

FACE TO FACE INTERVIEW

Health Care Industry
India

STUDY BRIEF

The study is related to Indian doctors' brand perception on Main Brand (client) versus its competing brands.

RESEARCH OBJECTIVE

To understand the Brand's position and comparing it with competitive Brands on the following aspects: Brand Awareness, Brand Association with Attributes and Visual Brand Image.



SIZE

40-100



TIMELINE

4 – 10 hours



METHODOLOGY

Face to Face Interview



TARGET RESPONDENT

Doctors with Specialties

BUSINESS OBJECTIVE

The business objective was to do scripting of the questionnaire on Survey Monkey and provide a Tabulation ready for export file in Excel.

OPERATIONAL CHALLENGES

There were two sets of same questions asked to Main Brand which was fixed v/s Competitive Brands. The logic was not simple as Competitive Brands were again divided into two categories: X – Brands & Non X Brands.

If Doctors selected Main Brands with X & Non- X Brand , then by default X- Brand selected has to be shown with Main Brand. If X – Brand is not selected , then it will be between the Main Brand v/s Non X- Brand

In this study, there were multiple X – Brands/ Non X- Brands that we've gone through which only one brand having to move forward.

APPROACH

Due to limitations on Survey Monkey, we controlled using Randomization and Priority basis over X Brands & Non X Brands.

Alternative solutions on showing questions which were not possible due to limitations, but to meet research needs we changed the type of questions to get researcher a perfect data for what they were looking for.

We successfully ran up to 10 brands combination.

EXECUTIVE SUMMARY

It was a great learning experience due to the challenges while testing to control over brands Randomization, however; we managed to deliver links under the given timeframe.

The team performed very efficiently, significantly reducing the completed task time by 20-40%.

Services Offered

Provided Excel raw data in client format for Data processing as Survey Monkey export was not in a readable / processing format.

Flexibility in timings which help client in keeping tracking on latest updates which saved time for both Client/End Client.

Again here due to some limitations and less flexibility of tool in the terms of Tabulation, we covered all analysis/ Statistics requirements as per Analysis plan shared by client.

Merging of two different sets of data using SPSS , we delivered all requested Tables requested by Researcher.

We did Open End Coding in Excel itself as responses were less in order to save time and cost to the Company.



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