



Case Study – Agriculture (Farm Equipments & Crops)





Qualitative & Quantitative Approaches



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Case Study# User Research Quant Interviews – Fintech App

Research objective

Research objective

Quantitative Exercise to understand about the digital usage & need gap for one of the leading fintech app among farmers

TG and Segment of the study

Males & Females

- **Other Criteria:** Age between 25-45 Years.
- Should have farm more than 1 Acre
- Grow multiple crops during a year.
- Should have taken the loan from any of the local players/brands like Mahindra, Grameen Bank, Etc.
- Tech Savvy/Open to Explore about information related to loans etc.
- Mix of Client brand Vs Competitors segments.

Participants - Methodology

No of Surveys: N~3500

Markets : Semi Urban/Rural of Uttar Pradesh, Punjab, Haryana, Rajasthan & Madhya Pradesh, Bihar

Survey Methodology : CAPI (F2F)

Timelines : 3-4 Weeks

Execution - Deliverable

- Market Mirror team did this project successfully within the timelines specified by the client & got immense insights with the help of experienced interviewers.
- Team has supported to client for multi language translations ie Hindi, Punjabi etc & did the quality work with client teams.
- Our team has provided support to generate the tables too for this study as per the client requirement & final output tables as well.

Case Study# Quant Interviews – CSAT/DSAT

Research objective

Research objective

Through this Quantitative Interviews client want to understand their product/brand image, Ad effectiveness, Brand Health among the customers/farmers & retailers/stakeholders.

Client ran this study in 10 top states of India to get nuances about competitor brand strategy too along with CSAT/DSAT.

TG and Segment of the study

Majorly Farmers (Client Database+ Competitors Users) Retailers/Distributors- Client Brand Vs Competition Brands

Client was one of the leading player in space of pesticides, Herbicides manufacturers.

- **Other Criteria:** Should have experience in usage of client brands/products/SKUs.
- Should be using client/competitor products from more than 6 months.
- Should be key decision maker/influencer to purchase the client products/competitor products.

Participants - Methodology

No of Surveys: N~2500 Client Database Farmers

N~2500 Competition Farmers

N~370 Retailers/Distributors across the locations/states

Markets : Karnataka, Andhra Pradesh, Bihar, West Bengal, Uttar Pradesh, Punjab, Gujarat, Maharashtra

Survey Methodology : CAPI/PAPI (F2F)

Timelines : 6 Weeks

Execution - Deliverable

- Market Mirror team did this project successfully within the timelines specified by the client & got immense insights with the help of experienced interviewers.
- Team has supported to client from questionnaire development to till report.
- From the quality outputs & insights client has made the changes with the co-current offerings to the stakeholders & scaled up their markets with updated strategy through this research.

Case Study# Quant Interviews – Farmers/Agronomy

Research objective

Research objective

Client want to understand about the procedures which farmers generally follows during the Rabi, Kharif & Zaid seasons agronomy.

Client has asked from Market Mirror to do the study around farmers to get deep dive information what all crops they produce in each seasons & what they do generally with the residue & how they do cultivation for each seasons.

TG and Segment of the study

Majorly Farmers (Natural Fallout)

Client was one of the leading NGO based out of UK.

- **Other Criteria:** Should have land more than 2 Acres, Mix of farmers (2-3 Acres) & more than 5 Acres.
- Farmer must be growing mix of crops , Vegetables, Fruits & seasons like Rabi, Kharif & Zaid.
- Should be key decision maker/influencer to purchasing of their crops related products.
- Should be involved in waste management of their crops residue.

Participants - Methodology

No of Surveys: N~24000 Farmers

Markets : Tamil nadu, Kerala, Karnataka, Andhra Pradesh, Bihar, West Bengal, Uttar Pradesh, Punjab, Gujarat, Maharashtra, Orissa

Survey Methodology : Mix of CAPI/PAPI (F2F) + CATI

Timelines : 12 Weeks

Execution - Deliverable

- Market Mirror team did this project successfully within the timelines specified by the client & got immense insights with the help of experienced interviewers.
- Team has supported to client for designing the tool/survey links along with local language overlay files.
- From the data output table client got to know about the practices which local farmer does during all seasons & based on our project survey report client has published it to their portal to their end clients.



Agriculture (Farm Equipments)





Client agendas about to run the studies with Market Mirror....



Speaking the language of everyday people

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



Demonstrating value

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



Emotional connection

- What's in it for client targets?
- People care about themselves, not numbers or facts
- Make that connection that they care about the brand
- Enable to client to share and become advocates



Stories

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

Sharing about brand communication that client want to tell

Case Study (CAPI – CSAT) # : Tractors (Sales and Service)

Tractors



Research objective

To evaluate the customer experiences (Sales & Service) among the recent buyers of tractors

Sampling plan

Sample: 1200 Sales and 1200 Service across the states

Coverage : UP n=200+200, MP n=200+200, Punjab n=200+200, Rajasthan n=200+200, Bihar n=200+200, HR n= 200+200

Methodology, Target Audience

CAPI – Computer Assisted Personal Interviews

- Males only
- Customers list provided by the client
- Randomly selected the customers followed with appointments for the survey

Study Criteria:

- Sales – Customers who bought the tractor in last one year
- Service – Customers who bought the tractor in last 3 year period and had serviced the tractor within the last six months at an authorized service center

Case Study (CATI – CSAT) # : Tractors (Sales and Service)

Tractors



Research objective

Evaluate the customer experiences
(Sales & Service)

Sampling plan

Sample 200 (50 Sales & 150 Service) per month

Coverage : Across India

Methodology, Target Audience

CATI – Computer Assisted Telephonic Interviews

- Males only
- Customers list provided by the client
- The survey was conducted at our CATI center through the web-script
- All surveys were audio recorded and 10% recordings were shared with the client

Study Criteria:

- Sales – Customers who bought the tractor in last one year
- Service – Customers who bought the tractor in last 3 year period and had serviced the tractor within the last six months at an authorized service center

Case Study (CAPI) # : Tractors (Purchase Behavior)

Tractors



Research objective

To determine the Influence factors during the purchase of tractor brand

Sampling plan

Sample: 500 across the state

Coverage :

Maharashtra -100

UP -100

MP -100

PB -100

TN -100

Methodology, Target Audience

CAPI – Computer Assisted Personal Interviews

- Customers list provided by the client

Study Criteria:

- Customers who purchased the tractors in the last 12 months period and had considered at least 2 competitor brands while purchasing
- Competition brand owners were considered for the survey

Case Study (CAPI) # : Tractors (Penetration Figures)

Tractors



Research objective

To determine the taluka/town wise penetration figs of different brands of Tractors

Sampling plan

Sample: NA

Coverage :

Maharashtra – 38 Districts

UP – 52 Districts

Rajasthan – 30 Districts

Bihar – 35 Districts

Methodology, Target Audience

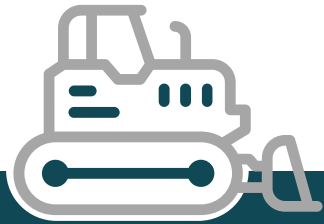
Collated the tractor owner data of the registered vehicles in the last one year period from all relevant RTOs to arrive at the penetration figs

Purchase Criteria:

- Those purchased tractors in the last one year period

Case Study (CAPI) # : Study on Heavy Earthmovers

Heavy Earthmovers



Research objective

To evaluate the sales rate across zones in India to plan the supplying areas

Sampling plan

Sample: 24 interviews in each region

Coverage :

PAN India

Methodology, Target Audience

CAPI – Computer Assisted Personal Interviews

Purchase Criteria:

- Males only
- Recruited retail consumer in JCB and Non –JCB Category, small contractors and big fleet owners



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Workshop



Case Study# Workshop to deep dive and priorities the factors associated with the purchase journey of hatch back vehicles

Research objective

Research objective

To deep dive the factors driving the purchase journey for the hatch back vehicles in the Indian market

Overall performance of the owned vehicle and need gaps if any

TG and Segment of the study

Males and Females

- (20-50) years old
- **Owner users:** Owners of hatch back vehicles
- **Intenders** : Intending to buy hatch back in the next 6 months

Participants - Workshop

No of days : 2 (6 hours workshop)

Attendees : Approx 15

Marketing team

R&D team

B&C team

Agency (Research team + Category Champion)

Execution - Workshop

- Introduction
- Sharing handouts of the outcome of the study (Brief)
- Deep dive each of the outcome
- Validating the hypothesis
- Deciding on the key aspects
- Concluding the session

Case Study# Workshop to deep dive and prioritise the factors associated with the purchase journey of hatch back vehicles

Executive Summary and Assistance to Client

Key takeout of the workshop

Consumers look at mileage as the key element; as driving factors for the purchase of hatchback vehicles followed by the overall engine performance

Brand is something which is looked upon as the secondary aspect for the purchase

The after-sales service is something which the consumers look out extensively

Client **Benefits**



- Basis the findings client made changes in the overall performance of the engine thus giving mileage as top priority
- Secondly they also focused on the pricing of their vehicle
- After six months the vehicle was able to perform fairly well in the market
- Since it was a reputed brand we had suggested them to come up with a theme and thus create a brand buzz to get a strong hold in the market
- Client was able to increase its market share in the first six months of the launch of the vehicle keeping in mind the advised parameters

Case Study# Workshop to priorities the key elements on the performance of the Tractors



Case Study# Workshop to priorities the key elements on the performance of the Tractors

Executive Summary and Assistance to Client

Key takeout of the workshop

Key bucket for improvement is Engine performance & mileage. The key weaknesses were:

- High level weakness - Mileage / fuel economy, engine noise and vibration
- Medium level weakness – Engine pickup and acceleration

Client **Benefits**

- Basis the findings, client made changes in the overall performance of the engine thus working on the fuel economy and the vibration (NVH levels were taken care)
- Client thus leveraged on satisfied customers and communicated their experiences through different marketing channels



「Thank You」



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