

Retail





We believe in...



Speaking the language of everyday people

- Simplicity isn't about dumbing down, it's about
- prioritizing. What's the core of your message?
- Can you communicate it with an analogy or with a top-of-mind trigger?
- Top-of-mind triggers make people frequently think about your product



Demonstrating value

- Brands need to provide something useful to people
- Giving people something they can "try before they buy" can be a first step in building a lasting relationship



Emotional connection

- What's in it for your targets?
- People care about themselves, not numbers or facts
- Make that connection that they care about
- This enables them to share and become
- advocates



Stories

Stories drive action through simulation (what to do) and inspiration (the motivation to do it)

Stories are vessels. Share a story that people want to tell

Case Study (CAPI): Jobbers study

Retail



Research objective

To understand printer buying/purchase behaviour and usage pattern of jobbers/Photocopy shops

Sampling plan

Total sample : 100 in each city

Coverage : Mumbai, Delhi, Lucknow and Kolkata

Methodology, Target Audience

Study was conducted through CAPI (Computer Assisted Personal Interviews)

- Males
- Having more than two years in this selling business

Criteria:

- Jobbers outside
 - Courts
 - Property Registration offices/RTO
 - Educational Institutional Areas/University/College Campus
 - Main market hubs

Case Study (CAPI): Payment Behavior Study

Retail



Research objective

To understand the payment behavior among merchants and usage of UPI/wallets.

Sampling plan

Total sample : 400

Coverage : Mumbai, Delhi, Bangalore and Kolkata

Methodology, Target Audience

Study was conducted through CAPI (Computer Assisted Personal Interviews)

- Males
- Having more than two years in the business

Case Study (CAPI): Battery Study

Retail



Research objective

To understand the stocking pattern of battery

Sampling plan

Total sample : 350

Coverage : Mumbai, Delhi, Hyderabad and Chennai

Methodology, Target Audience

Study was conducted through CAPI (Computer Assisted Personal Interviews)

- Males
- Having more than three years in the battery selling business

Case Study (CAPI): Meat and Seafood Buying Habits

Retail



Research objective

To understand the meat and seafood buying habits from the retailers

Sampling plan

Total sample : 300

Coverage : Mumbai, Delhi, Kolkata, Bangalore, Hyderabad and Chennai

Methodology, Target Audience

Study was conducted through CAPI (Computer Assisted Personal Interviews)

- Males
- SEC A,B,C

Case Study (CAPI): Retailers Study

Banking



Research objective

To understand the stocking pattern of the client product

Sampling plan

Total sample : 300

Coverage : Mumbai, Delhi, Kolkata and Chennai

Methodology, Target Audience

Study was conducted through CAPI (Computer Assisted Personal Interviews)

- Males
- Having more than five years in the retail business

「Thank You」



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