

## **Case Study I:**

### **Program Objectives**

To conduct car club and consumer qualitative research fieldwork in New Delhi.

### **Targeted Area**

New Delhi, recruitment for Focus group discussion and Ethnographic research across the consumer of client product and competitor brands from India with respondent type from SEC A and B category only.

### **The Problem**

Our client is looking to conduct some qualitative research among the current and competitor user of luxury class cars in India, due to the high price point of the cars in India all of our client and competitors product comes under Luxury class segment.

Asplor research is brought in to recruit and conduct research among different customer's types at central location area.

### **The Plan**

A detailed field plan is created with the respondent coverage and facility, the custom field plan is developed to recruit and conduct qualitative research among the consumers with ease and maximum participation.

A detailed field management plan is created with respect to client requirement and research work is carried out among the requested SEC A & B target group.

### **The Reporting**

Moderators Report and transcription of all In Depth Interviews and Focus group with Audio and Video recording is submitted to the client.

Our team have developed comprehensive documents and data set related to customer types with their spending power and attitude towards car usage.

## **Case Study II:**

### **Program Objectives**

To Conduct Online research among the car consumer in India for their usage and attitude towards available brands in some specific categories.

### **Targeted Area**

Metro and Tier I cities across India, with the respondent who regularly use car for their daily transport for work and family outings.

### **The Problem**

Our client is looking to gather much information on the customer attitude and usage pattern among the car consumers on a broad and pan India level.

We also evaluated the attitude and usage of brands type by the consumer according to the body type of the car.

### **The Plan**

A detailed field plan is created with online survey in mind targeting the needed respondent type across metro and major Tier I cities across India.

A detailed field and feasibility plan is shared with the client as per their requirement and recommendation.

### **The Reporting**

Detailed report on customer type, customer spending pattern and usage pattern is created with the help of online survey run among the consumers in different location across India.

Our team have created a comprehensive report on the customer attitude and usage behavior and variables which differentiate the spending and usage pattern among the consumers.

Key reporting on customer behavior and usage attitude towards different facilities with spending pattern, usage and repeat usage patterns in consumers.