

# Market Research in India

## Fieldwork in an Enormously Big and Heterogenic Country

India, on the cusp of changing from a developing country to an industrialised one, requires informed and representative market research as an aid in decision-making for companies, and in order to enable predictions to be made regarding future developments. But how can representative market research be undertaken when the desired target groups are not only scattered over thousands of kilometres, but also vary greatly in terms of culture, language and level of education? Mobile market research technology helps to successfully overcome the major stumbling blocks.

### Market Coverage and Recruiting Interviewers

Market research in India is plagued with many challenges, but two problems seem to be biggest: the major one is the market coverage due to the size of the country and the control of the field work. With only limited players who have true coverage of India, data collection becomes a real challenge. This leads to sub-letting of data collection work to smaller regional players with the consequence that this multi layer structure increases costs while at the same time bringing in issues with data quality. Another challenge is to recruit interviewers. There are no interviewer training modules or structures in place – young people are not aware about market research being a profession. This leads to monopoly of a bunch of free-



lancers who work on their own terms which include confidentiality risks as the same freelancers work on different projects with multiple research agencies and carry client's proprietary material from one place to another.

### Technology Helps Solving India's Challenges

State of the art technology can resolve some of India's big challenges. Mobile market research tools for example help to manage field work over large distances and ensure a high quality of data. An important point here is to always have control over the field work. Tablets and smartphones allow data to be gathered on the move and subsequently transferred directly to a market research group via an online interface. GPS data and timestamps built into the questionnaires, or obligatory photographs, also increases data security – just as plausibility checks avoid the entering of false data in ad-

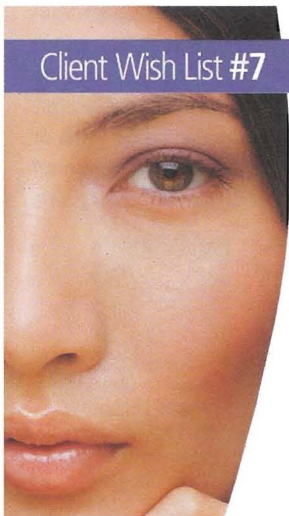
dition to improving data quality. Additionally, questionnaires may be corrected in real time during the enquiry. This leads to an overall saving of time, as all of the gathered data is immediately available after the transfer.



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### Client Wish List #7

## I wish I had a field partner who truly understood my research needs.

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