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Novel Market Research Tool Combines Ethnography with Video-streaming;Majestic MRSS launches this unique service in India and 13 other countries

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Mumbai, 27th July 2011: (Ajay Rawal) Companies across the globe pump in major moolah to study the surroundings and circumstances in which products and services are used. Known as ethnography, the study involves conducting customer visits to observe an existing product or service in use, or the environment in which a potential new product or service may be used; the study provides interesting insights and gives a complete picture of the customer. Now, thanks to Majestic MRSS (Marketing Research Support Services), corporate can now watch and be a part of such ethnographic studies from the comforts of their offices, or from their mobiles.

Majestic MRSS has introduced 'Ethnostream', a novel market research tool that combines ethnography and video-streaming, in India and 13 other countries. The Ethnostream system consists of a video camera, mixer, encoder and data communication modules, and claims a time lag of six seconds on a broadband connection.

Focus groups and one-on-one interviews typically generate highly useful verbatim transcripts, but ethnography adds an assortment of several other data elements to the mix, including: still photographs, movies, respondents actions and respondent diaries of tasks performed. Now, Ethnostream would take the concept of ethnography a few notches higher.

Speaking on the unique features of Ethnostream, Raj Sharma, Co-Founder and President of Majestic MRSS, says, "It helps you be in your customer's house/office/kitchen without leaving yours, enables you to have unlimited number of viewers across the globe that can watch the sessions 'live' and to participate and engage in Focus Groups/Depths from non-urban location. It also facilitates remote viewers to communicate with on-site researchers via a chat interface and enables viewers across the globe to chat with each other to enhance cultural immersion and simultaneous translation capability to any language."

Additionally, Ethnostream will help companies reduce expenditure incurred in travel and others logistics that are involved in ethnographic research today. He elaborates, "The demand for ethnographic research is on the rise with companies wanting to observe consumers and their behaviour firsthand in their natural environments, and converse with them. However, the high cost of travel and other logistics make this exercise an expensive and time-consuming proposition. Ethnostream does away with those obstacles."