

ONLINE CASE STUDY

CASE STUDY : BRAND PERCEPTION

Health Care Industry

India and China

RESEARCH OBJECTIVE

The purpose of this study was to identify various dental product brands available in market, consumer's brand awareness and Dentists' preference for one Brand over another



SIZE

100 per market



TIMELINE

2.5 Weeks



METHODOLOGY

Online Sampling
Custom recruitment for leftover samples



TARGET RESPONDENT

Dentists (Clinical)



OPERATIONAL CHALLENGES

Slow participation rate as the study period falls on the Christmas holiday

Quota management

APPROACH

Worked on getting maximum completes before the holidays began

Followed mixed methodology approach

EXECUTIVE SUMMARY

SERVICES OFFERED

Scripting

Data Processing

Field Monitoring

Project Coordination

Budgeting

CLIENT FEEDBACK

Very happy with the way study was managed in the field

Appreciated our efforts for closing the study within the timeline during the holiday period



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