IMRB
international
IMPRINT

ISSUE 4 I JUNE 2009

Dear Friends,

Thomas Puliyel
President IMRB International

In difficult market conditions, it is at times tempting to seek simple solutions as a way out of complexity and to look for economy by avoiding formal research, which can be counter productive. For example, a strategy to rely on banded offers and promotion, often used to drive short-term sales in a recession, can cause considerable medium and long-term damage to the brand. It might take several years to regain brand health and overcome the negative effects of meeting short-term business targets.

The slow down of the economy is most visible in sectors like- the real estate property market, the stock market and the retail industry. Global recession has affected the export of services, and the reverse migration of non-resident Indians has increased job insecurity in urban India.

Our confidence survey estimates indicate that the rural consumers are relatively less affected and are also more optimistic about the future than urban consumers. Agricultural production has remained unaffected because of years of good monsoons, the export of farm produce has remained as buoyant as ever, and the support prices for farm produce by the Government and the write-off of farm debts has resulted in much greater buying power in rural India than before.

It is our belief that it is not category or sectors that result in good growth but it is innovation and good market understanding. For example, the Nano car has been able to garner as much as Rs. 2500 crores, by accepting booking amount, almost 70% of the on-road price of the car. The growth in the telecom market appears to continue to defy logic. Even today, there are over 10 million new mobile connections added every month, with lowest call rates in the world.

The FMCG marketer revelled in the relative insulation of their sales from the effects of the downturn. It is not that consumers ignored the downturn, but that they managed their budget by - at times buying cheaper options, buying larger packs for increased value for money, and even cutting down frequency of shopping trips. We however believe that if such stringent economic conditions persist, even the fast moving consumer goods market will be affected.

In these circumstances, organisations with history, which have senior management who will stand firm in their recommendations, will be of most value as advisors. If good strategy and insight is useful in seizing market opportunities in good times, it becomes even more important when the markets are not as buoyant.

DID YOU KNOW?

REGULAR MEDIA CONSUMERS

Regular					
	Radio Listener	Newspaper/ Mag reader	TV Viewer	Internet user	Cinema Goer
Population in millions	13.6	59.0	76.5	2.81	16.5
I find advertising a waste of my time	19%	18%	18%	18%	17%

Frequence taken
*Radio, Newspaper/Magazine, TV, Internet, Cinema - **Last 1 week***
*Cinema - **Last 1 month***

Source: TGI India, 2008
Base: All Adults, Urban, 15-55yrs, SEC ABC

# Putting the Spotlight on Political Advertising

Spotlight is IMRB BrandScience's new technique for testing communication

Now that the results of the 2009 election have come in, we can look back with some satisfaction on the studies that BrandScience@IMRB carried out towards the end of the campaign.

Our surveys did not purport to represent the electorate as a whole; instead we focused on the youth (18-29 years) in mostly ABC households in four cities: Delhi, Mumbai, Bangalore and Kolkata. The focus of this note is on a test of Congress and BJP's communication using Spotlight, our newly developed advertising pre - testing method. This is probably the first time in India that a pre-testing method developed for consumer products has been adapted for political advertising.

The findings- a quick summary

We couldn't test all the ads- we actually had two each of Congress and BJP. But the findings were unequivocal- Congress advertising was liked much more than BJP. It was evident that people like messages that are positive, uplifting, and colorful : even within the BJP set, the one that was darker, more critical ("Bhay Ho"), was liked less than the one that had a happy ending ("Dishaein").
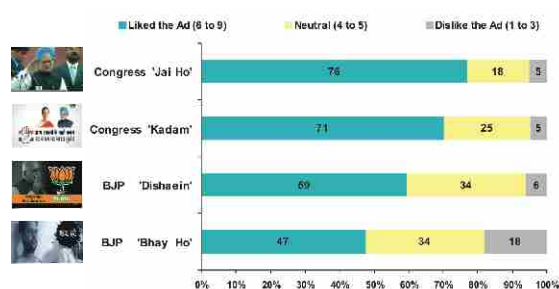
Congress ads did better in the cities where support for Congress (or UPA) was stronger like Delhi and Kolkata; BJP ads were liked better in Bangalore where BJP has strong support. Congress advertising was liked better by women, those in lower income households, and among those who were not committed to either party.

An important aspect of the Spotlight method is the measurement of emotion - respondents are asked whether or not they felt or thought something - via a simple association scale.

Congress advertising was better at generating positive emotions in general. But the biggest differences are on

Contributed by Ashutosh Sinha, IMRB International

feelings of happiness, hope and pride, where Congress ads have a big advantage.

Typically, people do not experience strong negative emotions for consumer product advertising - ads are either liked or ignored. (It is likely that some ads do create negative emotions, but these are not felt strongly enough by respondents to be reported).

But people do experience negative emotions when seeing political ads. And our analysis suggests that negative emotions aren't good news - they do not lead to liking for the party advertised, or even to revulsion for the "other" party. In this instance, boredom and depression were the biggest enemies for BJP's ad campaign.

+ve Emotions	BJP	Congress
Happiness	40	55
Felt Hopeful / Optimistic	26	40
Liking for People in Ad	20	34
Felt Proud	22	34
Impressed by Party	20	31
Brought back memories	23	29
Felt inspired / awakened	21	29
Felt moved / touched	21	29
Impressed by leader (s)	16	25
Feeling of Peace & Calm	14	19
Engrossed Story/Ad	12	18

-ve Emotions	BJP	Congress
Did not feel convinced	8	5
Bored	14	5
I felt : this is foolish	8	4
Anxiety I felt concerned	10	4
I felt confused	7	3
Felt sad/ pessimistic	13	3
Felt Anger	8	2

Our hypothesis about how the emotional buttons connect to produce liking for the Congress ads is shown on the following page. (The thicker the arrow, the stronger the relationship). Some results are quite interesting. For example, one of the ads had a heavy dose of the Congress heritage: with images of Nehru, Shastri, Indira Gandhi and Rajiv Gandhi. Our analysis, however, suggests that this kind of nostalgia is not as productive as some of the other kinds of emotions - and this is not surprising, given that we were interviewing the youth.

National Food Survey

– Round V

IMRB International's National Food Survey has released its most recent edition – NFS FIVE. NFS FIVE is an attempt to become a "What India eats?" handbook, for marketers. This study equips a food marketer with comprehensive information on baseline marketing variables like category penetration, frequency of purchase and adoption of brands. This study also enables the marketer to better understand his end consumers through a plethora of media, demographic and kitchen related variables which have been exhaustively captured in the study. The study also has a module which captures attitudes of Indian housewives towards the eating habits of their kids and husband.

The National Food Survey, has been carried out in 92 markets with a population of over 100,000. The study represents about 46.2 millons households; in markets with a population over 100,000.

The target respondent for the study was the housewife in the age group of 18-54 years. The sample size for the study was 17,800.

The NFS findings are available in the form of powerpoint presentations on the following Categories:

1. Staples
2. Whole cereals & Pulses
3. Cooking medium
4. Beverages
5. Spices
6. Poultry & other Non Vegetarian food items
7. Milk & Milk products
8. Biscuits & Snacks

In addition to the above reports, there is also a basic report that covered all the essential ingredients that go to make the great Indian kitchen .

Glimpses of findings from the basic report

Mindsets

- 61 % of the housewives agreed that most household related decisions were taken jointly by them & their husbands. This proportion is relatively lower in south at 51%. husband's say in decision making is slightly higher in the south zone.

- 1/3 of housewives feel that men should not help in any household chores. This proportion is 27% in metros & 33% in 1-5 L pop strata towns.
- Close to 30% also wish that their husbands should not have too much food from outside.
- The key area which bothers a mother about kids' eating habit is the inadequate vegetable intake of kids.

The Kitchen

- Having a raised platform for cooking is not a universal phenomenon – 20% of the households even in metros do not have a raised platform for cooking; this proportion is as high as 38% in case of 1-5 Lakh towns.
- More than a third of kitchens have steel/ aluminum stand for stacking vessels; much higher in west at 60%.
- LPG ownership has moved up from 73% in y-2002 to 85% in y-2008.
- Electric mixer remains the most popular kitchen appliance with 56% of the households owning it. East lags behind considerably with 21%
- The ownership of other appliances like juicer, blender, sandwich makers is in single digits only.
- Pressure cooker ownership has moved from 87% to 91%. Hawkins & Prestige compete fiercely in the pressure cooker market.
- Non-stick cookware ownership has moved up from 30% in '02 to 40% in '08.

The Chores

- Kitchen related chores largely remain a housewife's domain.
- Role of spouse/ other family member restricted to shopping for groceries, vegetables or meat, particularly in north & east.
- Chopping onions beats 'making masalas' & kneading aata' as the chore disliked the most in the kitchen

Favourite Food Brand

- Consumers were shown a list of brands; the list included the following brands: Amul, Britannia, Parle Aashirvaad, Sunfeast, Pillsbury, Annapurna, Maggi, MTR, Kissan, Nestle, Sakthi, Shaktibhog, Saffola, Mother Dairy, Priya Gold & Ganesh. Britannia tops the list of "favourite brands" with 32% of consumers choosing it as their favourite brand, Parle followed next with 28% endorsements. Amul was a distant number third after Britannia & Parle with 13%. Marked differences by regions: Britannia & Parle closely compete for the top slot in north, west has Parle leading while east & south have Britannia in the lead position.

Shopping Habits

- Shopping list is prepared for grocery in 56 % of households.
- Kiranas dominate grocery purchase. Supermarkets emerge relatively stronger in the south.
- North consumers have a fixed source for purchase of vegetables & fruits; while in east, it is primarily for fruits; in the south it is for vegetables. In west, more than half the consumers have a fixed place for purchase of staples.

Modern Format Shopping

- In 1 million + pop strata markets; NFS findings revealed that Food Bazaar leads in awareness of retail outlets across markets followed by Reliance Fresh.

A Glimpse of Findings from the Milk Report

- 50% of urban consumers buy loose milk; in volume terms this contributes to about 55% of the total milk volume.
- The average per household consumption of liquid milk in 100,000+ pop strata markets is about 900 ml. per month; much higher in north at about 1250 ml. while much lower in east at about 750 ml.
- South & west zone contribute about 2/3rd of the total packaged milk volume while east contributes only 10% of the volume.
- The penetration of packaged curd is 13% in urban India. Much higher penetration seen in the south zone (29%).
- On an average, a packaged curd consumer buys it about 6 times a month.
- The branded packaged curd volumes are estimated at around 4900 tonnes per month. Mother Dairy leads on user share in north while in west, Amul emerges very strong. In south, Nandini leads with 43% user share.

For more information on NFS,
write to dolly.jha@imrbint.com
or
please visit our website http://www.imrbint.com

Happenings

Henkel bestows AMRB with 'BEST STRATEGIC RESEARCH INPUTS' award

Henkel, at their recently held Marketing Awards function in Dubai, conferred 'Research International' team at AMRB with the award for 'Best Strategic Research Inputs'

The Marketing Awards function was the first of its kind organized by Henkel GCC in order to recognize the efforts of their strategic partners in advertising, PR, below the line activation and market research that have helped Henkel GCC become the fastest growing Henkel business division in the world.

AMRB team receiving the award

AMRB celebrates 10 successful years! AMRB

AMRB celebrates 10 successful years of operations in the MENA region in an event with clients, associates and all AMRBites. The event highlighted some of the innovative and path breaking work that has been done over the years and also introduced some new syndicated offerings by AMRB.

Mr. Gagan Bhalla addressing at the forum

IMRB CONSUMER PORTRAIT 2009: Staying Ahead in the Race

Thomas Puliyel President IMRB International

Ashtuosh Sinha, IMRB International

Colvyn Harris CEO & President JWT

Prof. M.N. Panini, Professor (Sociology), JNU

Innovative work at display

(From L to R): Prof M.N.Panini (JNU), Mr. Colvyn Harris (President, JWT), Mr. Debashish Sarkar (Chief Marketing Officer, Max New York Life Insurance Co. Ltd.), Mr. Sreekant Khandekar (afaqs), Ms. Deepika Warrier (VP – Marketing, Frito Lay India)

Consumer Portrait, an annual symposium was organized on 18th & 20th February '09 in Mumbai and Delhi respectively. It was attended by top marketers and communications professionals from various sectors. The 2009 Symposium focused on insights and strategies to help marketers beat the ongoing global slowdown. The event included presentations from senior research professionals and a panel discussion, in which eminent specialists from marketing, communication, economics and sociology participated.
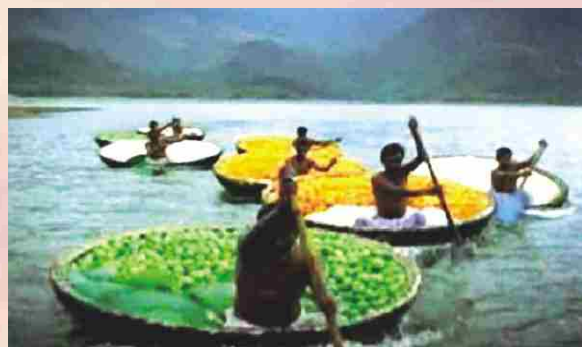
Panel discussion

Marketers - staying ahead in the race

Audience in the Delhi symposium

Balendu Shrivastava, Puneet Avasthi, Harjyoti Ghai & Ashutosh Sinha during the Q&A
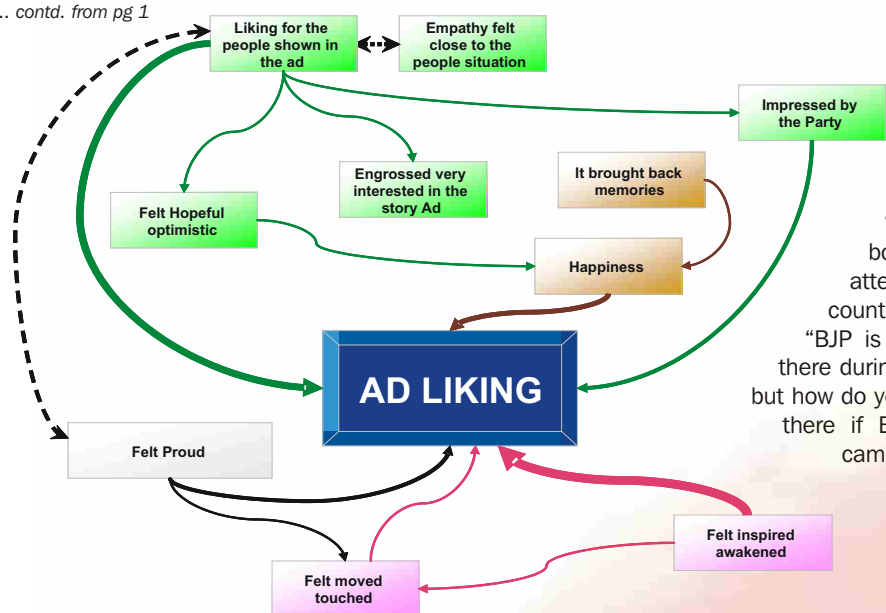
advertising: negative advertising on television is risky. People watch TV to relax, to be entertained; to improve their mood. Bleak, depressing images will put them off. Criticism of the "other" product or party can boomerang: it could draw too much attention to your rival; and could invite counterarguments of the following kind: "BJP is showing what all problems are there during current Congress Government, but how do you know that these would not be there if BJP come…" Possibly, negative campaigning might work better in other kinds of campaigning: SMS or e-mail, street corner meetings and the like - but there is always the risk of spillover to the mainstream.

5. We have experimented with pre-post measurement of affinity in this study to determine persuasion. 'Pre vs. post' shifts are not usually preferred by purists; but in this instance, the results appear to be satisfactory- a small shift in favour of the Congress and a small shift away from BJP on exposure. We tried to word the question as sensitively as possible; and this may have helped. We used the following scale:

   I completely dislike this party

   I do not feel attracted towards this party

   I am neutral - I neither like nor dislike this party

   I feel somewhat attracted towards this party

   I feel strongly attracted towards this party

And the questions asked were:

<u>At Recruitment:</u>

"Now please tell me, right now at this very moment how do you feel about (PARTY) - as a party?"
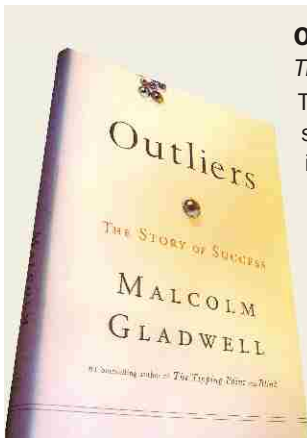
<u>After exposure to the ad:</u>

"Could you tell me at this moment, right after watching the ad, how do you feel about (PARTY) - as a party? I know we have asked this question before, but I want to know the feeling you get right after seeing the ad - which may or may not last for very long."

Some thoughts at the end

A day or so before the results came in, we were asked: just how important is the role of advertising in an election like this? We said, honestly, that we did not know - but we could say is success or failure is often attributed to advertising - whether or not there is positive proof. We saw this for 'Vote for a government that works' (Congress slogan when it won in 1980) or 'India Shining' (BJP's slogan when it lost in 2004).

But surely a single, powerful theme that has wide relevance - and is in step with the times - is a great advantage. Barrack Obama had this in 2008 ("Change!"). So did Macmillan in the 1959 UK election ("You've never had it so good"). On the whole, Congress's theme in 2009 was well chosen. They were wise not to make a big, specific promise, as in 1971 ("Garibi Hatao!"). They won a landslide then; but the fallout of unfulfilled expectations lasted for a whole decade. "Aam Admi" is less grand, but more realistic.

It also helps to make better use of the media. The BJP was very big on the internet - perhaps influenced by the recent US election. But based on I-Cube data, we would estimate that no more than 6 percent of the Indian electorate are active on the internet.* The Congress was present in all media, but their focus was clearly on television. Fifty nine percent of Indian households own a TV - and the reach of the medium probably goes beyond that. It looks as though the BJP is a little ahead of the times.

Better still, we need to understand the medium and the moods that go with it. Television advertising isn't a great medium for conveying information or rational arguments - but it is great for conveying an emotion. You can argue about a serious issue like terrorism - but you can't argue with a pretty picture like the one above.

In the 1952 American election, television advertising was used for the first time on a large scale. It is said that Eisenhower (on the advice of Rosser Reeves) invested in 40 short commercials which cast him in the role of a likeable, approachable and plain speaking person.

Adlai Stevenson, his more intellectual opponent, wanted to "talk sense to the American people". Believing in the power of words, his campaign bought 30 minute blocks on TV for his long speeches. Predictably, Stevenson lost. Afterwards, his staff railed against the opposing side, for selling a candidate like 'soap, toothpaste, hair tonic or bubble gum'. Clearly, there's a lesson here that is relevant even today.

* Based on IMRB's I-Cube report for 2008

If you are interested in knowing more on how campaigns and communication impact brands, write to
BrandScience@imrbint.com

*Images used are just for representation purpose

What we've learnt from this study

1. First, we believe that the findings show that the technique works. There is clear discrimination across the ads; not just between Congress and BJP, but within the Congress set and within the BJP set.

2. We realize just how important the context is: i.e. what is the world-view of the voter or the consumer. At the recruitment stage, we asked people about what they thought were the most important issues in the election. It turned out that for the young urban voter, economic issues are paramount. In fact, employment is the greatest concern; followed by inflation. This explains why BJP's 'Bhay Ho' was doomed from the start. Terrorism, is an important concern, but is much lower down in the list of concerns. As one of our respondents said: "Terrorism is a big concern, we feel insecure and saddened, but inflation and recession is hitting my pocket directly."

3. Political advertising is processed in ways that are similar to advertising for other consumer products: but there are differences. The range of emotions is wider, and it's possible for people to feel anger, anxiety, or unhappiness to a much greater extent than for consumer products. Respondents were keen to stay on at the central location to express their feelings in full: you don't see this for typical studies on consumer products. The affinity for political parties has a much stronger, directly observable effect on the way advertising is received: we don't normally see such a strong relationship between "usage" and liking in the case of consumer product advertising.

4. But there are also some clear similarities with other programming and

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Outliers: Story of Success *By Malcolm Gladwell*

The third book came in quick succession after his other two successful books – **The Tipping Point and Blink!**

The book takes side on the never ending debate on nature vs. nurture. Taking sides, it reinforces the point that success is more a result of environment than any other inborn trait that an individual possesses. Some of the interesting tit-bits include: How an entire community outlives its neighbours because of its unique community spirit, how people born in the first 3 months of the year outperform others because the selection criteria in junior footfall leagues have an arbitrary cut-off of Jan 1, How the Beatles, Bill Gates and several other geniuses became famous because of an environment that allowed them to practice for over 10,000 hours shaping them to perfection and how Korean Air's accident record was more a function of power distance in the Korean society. While it is a very interesting read and probably better than his last book Blink, many will fault it for its "confirmatory evidence" approach where the author posits a hypothesis (one-tail test) only to conclude in its favour by accumulating huge amount of data to prove his point. This book will not be the last to settle the debate on the nature vs. nurture. I personally liked the last chapter as it provides a personal insight into the author's own life (which he claims to be an outcome of several environmental variables over a few generations). Worth reading as the author does try to keep you engaged with much anecdotal information.

WHAT TO READ !?

Would like to review a book for IMPRINT, or would want us to get a book reviewed for you? write to us at imprint@imrbint.com

INNOVATION @ WORK

Maximise your POTENTIAL:
Product testing at IMRB

At IMRB, we have decades of experience in product testing. We have drawn on this experience, to create our tools for product testing.

We have access to a wide array of techniques

○ To visualize the results of a test involving a large number of products, we could use MDS, correspondence analysis or the Biplot.
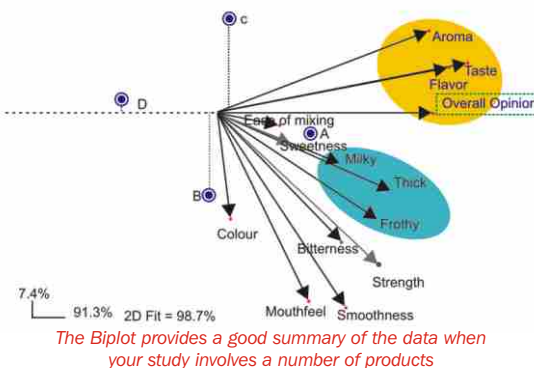

The Biplot provides a good summary of the data when your study involves a number of products

○ To understand relationships within attributes, we could analyse correlations, run factor analysis or cluster attributes.

○ To understand the impact on overall liking, we could choose from penalty analysis, regression and structural equation modeling.
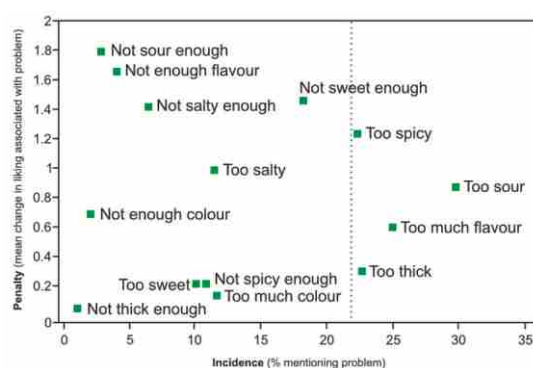
Problem incidence and penalty analysis is a simple and effective way of prioritising the area for important
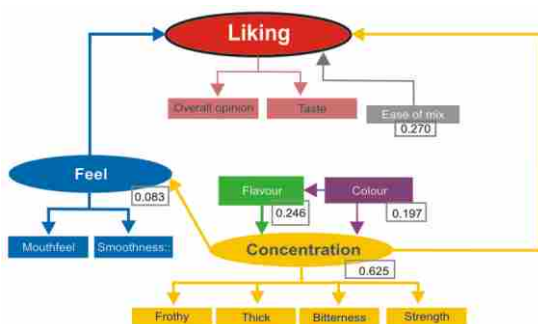
Structural equation modelling can provide an insight into the drivers of liking-and the manner in which impressions are formed

The other key features of our offer:

○ We have standardized our methodology to the greatest extent possible. This includes research designs, checklists for questionnaires, question wording and scales. This enables you to optimize your design and questioning, and have the benefit of comparability with past experience.

We have standardized scales for overall liking, liking for attributes, sensory intensity, as well as just-about-right (JAR) attributes

○ At the same time, our methods are flexible. We do have options within the standardized approaches, and there is enough room for improvisation wherever it is needed.

○ When you work with us on an on-going basis, we undertake to give you exclusive access to our portal. This will allow you to access and share presentations, questionnaires; append relevant information; perform simple queries and analyses.

○ Our methods are strongly rooted in the context of the developing world. Since our respondents do not use very many scale points, most of our questioning uses four-point (or even less) scales. (We do not 'force 'a scale where it's not needed; instead we use presence –absence type of questioning).

Recommended translations are available in all the major Indian Languages

○ Our analysis combines insight with rigour. This means, for example, that we are able to ensure the right test of significance is used in a given situation.

Our research have access to a manual, updates, and expert advice on statistics and significance testing

○ We have support from the Marketing Sciences Group, IMRB. The Marketing Science team is the resource for advice, shared learning, and continuous improvements to our thinking and design.

For more details write to ashutosh.sinha@imrbint.com

ASK the expert ?

Our Objective: To ascertain if changes in sample estimates obtained from continuous monthly monitoring studies are statistically significant or not.

The Problem: In instances where Relative Standard Errors are low, significance testing between two points suffices. However, in cases where RSE are very high, significance testing of point to point changes are rarely statistically significant. And significance testing by aggregation of data points is not always helpful because of very high RSE. In these circumstances, how valid it is to conduct significance testing of the trend i.e. whether the trend over say, 12 months is significant or not? And if it is, the best approach to do the same?

Ehtasham Uddin, ITC

The first thing to decide is if we are going to apply parametric tests (which assume that the random variable is normally distributed, exhibits homogeneous variance) or non-parametric tests (which make no assumption of probability distribution). If parametric test then the t-test can be applied which in the case of trend detection is based on linear regression, and therefore checks only for a linear trend. There is no such restriction for the Mann-Kendall test (a non-parametric test) which is a good test to use for testing significance of a trend. This test does not assume any particular distributional form and accommodates trace values or values below the detection limit by assigning them a common value. The test can also be modified to deal with multiple observations per time period and generalized to deal with multiple sampling locations and seasonality.

The Mann-Kendall Trend tests are based on pairwise differences in measurements at different time points. The only information about these differences that is used in the Mann-Kendall calculations is their signs (i.e.whether they are positive or negative) and therefore are generalizations of the sign test. Mann-Kendall calculations are relatively easy and simply involve counting the number of cases in which X_{i+j} exceeds X_i and the number of cases in which X_i exceeds X_{i+j}. Information about magnitudes of these differences is not used by the Mann-Kendall methods and this can adversely affect the statistical power when only limited amounts of data are available.

Another non-parametric test for trend detection is the Spearman's rho test. However, it usually provides results almost identical to those obtained for the Mann-Kendall test. There are other nonparametric methods based on ranks that take magnitudes into account and still manage to retain the benefit of robustness to outliers. These procedures can be thought of as replacing the data by their ranks and then conducting parametric analyses. These include the Wilcoxon rank sum test and its variants. These methods are more resistant to outliers than parametric methods. Rank-based methods, which make fuller use of the information in the data than the Mann- Kendall methods, are not as robust with respect to outliers as Mann-Kendall tests. They are, however, more statistically powerful than the Mann-Kendall methods; the Wilcoxon test being a case in point.

There are cases where it is desirable to see if a long sequence (for example, readings from a television meter) could be considered random variation or correlated in some way, that is, if consecutive results are attributable to random chance. An everyday example would be to determine if our in-form cricketer is exhibiting "hot streaks" during the forth coming ICC T20 season. One test to make this determination is the Wald-Wolfowitz test. This test can only be used if the data are binary, i.e., there are only two potential values. For example, the data could either be 'Yes/No', '0/1', or 'black/white'.

Suggested further reading:
http://www.sflorida.er.usgs.gov/edl_data/text/trend_analysis.htmlhttp://www.clu-in.org/conf/tio/pasi_121603/g9-final.pdf

Write to our expert for any query at imprint@imrbint.com

Information update

GROWTH in FMCG Sector

Growth driven by Personal care & Household care

	2007	2008	% Change
Total Spends (Mns)	715,753	719,398	1%
	%	%	
F&B	70	70	-1%
Home care	13	13	3%
Personal care	17	17	4%

34 categories across Personal care, Household care and F&B.

Soaps, Hair wash, Skin care driving the growth of Personal care

% Growth spend		% Growth spend
	Dentifrices	1%
	Tooth Brush	1%
	Toilet Soaps	8%
	Hair Wash	9%
-11%	Talcum Powder	
-1%	Hair Oils	
	Femcare	3%
	Skin Creams	6%

Source: MarketPulse, IMRB international's Household panel (spends are for the in-home consumption)

e waste-menace

What happens to your e-waste?	ENVIRONMENTAL IMPACT
Burning of printed circuit boards to remove chips and final metals	Tin and lead contamination of soil and water, emission of Brominated dioxin, Cadmium and Mercury
Acid Bath or chemical processing of PCBs to recover copper and other metals	Hydrocarbons, heavy metals, halogenated substances, acids in water and soil and air emission
Burning of cables to recover metal wire and more	Emission of Brominated and Chlorinated dioxins

Composition of Global e-waste Stream:

Other household appliances 30%
ICT eqpt 25%
Refrigerator 20%
Consumer electronics 25%
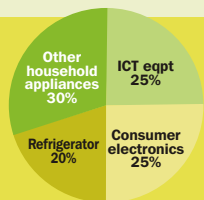
Main sources of e-waste in India	Unit sales in 2007-08	CAGR in 2002-08
Desktop PC	55 lakhs	28%
Notebooks	18 lakhs	695%
Servers	1.2 lakhs	23%
Printers	13.5 lakhs	8%
UPS	16 lakhs	38
TV	165 lakhs	7%
Mobile phones	930 lakhs	73%

This data is from **"STUDY ON STATUS AND POTENTIAL FOR E-WASTE MANAGEMENT IN INDIA"** undertaken for **DSIR (Department of Scientific and Industrial Research, Government of India)** and **ELCINA (Electronics Components Association of India)**.

If you are keen to understand more on the topic write to **jaspreet.kaur@imrbint.com**

Client talk

MAIT has been engaged with IMRB for the last 12 years. As an industry body, it is essential for us to monitor the health of the industry and in this regards we find the study - ITOPS, which monitors the end user consumption of IT products extremely beneficial. The study tracks the consumption of IT products from end-users perspective on a biannual basis. Further, IMRB also conducts a vendor survey every alternate quarter gauging the supply side data. The MAIT-IMRB study have now become a benchmark study on IT products consumption in India and is used extensively by the IT industry, Government, investment institutions and other relevant stakeholders. Apart from the standard market information captured, we try to capture certain special nuances of the market in every round. This value add is highly appreciated.

Vinnie Mehta
President MAIT

Our experience in working with IMRB have been extremely satisfactory. Team IMRB has been extremely flexible and co-operative.

Despite the fact that the MAIT members appreciate the market information and trends, we find that apart from large companies, the smaller companies do not seem to have capability of absorbing and putting to good use of the information captured in ITOPS. From an MR perspective, I think we need to build skill-sets to be able to appreciate and harness the research information.

IMRB IN NEWS

BRAND EQUITY

Abhi Toh Main Jawaan Hoon...

Today's 40- and 50-year-olds are shedding years — and old inhibitions — in a quest to look, feel and think young. As the Great Down-aging Syndrome spreads across urban India, Brand Equity looks at the challenges of marketing to consumers who see age as just a number

Shop Talk

An IMRB International study reveals interesting facts about an Indian

79% people prefer life insurance: Survey

PRESS TRUST OF INDIA — an average, has two policies

3.3 million active internet users in rural India

the strategist
Business Standard TUESDAY 21 SEPTEMBER 2004

Ad paradox

Analysis of the live telecast of an India-Pakistan cricket match had surprising results on the efficacy of TV advertising

GUEST COLUMN • Deepak Halan

So, what do Bolly fans want, after all?

An IMRB International research will gauge audience tastes and try finding the answer

EMERGING BUSINESS & IT — THE ECONOMIC TIMES MUMBAI MONDAY 28 JULY 2008

PC makers tap new users for low-cost notebooks

HCL, Acer Among Cos Launching Laptops Weighing Less Than 1.5 Kg & Having Screen Size Of 7-10 Inches

Jessica Mehroin Irani