaders and internal stakeholders

Special audiences

International travellers, expats, students, academics, public-sector stakeholders

Low-incidence and hard-to-reach profiles are everyday work.

Sectors *Experience in 22 sectors.*

FMCG / Food and beverages / Alcohol and tobacco / Personal care and beauty / Retail and e-commerce / Quick-service restaurants / Healthcare and pharma / Medical devices / Technology and software / Social media / Telecom / Consumer electronics / Home appliances / Automotive and mobility / Energy and fuel / Financial services / Media, streaming and gaming / Travel and aviation / Building products / Agriculture and animal health / Education / Public and social research

Selected work

Client, brand and agency confidentiality is protected throughout.

NO.	AREA	APPROACH · AUDIENCE
01	**Concept, pack and claims testing for global FMCG brands**	Focus groups · users, switchers and rejecters
02	**Platform and app experience for global technology companies**	Online IDIs and diaries · users, creators, small businesses
03	**Online shopping journeys for a global e-commerce platform**	Online IDIs and mini-groups · several waves
04	**Patient journey for global pharmaceutical companies**	Patient interviews · chronic and rare conditions
05	**Healthcare professional research**	IDIs and online groups · physicians and nurses
06	**Product usage and home ethnography**	In-home visits · households in several cities
07	**Automotive clinics and mobility research**	Car clinics and accompanied drives · owners, fleet, taxi

Selected work

Including the Turkey leg of multi-country studies.

NO.	AREA	APPROACH · AUDIENCE
08	**B2B and trade research**	IDIs and site visits · specifiers, dealers, farmers, chefs
09	**Service and travel experience**	Multilingual intercepts and observation · travellers
10	**Media, streaming and entertainment**	Focus groups with live interpretation · viewers
11	**Frontline and employee experience**	IDIs · frontline staff and team leaders
12	**Consumer electronics purchase drivers**	Qualitative and quantitative combined · buyers, intenders
13	**Brand and relationship trackers**	Quantitative waves · business customers, consumers

Quality standards

No shortcuts.

- ✓ Fieldwork under the ICC/ESOMAR International Code
- ✓ Personal data handled under GDPR and Turkey's KVKK
- ✓ Double screening and ID checks where appropriate
- ✓ Safeguards against repeat and professional respondents
- ✓ Back-checks and validation on quantitative fieldwork
- ✓ Adverse-event reporting for pharmaceutical studies
- ✓ Daily progress updates and recruitment grids before fieldwork

The right respondents, the full sample, the agreed method. If anything puts quality at risk, you hear it from us first.

How a project runs

You brief us once. We report back in English.

01

Feasibility and quote

Incidence, approach, timings and costs, in time for your RFQ.

02

Localisation

Screener, guide, questionnaire and stimulus adapted for Turkey.

03

Recruitment

Screened, checked and reported daily.

04

Fieldwork

Moderated in Turkish or English, with live interpretation.

05

Quality control

Validation and back-checks before anything leaves us.

06

Delivery

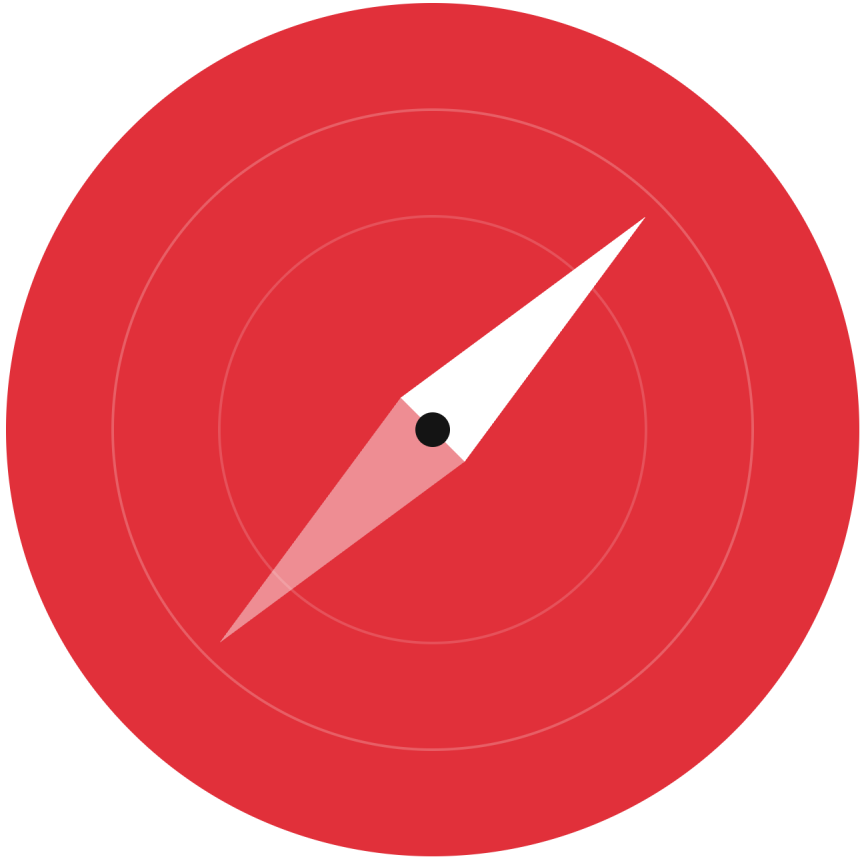
Transcripts, top-lines, data and reports on the agreed date.

PIRI RESEARCH

CONTACT

Send us your specs.

Feasibility and a quote, in time for your RFQ.



CONTACT
Ercan Özcan
Head of Research

EMAIL
ercan@piriresearch.com

WEB
piriresearch.com

BASE
Istanbul, Turkey