



AUDIENCE MATTERS

Majestic Market Research Firm combines Ethnography and Video-streaming to produce Ethnostream

By Audience Matters News Desk

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MMRSS is an Independent Marketing research firm specializing in Multi-Country Studies. It is also Asia's Largest Qualitative Research Facility Service Provider with State of the Art Focus Group Suites across major cities in India, Asia & Middle East, all of which are centrally located in their respective cities. Its India's leading primary Business Intelligence firm and India's only research facility provider with state of art one way mirror facilities across Asia & Middle East. It is India's

only research facilities provider with usability testing labs services across all major cities. It is Asia's only research facilities provider with eye tracking, usability testing and perception analyzer services across all major cities.

MMRSS brings forth a powerful suite of Qualitative Marketing Research services to understand the depth and range of consumer attitude and behavior. With more than 10years of research expertise they excel in conducting all types of qualitative researches. Routine explorations include: Focus Group Discussions, In-Depth Interviews, Online Depth interviews & Focus groups, Extended creativity groups, Ethnographic Approaches, Dyad/Triad, Conflict Groups.

Majestic has recently introduced a new research tool, Ethnostream. AudienceMatters.com got an opportunity to interact with Raj Sharma, President of Majestic MRSS. Here are the excerpts...

Majestic has introduced a new research tool, Ethnostream. How did you come up with the idea of combining Ethnography and Video Streaming?

The idea comes as a solution to an actual research challenge. A huge number of clients are interested in visiting the consumers location but there is a limitation on that merely because of logistics. We simply looked around to see what can we do make things convenient for the client.

Has Ethnostream been used for any of Majestic's clients ?

Yes, a number of them have started piloting but we are yet to sign any long term contracts for the same.

What are the challenges faced by the Market Researcher while using different research tools for compiling research reports ?

The primary challenge in visual ethnography techniques such as ethno streams is for researchers to be able to go through large volumes of visual data and mine it for insights into consumer behaviour that are salient to the clients marketing objectives. Another challenge would be too to interpret the findings so that multiple stakeholders get insights from the research.

Is Majestic planning to introduce more such research tools?

Yes, surely enough, there are several and you will be hearing a lot more from us on such innovations on a regular basis.

What is Majestic's target audience? What are your strategies to reach out to them?

Our clients fall into the following categories: FMCG, Automotive, ICT, Logistics, Aviation, Industrial, Pharma. While our primary strategy for the last decade has been 'Word of Mouth' we now have begun a media outreach programme that includes where appropriate advertising, PR and Social Media Marketing.

Any expansion plan for India 2012 ?

Yes, In India, we are hiring aggressively at all levels and across industry verticals. Our current staff strength is just under 200 and we have plans to double . We have six full services offices in India and 14 field offices. We expect our footprint in India to touch 55 cities by the end of 2011.

What is Majestic's revenue model?

Our business model is basically to utilise technology to improve the reliability and validity of Market Research .