



Majestic MRSS Monthly Newsletter

September Issue

Tel: +91-22-2654 2741 |

Email: info@mmrss.com |



Industry News

Source – www.research-live.com

ComScore announces mobile measurement change, 24th September'14

<http://www.research-live.com/news/comscore-announces-mobile-measurement-change/4012287.article>

German smartphone users favour apps over online browsing, 24 September 2014

<http://www.research-live.com/news/german-smartphone-users-favour-apps-over-online-browsing/4012291.article>

Instagram launches ads in the UK, 23 September 2014

<http://www.research-live.com/news/instagram-launches-ads-in-the-uk/4012281.article>

Smartphones and tablets key for US kids, 23 September 2014

<http://www.research-live.com/news/smartphones-and-tablets-key-for-us-kids/4012283.article>

Future of healthcare research may lie with mobile apps, 19 September 2014

<http://www.research-live.com/news/future-of-healthcare-research-may-lie-with-mobile-apps/4012267.article>

Mobile ads becoming more relevant, 15 September 2014

<http://www.research-live.com/news/mobile-ads-becoming-more-relevant/4012244.article>

Openness rather than bullying behind online anonymity, 28-Aug-2014

<http://www.research-live.com/openness-rather-than-bullying-behind-online-anonymity/4012171.article>

Survey Monkey creates survey advisory committee, 27-Aug-2014

<http://www.research-live.com/news/surveymonkey-creates-survey-advisory-committee/4012165.article>

Search engine keywords can predict ad clicks, 26-Aug-2014

<http://www.research-live.com/news/search-engine-keywords-can-predict-ad-clicks/4012162.article>

Med Query launches project portal, 22-Aug-2014

<http://www.research-live.com/news/medquery-launches-project-portal/4012153.article>

Internal News

MRSS INDIA showcased its new **EYE TRACKING TECHNOLOGY** at **IRF- 2014**, Renaissance Mumbai. MRSS India.com is arguably the pioneer of digital technology in India for market research. We are also the first to offer wearable [mobile] eye tracking technology to assess, measure and study consumer behavior. Eye tracking has become an extremely powerful tool in market research. Knowing what people see and – more importantly – what they miss, is the key to an effective marketing campaign which turns people into buyers.



Sarang Panchal, CEO, MRSS INDIA at IRF 2014



Role of Market Research in E Commerce

By Sarang Panchal, CEO, MRSS INDIA

eCommerce in India is arguably experiencing growth that only the dotcom industry had gone through a few years ago. The difference in my view is that the growth is here to stay!

The industry is characterized by rapid increase in online shoppers – said to be 25% CAGR, and this is accentuated by the fact that order values continue to climb. The increase in penetration of new categories like jewellery, home décor, fashion, etc. have partially led to this; faith in better credit card / net banking security has also led to consumers making higher value purchases.

By dint of the pervasiveness of the ecommerce world, a lot of growth has and will come from smaller towns. Clients are no more battling the challenges of distribution but focusing instead on logistics and delivery!

So where does market intelligence and research figure in this significant retail change the country is witnessing? Almost everywhere – if one examines the tools that today's tech heavy MR industry offers. Since many years research has helped retail websites refine the journey to purchase by enabling usability testing. Of late this has been taken to a different level with the introduction of wearable eye tracking glasses! These glasses help clients not only create better websites but also understand what customers are looking at in terms of advertising / promotional offers. And a lot of research intelligence is moving away from asking customers to observing what they are doing / seeing; this is so important because ecommerce transactions are typically fairly 'personal.'

The similarity in offerings of retail ecommerce URLs makes it imperative that clients regularly 'talk' to customers and see how these competitors stack up in terms of quality of awareness, image, product range price and delivery perceptions. Talking to customers has also moved from conventional methods like face to face / telephone interviewing to online interaction via panels / communities. I personally find the data quality richer and the management of the process quicker. Typically how this interaction occurs is that initially we recruit customers online and explain to them that ours is not a typical 'interview' type relationship. Communities generally comprise of customers who are engaged with the client and that tends to be the main reason for participation. Once this has been established the nature and quality of participation is completely different from conventional research – hence the 'richer' information that is collected. In fact the stimuli do not resemble questionnaires – they are more fun and interesting processes and this sustains motivation across time! A classic example of how research has moved with the times....

Given that the a lot of ecommerce / online purchasing is shifting to the mobile phone, analytics of the websites customers use is becoming of greater importance. For instance the communities I mentioned earlier can participate in client interactions over their phone, tablet, etc. Moreover the monitoring of the apps consumers use at office and home is a reasonably regular feature in the research we do. Of course mobiles will continue to play a greater role in data collection with increasing penetration of smart phones. My view is that given the explosion in low cost smart phones, the path to online shopping will very likely be m-commerce and not laptops / computers! It's just as well that the market research industry is ready to work with mobile phones as a tool for collecting information.

Lastly but not the least, Social media networks are likely to become channels for sales and customer engagement. With a variety of ‘wallets’ being offered online, this new concept ushers a fresh mindset for Indian consumers. Research will again cross path to help measure loyalty besides other features of this new medium. The future of ecommerce and how clients, merchants capitalize on this opportunity will in a big way pave the way for market research as an industry to make investments in technology and solutions.

Can India’s Newly Drafted Road Safety Laws Help Boost its Economy?

Posted on September 19, 2014 by [India Briefing](#)

Since his landslide election victory in May, Prime Minister Narendra Modi has been attempting to eliminate the various obstacles that have thus far impeded India’s economic development. The new government’s emphasis has ostensibly been on the country’s underdeveloped infrastructure, and billions of dollars have accordingly been invested into its railways in an ambitious Chinese-style revival plan. India’s notoriously dangerous and congested roads, however, have until now eluded any significant parliamentary scrutiny.

On Saturday, the Modi administration released their draft bill on road safety laws. Widely thought to have been motivated by the death of senior BJP minister Gopinath Munde in a road accident in June, the bill proposes setting up an independent agency for road safety and vehicle regulation; a national authority that will have the power to recall vehicles which do not adhere to a required set of standards. Furthermore, a western-style penalty point system that includes severe fines and, in some cases, imprisonment, has also been proposed.

This is long overdue. There is currently no system of verification for vehicle maintenance, no central national agency of road safety, and very little legislation. Piyush Tewari, the founder of India’s road safety advocacy group Save LIFE Foundation, said: “The sole statute governing road safety in India, the Motor Vehicles Act-1988 (MVA), has proved ineffective in addressing any of [the] issues decisively. Even the last tabled Motor Vehicles (Amendment) Bill, 2012, which was passed by the Rajya Sabha in 2012, was archaic and contained recommendations which will not solve the current situation on Indian roads.”

See more at: <http://www.india-briefing.com/news/indias-newly-drafted-road-safety-laws-boost-economy-9027>