

## Case Study

# Ethnostreaming for Mobile device usage

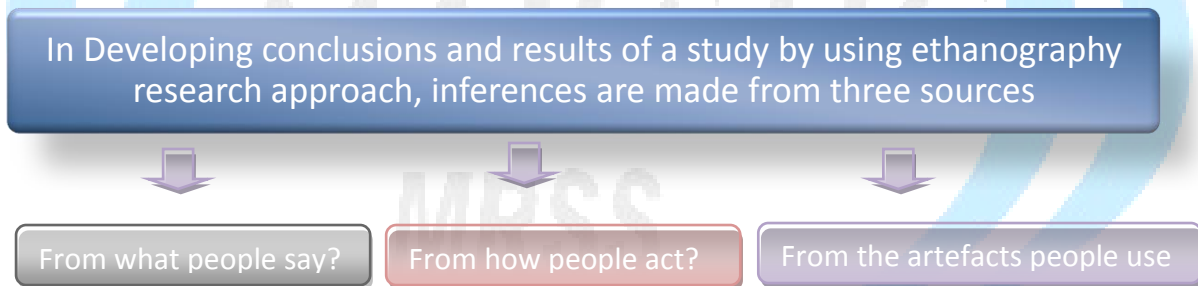
### Marketing Challenge:

The basic premise in ethnographic studies is that concepts, behaviours, and theories develop inductively, from the specific to the general

One of the biggest Mobile manufacturers wanted to understand need of Indian market for usage of mobile device and analyse purchase behaviour of people. The client also wanted to gauge the new technologies and features adoption attitude of Indians.

### MMRSS' Ethnography Approach:

Majestic MMRSS has their proprietary –Ethnostream which is Live video streaming of ethnographic research. The tool is powered by a portable streaming system under license from two global service providers — Focus Vision and Active Video Group



We at Majestic MRSS, use various methodologies to record the Ethnography. Some of these methodologies are Photo Essays, Video and Subject Diary

### ETHNOGRAPHY FOLLOWED BY VIDEO STREAMING:

#### **Semi Structured/ Definitive ethnography for mobile users:**

In order to understand the need of mobile applications respondents who already used mobile were asked to imagine several “Ideal Mobile Applications” which could make their life easier.

#### **Exploratory Ethnography for non-users for mobile:**

Since respondents were non-users of mobiles we gave them a task to imagine about what they understand about mobile. Ethnographer made a note of activities where usage of mobile would have made their life easier.

## VIDEO STREAMING FOR BOTH THE GROUPS:

1. Wind up session was comprised of collage making, Personification activities and other qualitative methodologies – Depth immersion
2. All the activities and interaction, expression of the participant were recorded via video.
3. This was video streamed and transmitted via internet and accessed from Europe by client team.
4. Client was able to interact with the Ethnographer using Ethno-stream as the study progressed and witness key nuggets of knowledge being mined.

## The Results:

Entire ethnography session was Video Recorded as well as ethnographer captured activities conducted by respondents through photo essay. Client was able to witness discussion on barriers to adoption and how mobile usage could positively impact their lives.

Ethno-stream helped research and product development team to understand the purchase and usage behaviour of mobile users. This was a very effective tool to decide on attitude and consumer psyche towards the product usage as well as buying behaviour.

## 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 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](http://www.mmrss.com)

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### In Summary:

- Ethno-stream is proprietary of Majestic MRSS where Live video streaming of ethnographic research is done
- In one such study we successfully analysed the purchase and usage behaviour of mobile users.