

# Qualitative Research

SRGB has a specialist qualitative research division. This division forms a core part of the overall business.

This division has a team with an **experience base of over 15 years**. Keeping in mind the need to bring in different perspectives in understanding human behavior, this team has been selected from diverse backgrounds such as **psychology, sociology, anthropology, marketing, economics** and so on.

The qualitative division also has its own specialized field structure that handles all aspects of the field operations. No fieldwork is sub-contracted.

In addition to our own team of highly experienced and motivated researchers, the qualitative division draws **into the expertise of international consultants** in the fields of qualitative research and communication. This allows us access to global perspective as well.

The qualitative division has handled hundreds of studies spanning categories as diverse as FMCG products, financial products, durables, automobiles, media, telecommunication and so on.

It has considerable experience in handling the following types of research studies:

- ✚ Usage and attitude studies
- ✚ Brand equity studies
- ✚ Segmentation studies
- ✚ Positioning research
- ✚ Communication development and evaluation
- ✚ Packaging evaluation studies
- ✚ New product development studies

The experience pool also includes studies among a wide variety of target groups ranging from housewives, chief wage earners, children, teenagers, young adults, different socio-economic groups including high net worth individuals; specialist groups such as corporate, specific professions, etc.

The qualitative research division boasts of having a large number of specialized techniques such as:

- Conflict Groups
- Paired Interviews
- Extended creativity groups
- Thematic Apperception Tests
- World views
- Peer Interactions
- Slice of life
- Hybrid Approaches
- Mind Mapping
- Bring your Homework
- Triads
- Semiotics
- Benefit Inhibitor chains
- Value Equation

For any enquiries or any further details:



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