



Retail Market Research in India

Impact of Research

The retail market is very dynamic and has numerous sub-segments within it. Using sophisticated market research techniques that include both qualitative and quantitative methods will improve the chances of success for any retail venture. It is almost impossible to understand your customers without some form of formal research.



Market Challenges

The traditional models that have worked over the past decade are fast shifting. Markets have evolved into niche sub-segments and sophisticated statistical techniques need to be used to understand the customer behaviors. Also, the retail industry is a complex value chain of multiple companies. Changes in one end can impact the other end of the industry value chain.

Business Savvy Solutions

eMpulse provides solutions that are practical in nature. Years of experience of eMpulse management in senior leadership positions at large and small corporations have helped us develop a unique perspective on how change gets executed at large real estate corporations.

Goal: To help understand the local retail market to enhance your success in the retail industry

Retail Industry is one of the growing segments that has been benefiting from the booming Indian economy. Over the past two decades Indian retail landscape has transformed itself radically many times. It is critical to understand your changing customer profile using retail market research.

eMpulse Experience

eMpulse offers full service market research solutions that help you understand the retail markets within India. We offer solutions up and down the retail value stream. This includes companies that produce raw retail products & also the end-user customers, and all services providers in-between. The industry has both organized and unorganized segments. We have experience with many large and small projects with different size of clients.

Some of the services provided by eMpulse in the retail space are;

- Retail customer profiling research
- Brand loyalty research
- Retail catchment area analysis
- Retail POS database analytics
- Store layout and planogram analysis
- Vendor profiling and analysis
- Mystery shopping
- Shopper intercept research

eMpulse Facts

- One of the leading Market Research Agencies for Telecom within the Indian Market
- Established in 2007, growing rapidly by delivering high quality research for the Indian telecom customers



The eMpulse Difference

eMpulse has conducted data collection and research with the following stake holders within the retail industry within Bangalore.

- Retail end customers
- Store staff
- Store Management
- Store owners
- Suppliers



Data Collection

Data collection needs a lot of experience for conducting retail market research. The appropriate technique needs to be followed. Store intercepts are done to get customer perspectives that are fresh from shopping. Mystery shopping is used to conduct research on experience during a routine day. Customer interviews are conducted to get in-depth understanding.

Innovative Approach

eMpulse researchers have extensive experience in dealing with complex retail industry research problems. Business savvy is a critical component of developing meaningful research plans. In India, practical data collection challenges need to be managed, and eMpulse team has the skills to get your research completed with the most effective results. Successful research companies need to be very innovative in data collections and analytics because of the unstructured nature of many markets and its behaviors.

Case Study

Situation

A Bangalore based growing retailer was expanding rapidly. At the same time other retailers in the various target catchment areas within Bangalore were also growing. It was difficult for the company to get an accurate estimate of the market potential when they were opening a store within a new catchment area. A comprehensive market research study was commissioned to manage the growth.

Research Conducted

The study included POS sales data analytics from current stores for the past year. It also included market basket analysis to understand the sales grouping and customer profiles that purchased the various baskets. The customer within the catchments were profiled using depth interviews and quantitative analysis. Secondary research was conducted on the macro and micro economics. A comprehensive go-to-market plan was developed based on the analysis of the data collected.

Results

The market size was estimated which helped the client setup store size based on the study. Market segmentation was conducted and target segments for the baskets developed. Customer buying behaviors were profiled. Reactions to advertisements was studied. Then detailed store launch recommendation was provided which helped the leadership to plan for growth more effectively.

