Case Study

Perception analysis of healthcare professionals

Marketing Challenge:

One of the leading IT giant wanted to obtain feedback from two groups of people:
1) Small business owners or employees of small businesses
2) Those who operate a business from their home.

Company's objective was to have these individuals rate their acceptability of and satisfaction level regarding several plots both in terms of internal (internal communications, email, proofing, etc.) and external use (i.e. client correspondence/presentations, promotional brochures, client reports, etc.).

Challenge was to make sure all respondents understand the difference between internal and external use.

MMRSS' Approach:

Recruitment of 17 groups with 3 people a total of 50 people such that 60% were small business owner / employee (company size breakdown: 5 - 20) and 40% income generating business operating from home (company size breakdown: 1 – 5).

In-direct interviews with group of 3 were conducted. Moderator explained to respondents the difference between internal (internal communications, email, proofing, etc.) and external use (i.e. client correspondence/ presentations, promotional brochures, client reports, etc.). Prior to the commencement of each attribute survey, the moderator explained to all the respondents the instructions and requirements of the survey and clarify any queries or doubts.

When the respondents were lost, the moderator should guide them, example:

a.   Graininess & Text KOD survey - Moderator may guide by showing BEST and WORST plot -->If respondent is still unable to tell the differences --> continue with the survey on <KOD Plot 4 (Sharp and Dark); Plot 9 (Blur and light); Plot 11 (Light but sharp)>

b.   Area-Filled and Text Bleed survey – Moderator may inform respondents that they are allowed to flip back the previous plots reviewed. If respondents are not able to notice any of the defects, continue with survey, unless they are looking at the wrong defects.

c.   Line Straightness and Copy survey – Moderator may guide by telling what the defects are. For Line Straightness, moderator is to remind respondents to look across entire width of the plot and not to make any guesses

The Results:

Acceptability of and satisfaction level rating for several plots was established as per the client's need.

About Majestic MRSS:

Majestic MRSS is more than a decade old full service market research company with clients in the Pharmaceutical, Healthcare, FMCG/CPG, Automotive, Information Communications and Technology (ICT), Hospitality & Retail, Media sectors. MMRSS has its presence in fifteen countries in Middle East and Asia. Majestic MRSS has always been at the forefront of technology as an emerging force in Asia and the Middle East in the last decade. To learn more visit www.mmrss.com

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