

IMRB international IMPRINT



IMRB international
THE MR AGENCY OF THE YEAR

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Excerpts from IMPACT: Interview with
Thomas Puliye,
President, IMRB International

Congratulations on winning the Market Research agency award. What do you think has worked in the favour of IMRB International? Does being acknowledged like this motivate the agency officials?

Thank you very much. All credit to the team for making this happen. Getting the award in a single year, can be treated like a flash in the pan. Two years could be a strange coincidence. But winning the award three years in a row, that truly establishes our credentials and strength, without question. It is no mean achievement considering that all papers go through a very rigorous process of screening and vetting by experts from our clients, the research users, as well as our competitors, the research agencies. I understand that every year there are over 80 synopses which are submitted at the very first stage. While we are immensely proud of this award, it is not just the four award-winning papers that we are proud of, it is the 5000 projects that we do every year for our clients – that's what gives us the real 'high'. And the 1300-strong family that works to make that happen share that reward.

There have been many allegations that research has not grown in the way that the industry has grown. How do you view this?

I am not sure that I quite agree with you there. I do believe that the research industry has grown quite considerably over the years. We have one of the fastest growth rates in the world for an industry of our size. The very fact that international businesses are entrusting their research needs to the India research industry is a reflection of the calibre of our people and the quality of our thinking. In fact, while many countries have moved to pre-packaged solutions,

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"I have only slipped away into the next room, I am I, and you are you. Whatever we were to each other, that we are still, ...Life means all that it ever meant; it is the same as it ever was. There is absolute unbroken continuity... Why should I be out of mind... because I am out of sight?..All is well".

Scott Holland

Remembering BHUPI

Bhupendra Mathur called Bhupi by friends and the MR fraternity, passed away peacefully in his sleep on 9th December 2008 having battled valiantly against cancer without losing his courage, his great spirit or his sense of humour. He was 50 years of age.



MTV vs. IPOD generation

Are Generation X and Y different and what implications does it have for the HR team in an organisation?

When it comes to managing customer loyalty, it's given that today companies use customer segmentation as one of the effective tools to build Customer Loyalty. Understanding and treating each segment of customer differently can lead to significant benefits for the organisation. The segmentation strategy not only impact sales and marketing efforts of the company, but other aspects as well. Companies introduce product variations, promotions, campaigns or brand communication keeping in mind their target segment and this segmentation could be a meaningful group. One of the groups, which companies do look at, is the Generation type: Generation Y or X or Z or the Baby Boomer or Veteran generation.

Besides customers, there are other stakeholders as well, where this "generational sensitivity" is becoming more and more important – namely "Employees". Today most organisations constitute Generation X and Y employees, along with a sprinkling of the Baby Boomer Generation and perhaps a handful of the Silent Generation.

The employee mix differs depending on the type of sector. e.g the BPO / ITes sector would be heavily populated by the Generation Ys, while this skew would be missing in the manufacturing sector.

Before we go any further, we ought to define these generations. Source: Wikipedia

- Generation Y are especially people born in western culture from 1980 (Millennials) to the early 1990s. Also known as Echo Boom or Internet Generation (a more common parlance for this generation). Other names are "iGeneration" or "You tube Generation"

- Generation X consists of those born between the approximate years of 1965 to 1980. Other names used interchangeably with Generation X are 13th Generation and Baby Busters. MTV Generation has often been associated as a neologism for Generation X
- Baby boomer is a term used to describe a person who was born between 1946 and the early 1960s
- Silent Generation is used to describe a person who was born between 1925 and 1945.

We did a small exercise amongst some of the Y's and the X's. We asked each generation to describe themselves as compared to the other. This is what we found.

Generation Y employees compared themselves to Generation X and saw themselves as "more social in nature, wanting the work culture/environment to be friendlier and fun loving, prefer to maintain a work life balance. Likely to switch jobs easily if they do not find their jobs satisfactory (partly also because the truth is that there are more job opportunities). Also they see themselves as more tech savvy and more adaptive to new processes, though may not necessarily view their career from a more long term perspective"

Gen X employees see themselves as more committed to their work / jobs. Willing to work harder to earn their pay and benefits. They could at times be more opinionated as compared to Gen X. Gen X believes that today Gen Y has more opportunities and hence they may not value a job as much, also Gen X sees Gen Y as more gizmo savvy.

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DID YOU KNOW?

Size of Mobile VAS industry

The Current Mobile VAS industry estimated at Rs. 5,780 crore by June 2008 is expected to grow steadily at 70% over the next two years to touch Rs. 9,760 crores by June 2009 and Rs.16,520 crores by June 2010.



(Rs. in crores)

Authored by: Vivek Khattar, Group Business Director, Mystery Shopper Insights,
A specialist unit of IMRB International



Mystery shopper insights unravelling consumer needs!

"The true mystery of the world is the visible, not the invisible." – Oscar Wilde

Prologue

Market research tools and techniques have kept pace with the constantly evolving information needs of the marketer as also with changing industry dynamics. There was a time when consumer feedback was the only tool used in market research studies. Among various other new techniques, **mystery shopping** is gaining acceptance among the research community as well as clients to answer a wide cross-section of marketing issues. These areas include *quality of service delivery measurement, price tracking, brand advocacy measurement and many others.*

What is mystery shopping?

Mystery shopping involves trained, anonymous shoppers auditing the product & service offerings of retail marketers. The auditing process involves trained shoppers anonymously evaluating the infrastructure, processes, service delivery, customer service, operations, employee integrity, merchandising, product quality & price at the outlet. The shoppers independently audit processes & staff as per standard guidelines used across all audits, giving constructive actionable input for improvement of service delivery.



The mystery shoppers fit the typical profile of customers for the outlet and conduct audits under various pre-determined scenarios. For example, a mystery shopper at a fashion apparel store would be an 18-25 year old, college-going individual wanting to purchase trendy, designer jeans or a 25-35 year old, office-goer, wanting to purchase a formal shirt for his next client presentation.

Objectives of any mystery audit program

Mystery shopping exercises could have multifarious objectives which include the following:

- To check **conformance to the guidelines for service delivery** laid-out by the retailer leading to the following:
Identifying high & low conformance units
Specifying service delivery improvement areas
Bench marking against service delivery by competition
Creating a baseline for future monitoring
- To measure the **effectiveness of training imparted** to employees
- To **recognize good employees** based on findings of the audits
- To measure the **extent of brand advocacy** by multi-brand outlets
- To audit prices through a pre-designed negotiation process and determine Market Operating Prices

Applications of mystery audits

The Indian retail scenario is witnessing a paradigm shift with modern retail formats slowly replacing traditional forms of retailing. This trend is visible not just in urban India but also rural areas. Competition is hotting-up with various Indian & International players vying for a share of wallet of the Indian shopper.

In this context, a customer's in-store experience is becoming increasingly important for any retail marketer. High quality of services rendered in the outlet act as a differentiation, enhance loyalty, generate positive word-of-mouth and save costs for the retailer!

In an interesting audit assignment for a branded garment retailer, mystery shoppers evaluated the store on the following areas:

- **quality of merchandise** such as arrangement of garments, availability of various sizes etc.
- **salesperson effectiveness** and knowledge about the products
- **infrastructure related issues** such as cleanliness and availability of trial rooms & washing rooms, time taken for processing payment, etc.

Various scenarios were enacted during the audit process. The scenario variables included the following:

Gender : Male, Female
Age of auditor : 18-25, 25-30, 30-35 years
Section : Men's wear, Women's wear
Day of audit : Weekday, Weekend

Some interesting findings that we have seen across various mystery shopping exercises in India are as follows:

- Casual attitude / salesperson more relaxed with 18-25 age band
- Behaviors and attitudes towards internal conformance more relaxed during evening
- Infrastructure compliance usually on the higher side as opposed to salesperson competency which is usually lower
- Lesser number of customers greeted and pro-actively approached during the evening time
- Interactions are mostly customer-driven



Price tracking studies

Highly competitive markets, easy product availability and stock movement pressures of today have led to rash price undercutting by retail channels. This often leads to serious erosion of brand value which could have potentially disastrous consequences for the brand in the long run. While on one hand the customer loses trust in the brand, on the other hand, there is a significant dent to brand image.

It is in this context that marketers would like to keep a tab on retailers who undercut on prices below a prescribed lower limit. *Mystery shopping helps track the Market Operating Prices (MOP) of the product under study and helps in identifying errant retailers. Prices are determined by way of a standard negotiation technique and script to ensure consistency across various audits.*

Brand advocacy measurement

The days of marketers selling their ware through company-owned or exclusive outlets are over. The appointment of franchisees or selling through multi-brand retail outlets mandates the need for determining whether the brand is being pushed adequately by the channel or not. Some of the key questions that mystery shopping can answer in such a scenario include:

- **Brand availability** : Whether the brand is available in the outlet and the SKU is stocked or not?
- **Brand recommendation** : What is the extent of brand recommendation by the sales channels?
- **Salesperson effectiveness** : Whether the salespersons are proficient with product specifications and are they giving the intended key selling messages to customers?

In a recent mystery shopping assignment undertaken by the author for an IT player, it was found that the channel was not recommending the client's product in some cities. It was diagnosed through another study that the channel was not incentivised enough for selling the client's brand. The client worked on a comprehensive channel incentivisation plan that ensured higher advocacy of his brand in subsequent waves of mystery audits as also a jump in the client's brand share.

Conclusion

It is commonly said that "seeing is believing". It is great that marketers can now obtain a first-hand view of the moments of truths during product purchase and service delivery rather than relying on customer feedback only. Mystery shopping is catching the fancy of many a marketer and providing answers to questions that remained unanswered from conventional data collection techniques.

For more details, write to vivek.khattar@imrbint.com
or
please visit our website
<http://www.imrbint.com/mystery-shopper>



For information regarding this newsletter, email to imprint@imrbint.com
or
call on +91 22 24233526

THE BHUPI I knew...

*All of us at IMRB salute Mr. Mathur!
You will continue to live within our hearts and minds...*

IMRB IMPRINT has tried to encapsulate some of the sentiments that have been pouring in from friends, acquaintances and clients. We would like to thank all of you for sending your condolences & will definitely send your wishes to the family.



Just 3-4 weeks ago, you sounded like you are doing fine and have rebounded from that deadly disease. You were so positive when I called on you to figure out your health. Will miss you being around as good souls are difficult to find.

Ashu Sabharwal - Qualisys



Bhupi was a cheerful and friendly person. We worked together at DCPL Calcutta, and spent many an evenings on Park Street and 007. Ragini please accept our condolences, we will always remember Bhupi.

Bhavani and TK Subramanian - Raleigh, NC



To everyone who reads this email and especially Bhupi's family.

I had the opportunity to have many interactions with Mr. Mathur and must say he was one of the finest members in the IMRB leadership team. He was very approachable and his sense of humour was incredible. I am yet very shocked to hear about this.

Please accept my heartfelt condolence on this loss.

Deepak R Bhojwani - Wipro Consulting Services

The untimely death of Bhupendra Mathur of IMRB - Bhupi to everyone - earlier in the month made us all realise how unfair life can be. He was a wonderful man who made a huge difference to all those around him and a role model to many in our industry in India.

Eric Salama - CEO Kantar Group

We pray to God to rest his soul in peace and give the strength to all members of Bhupi's family to cope with this great loss.

I had the privilege of meeting Bhupi on several occasions in IMRB conferences, the last time in

Bangkok. Remember his insightful deliberations while chairing a session and how he overwhelmed with his humour during breaks. At times reality does not make sense.

Yes, Bhupi, we salute you

Team - SIRIUS

I just got to hear Bhupi's passing away. Was hoping he would make it somehow. Feel sad to lose such a great person. Please pass on our condolences to the family.

Goutam Mitra - Research International S.Korea

I was very sad to hear the message today about dear Bhupi. He was a tremendous man; so full of optimism, wit and vivacity. Although you told me of his diagnosis, it is hard to imagine him in his later days--since my memories of him were from before the disease, the news still comes as a somber shock. I remember the twinkles in his eyes the first time I came to the office--his warmth and ease with us all made IMRB feel like home. He chose to take a chance by hiring me after a few cheerful emails and phone conversations, and it changed my entire life trajectory. I came to India, and made friends and memories that will last my lifetime. Do you remember the 5k he walked for the Hutch Half-Marathon? He was overflowing with kind encouragement and smiles as all of us from the office were reunited at the finish line. His words were always inspiring and playful--always making us crack a smile while inspiring us to live to greater standards. A true model for us all. He will be greatly missed. My thoughts and prayers are with Bhupi, his family, and our friends at IMRB.

Heather O'leary - Ph.D Student department of Anthropology University of Minnesota



Bhupi was in IMRB Delhi when I was in IMRB, Chennai. He did a great job of managing BIRD and he started several new initiatives like ITops which was a run-away success.

As a person, he was quite an affable person and easy to deal with. He always had this habit of making you feel nice by saying something like, 'you guys are doing so well, I am struggling here' or something to that effect. Well, everyone knew his unit was doing very well, but it did make you feel a lot better when he said that!

Bhupi was a people person in many respects.

J. Rajaretnam - Research International

We learnt of the very sad demise of Bhupi. Really very tragic and sad. We pray to Almighty to give his family members the strength to overcome this untimely loss, and grant peace to the departed soul.

Mukul Singhal - CEO Lipidata System

I'll remember Bhupi with his quiet and gentle sense of humour from my days at BITS Pilani. I met him only once later, but even after so many years I recall his voice and quiet chuckle.

Take care, old chap!

N.D. Badrinath - Central Marketing Services Reliance Retail Limited

I am really sad (and surprised) to hear this news. I will remember Bhupi as a jovial, optimistic person with a positive outlook to problem-solving. He'd never get stressed, even though he did always realize the (professional) gravity of the work at hand. In that sense, he always fulfilled his role of being the more 'senior', mature person around in at the workplace. He was also very level-headed - in that he'd never lose his temper or judge people on first impressions alone. He will be missed.

Pritendra Chawla - Glaxo

We are completely shocked and very very sad. I was always very fond of Bhupi, his spirit, humour, Bengali folk songs sung from the heart, tennis, and of course Hotel California. Always 120% full of life - clearly one of the big stalwarts and characters who made IMRB what it is today.

Tamal & Amina - BAT

Bhupi leaves behind his wife Ragini, his son Rohit and his daughter Ayushi. If you knew Bhupi personally/professionally and would like to send a message to his family and his colleagues at IMRB you could still write to RememberingBhupi@imrbint.com

contd. from page 1

The relevant questions that then arise are

- "Are Gen Y and Gen X different as employees?"
- "Is Gen Y less or more loyal as employees as compared to Generation X?"
- "Do they differ in terms of what they want from an employer; do they have different motivators at work?"
- "Is a Generation Y employee more high maintenance than Generation X?"

And if the answers to the questions above are a "Yes", then the final question is "What implications does all this have for the HR function and how would this impact HR needs to design, prepare and execute strategies for recruiting and retaining employees".

To get answers to some of these questions CSMM decided to analyse data collected through their Employee Satisfaction Programmes (using a tool called Tao of Loyalty). For purpose of analysis: we took employee satisfaction surveys across 8 different organisations (a total of more than 7000 employees) conducted by CSMM in the last year or so and found the following:



Loyalty :

- Generation X employees found to be more *Truly loyal* as compared to Generation Y. (see fig on page 4)
- Generation Y more "Accessible" as compared to Generation X i.e. in other words they are loyal but are a much more mobile workforce today. Although they may feel positively about their current job and employer they are more likely to move around to seek better opportunities.
- If we look at the High Risk Employees*** (unhappy employees) of Generation Y – their ratings differ from Generation X especially on aspects like – Work Life Balance, Benefits, Training Programmes – rating all of these aspects are much lower.
- Generation Y definitely seems to be unhappier as compared to Generation X on "Work Life balance".

- When it comes to culture / environment, a higher % of Generation Y believe it is not as transparent or open (as compared to Generation X)
- Sense of Achievement (i.e. opportunities for Growth, Learning) has a much higher impact on driving Generation Y's loyalty as compared to Generation X.



From the figure one can see that there are four groups or segments of employees that result from combining commitment and loyalty. The top left hand side quadrant is the set of those employees who are the organization's "Truly Loyal" employees. The bottom right hand quadrant are those employees who are called the "High Risk" group of employees. These employees are disillusioned with their employers and have decided to move on. The number of employees in this box is an excellent predictor of "employee churn".

The answer here is not to label one set more high maintenance than the other, the solution lies in being sensitive and aware of these differences so that processes and policies could be used to best advantage.

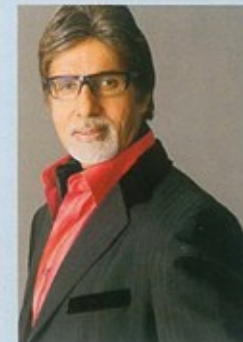
Many HR teams are already catering to the needs of the different generations separately. They are spending time and money to manage existing talent amongst the Generation Y, and even trying to understand how this can impact hiring and recruitment. Understanding what creates a sense of belonging / loyalty for Gen Y at work and how to create relevant and appealing employer branding for this generation, they are exploring new social media avenues for hiring and reaching out to Generation Y (Facebook, Orkut etc), are some of the strategising.

So what next?

So far most of the attention has been focused on inter-departmental conflicts leading to lower customer satisfaction scores and lower employee job satisfaction scores. But perhaps in the near future, we will start hearing more about inter-generational conflicts in an organisation.

For more information on how your HR strategy could effectively leverage CSMM's knowledge on employee needs, write to nitasha.singh@imrbint.com

Are celebrities good for ad recall and not for sales?



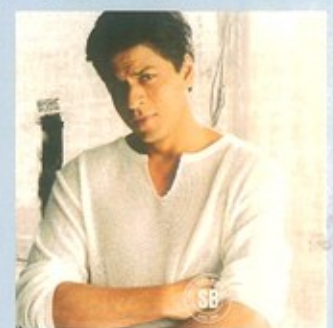
It's a known fact that the use of celebrities in advertising helps break the clutter. But when it comes to converting into sales, their performance is quite poor. A joint survey conducted by the IMRB and IPAN asserts this fact.

As per this study, almost 86 per cent of the respondents across India agree that the most prominent ads that they recall have a celebrity in them. However, when it comes to South India, where film celebrities are almost worshiped, it's surprising that only

58 per cent of the respondents remember ads because it has a celebrity endorsing the brand.

When it comes to buying a product, only 3 per cent people across India consider the presence of a celebrity in the ad before purchasing the product. Around 78 per cent people look at the quality of the product before making a purchase decision.

In South India, the influence of quality of product in purchase decisions is much higher, as 84 per cent respondents voted in its favour and only 2 per cent respondents agreed with making their purchase decision based on the celebrity endorsing the brand.



The reason behind the low influence of celebrities in purchase decisions is also backed by the belief that celebrities endorse brands just for money and themselves use higher end or imported products. Around 51 per cent respondents said they believed this, while only 22 per cent respondents said they believed celebrities use the products they endorse.

In fact, the perceived reliability of female brand ambassadors is much lower than that of their male counterparts. While only 19 per cent respondents said they feel they can rely on female celebrities, the corresponding figure for male celebs is 68 per cent.

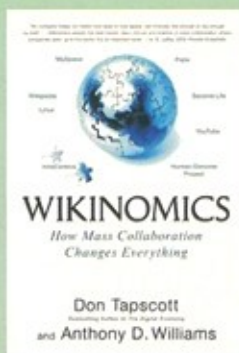
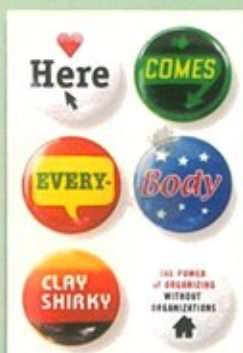
Hindi film superstar Shah Rukh Khan tops the list of celebrity brand ambassadors with 17 per cent votes, followed by the Bachchans – Amitabh and Aishwarya.

However, when it comes to only male celebrities, Amitabh scores over Shah Rukh Khan because, probably, diehard Aishwarya fans also voted for him. Amitabh Bachchan got 19 per cent votes, followed closely by Shah Rukh Khan, with 18 per cent.

However, there was a unanimous belief that Khan and Bachchan are overexposed in ads. So much so that 15 per cent of the respondents had wrong brand recalls for ads featuring Amitabh, and 9 per cent for Shah Rukh Khan.

For more details contact sanjay.pal@imrbint.com

* photographs are used for representation purpose only



Here comes everybody by Clay Shirky Wikinomics by Don Tapscott and Anthony D. Williams

The books 'Here comes everybody' and 'Wikinomics' are livelier accounts of people and other factors driving this trend of open collaboration. The book 'Here comes everybody' is well written and gripping with several live examples from internet activism to journalism et al. It also provides a peek into people behind content on Wikipedia and MySpace to discern interesting patterns (e.g. a small % of people contribute the most to a few ideas in a given Wikipedia page but the long tail of authors manage to embellish it with interesting tit bits). Ideas for Wikinomics are based on four ideas: Openness, Peering, Sharing, and Acting Globally. The authors contend that Crowd sourcing, as opposed to Outsourcing (where organisations give a problem to another entity to solve), is a means where free agents come together to solve a common problem. The authors also give an overview of the economic effects of the kind of transactions Web 2.0 permits resulting in inversion of Coase's Law "A firm will tend to expand until the cost of carrying out an extra transaction on the open market become equal to the costs of organizing the same transaction within the firm".

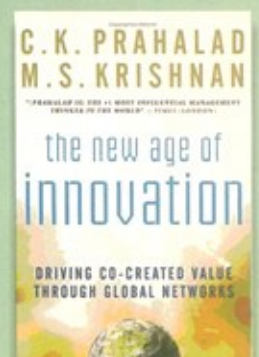
The New Age of Innovation – Driving Co-created value through Global Networks

By C K Prahalad and M S Krishnan

In the book 'The New Age of Innovation – Driving Co-created value through Global Networks', authors CK Prahalad and MS Krishnan propose their main thesis: The new demands in business require new sources of value creation. They argue that these demands have created an N=1 and R=G environment where N=1 requires companies to focus on the importance of individual customer experiences and tailor their product accordingly and R=G advises firms take a horizontal approach to supply rather than the usual vertical integration.

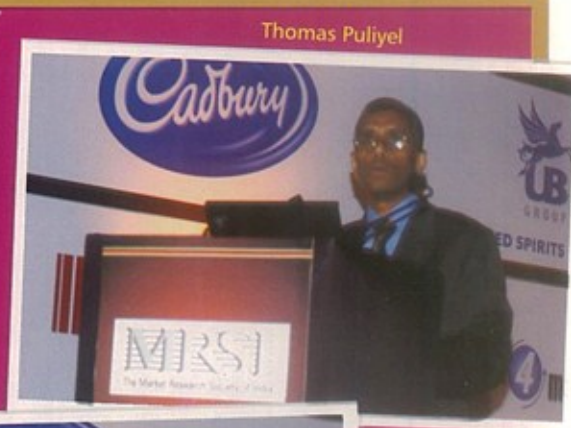
Books reviewed by: Mohan Krishnan

what to READ





Thomas Puliye and J. Rajaretnam [Research International]



Thomas Puliye



Nitin Paranjpe [Hindustan Unilever Ltd]

IMRB INTERNATIONAL THE MR AGENCY OF THE YEAR

for the third successive time!

At the recently concluded 18th Annual Seminar of the Market Research Society of India (MRSI), IMRB International was adjudged the 'MR Agency of the Year'. IMRB has bagged this honour for the third successive time and is the only MR Agency in the country to have been bestowed this honour since the inception of this award in 2005.

The annual MRSI conference is a competitive showcase of the best work carried out by research professionals, and also showcases the latest technological developments in the market research industry. A panel of senior marketing and research professionals shortlisted the 15 best case studies from the 80-odd entries submitted by researchers and marketing professionals. These were showcased at the two-day conference held on September 25-26 in Mumbai. IMRB swept four of the five awards, besides winning the MR Agency of the Year award.

Commenting on the award, Thomas Puliye, President, IMRB International, said, "We are elated at receiving this award for the third time in a row. This award is very special to us as there is no award greater than the recognition of our peers".

In the cutting-edge, innovative research section, the best paper award was won by the IMRB team of Ashish Karnad and Magesh Poondi, who partnered with Tushar Dhirga of Adlabs Cinemas.

The best MR Works! award was bagged by the Jaydeep Guha of IMRB.

The second prize in this section was also bagged by the IMRB team of Ashutosh Sinha and Neetika Agarwal who co-authored this paper along with the Airtel team of Sugato Banerji and Surekha Poddar.

The third prize in the MR Works! section, again went to IMRB team of Sukhdev Singh and Ajay Singh.



Nitin Paranjpe and Nikhil Rawal



Shourav Sen [Colgate Palmolive]



Nitin Paranjpe and Thomas Puliye



Jaydeep Guha (IMRB Kolkata)



Sundar Raman (Indian Premier League)



Nikhil Rawal and Sundar Raman

client talk



In Conversation with

Sameer Satpathy

Head Marketing

Wellness & New Products, Marico India

Marico's association with IMRB has been largely with PQR (Probe Qualitative Research).

The team works with a lot of passion, ownership and provides innovative solutions. PQR has enabled us in our innovation journey and helped open up new segments and opportunities. They have pushed our understanding of the consumer and helped build more meaningful propositions and products for the consumer. We view PQR as an integral partner in our journey to excellence.

contd. from page 1

India is one of the few countries which have the skills to think of custom solutions and apply new thinking to specific client issues. And as for techniques, India research agencies have access to state-of-the-art tools, which are among the best anywhere.

What are some of the areas of market research that you think needs immediate attention of the industry?

In order to continue sustaining the sort of growth that the industry has seen over the last few years, we have to build and enlarge our talent pool. For the last twenty years, IMRB has been running a Lyceum Programme which is the envy of the industry. Typically, we put through about 100 researchers who are new to the industry through an intensive training programme to get them acquainted to their new roles and responsibilities. We need to see more of that across industry. I think we would be having a very short-sighted view if every company just hopes to wean away talent from another research company.

The next biggest item on our agenda, and I am sure is important for the industry as a whole as well, is a focus on the quality of fieldwork and enhancing the experience for the millions of people who participate in our surveys. We need to make this a rewarding and pleasant experience and I am not sure we as an industry have done enough in this area.

There also have been suggestions that many a times research suffers due to lack of funds that the industry sets out for research. Is there any truth in this? If yes, what is the solution. If not, why do you think there are complaints like these?

Yes, to a large extent, this is true. As a research industry we have to clearly establish the value that we provide and then charge full-value to our Clients. The compelling forces of achieving monthly/quarterly business targets and the level of competition in the research industry, all these have gone to make this a low-return industry with pressure on costs and staff compensation.

With Clients increasingly going out to see fieldwork,

discussing issues with freelance field interviewing professionals and respondents, there was a growing recognition that Clients need to open their purses a little wider. However, the current uncertainty in the economic and business world is not helping the research industry very much.

Up to how much extent can research help any organisation that sets out on any new initiative?

Whatever the new initiative – whether it is a new product or variant, a new advertising communication, a new price-point, or a completely new distribution strategy, market research can give a reasonably good indication of eventual market-place

reaction and success. We have seen that research done well can provide cues to sharpen strategy, identify weak links, and some times even question the very rationale behind the new strategy. It seems stupid in today's business world not to take advantage of risk-reduction that market research offers.

There are initiatives that you have taken for this industry as well. What is the kind of role that

this plays in your overall scheme of things?

As one of the leading players in the industry, we have taken on a few initiatives. We are working actively on developing the New Socio-economic System which would cover both urban as well as rural India. For the last three years, we have coordinated the compilation of data for estimating the size of the Industry, as also the level of talent retention across the industry. We are assisting in a new initiative of the Market Research Society to prepare a book on the History of MR in India. As a Society we are looking to place in front of the Government the views of the industry on legislation and restrictions that could affect our business or the way we work. We have also enhanced our marketing efforts of the Industry by publishing the MRSI India Research Guide which would enable collaboration between clients and research agency, as also helping in the revamping of the Society's web site. We are hoping that all these initiatives will help in improving the stature of the industry as also help us plan better our strategy and resources to grow the research industry.



information update



There is a growing desire among the 40 years+ urban Indians to remain young or youthful.

This can be seen in the form of several attitudinal inclinations such as keep looking young, be attractive to the opposite sex, having a keen sense of adventure, and trying to keep up with the latest in the technology arena. Further, we can also see various behavioural manifestations from usage of Mp3 players, mobiles with radio, and cellular value-added services (VAS) like MMS to visiting coffee shops and QSRs.



Source: IMRB International's TGI 2007

IMRB IN NEWS

Bijli, sadak and naukri dominate voter's mind

Identity Tags Like Caste And Religion Seem To Be Taking A Back Seat, Finds A State-Wide Survey Done By IMRB For TOI

IMRB RESEARCH GROUP 50% margin on emotional personal nature - Election, Sadak, Bijli, Naukri dominate voter's mind

EMERGING BUSINESS & IT

THE ECONOMIC TIMES MUMBAI MONDAY 28 JULY 2008

PC makers tap new users for low-cost notebooks

NEVERARY ISSUE INTRODUCTION

To survive, managers and employees need to be leaders PAGE 2

TVMA wins creative division for Anger Broking, and proposed at Rs 20-cr PAGE 3

Disruptive marketing has been followed by marketers across the world since brands came into being PAGE 4

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THE FINANCIAL EXPRESS TUESDAY, NOVEMBER 4, 2008

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4,569 7,519 9,760 16,526