

Company

Marico India Limited

Problem Statement:

A platform to capture consumer data from a Qualitative Research modality

Overview:

CTI Team [Consumer Technical Insights] does Qualitative Research with consumers to gain insights through discussions and feedbacks.

This qualitative data capture is in the form of consumer said verbatims & sometimes numerical. These interactions are done face to face or digitally on online platforms like TEAMS, Zoom, Blue Jeans, Whatsapp.

The respondents participating in this qualitative research also share pictures, photos, videos of products they use or of test samples that are given to them for testing. And share with CTI.

Insight's example:

PABL [Parachute body lotion] → formulation changes → any such change in products/brands → Capture pics, data, inputs, suggestions → take inputs into consideration for further research and product development

Challenges:

- Current challenge is how to connect with more consumers fast!
- Collect data in real time
- Huge cost incurred while using current platform offered by market research agencies
- Lead time high in entire process
- Data confidentiality

References:

1. Platform App life [Ipsos] → consumer onboarding of respondents with demographic profiles that is required for the project → respondents write feedback on platform → obtaining qualitative inputs & data → content analysis of data → synthesis & interpretation by researchers → Report generation.
<https://www.ipsos.com/en/applife>
2. [Qualtrics](https://www.qualtrics.com/au/)
<https://www.qualtrics.com/au/>

Expectation:

An app or platform to connect with consumers, gain insights, customization of attributes as per Marico products/categories, generate reports for analysis and perform research in faster time

Technology:

A mobile app (preferred), adaptable for laptop