TSR Global Research specializes in Utility and Energy Services (Oil and Gas), along with IT, Business Services/Consulting, Manufacturing, Banking/Finance, Healthcare, Worked on projects related to Mergers and Acquisitions. With extensive experience in Market research Methodology like CATI, CAWI, Focus Group Discussion, Face to Face interviews, Desk research, Depth interviewing.

TSR Global Research accomplishes this by conducting studies that address three critical aspects of managing every business, which are to understand the changing market dynamics, your customer needs and your competition.

DIFFERENT TYPES OF METHODOLOGY USED IN MARKET RESEARCH TO COLLECT THE DATA

DATA COLLECTION

Data collection is an important step in the market research process. It involves gathering information about customers, competitors, and the market to help companies improve existing products and services and launch new products or services, expand into new markets, and create marketing plans. This process can be performed on a large or small scale and can involve both qualitative and quantitative data. data collection allows for a broad range of consumer feedback on behaviors, perceptions, needs, attitudes, and opinions. Data collection projects range from simple habits and attitudes questionnaires, which gather data from a large number of consumers.

CODING

Coding is an interpretive technique that both organizes the data and provides a means to introduce the interpretations of it into certain quantitative methods. Most coding requires the analyst to read the data and demarcate segments within it. Each segment is labelled with a "code" – usually a word or short phrase that suggests how the associated data segments inform the research objectives. When coding is complete, the analyst prepares reports via a mix of: summarizing the prevalence of codes, discussing similarities and differences in related codes across distinct original sources/contexts, or comparing the relationship between one or more codes.

CATI RESEARCH METHODOLOGY

Telephone survey software allows us to maximize our response rates through our sophisticated call back rules and sample management modules. You can ensure top quality though our audio monitoring. And you can instantly keep your clients updated through real-time reporting,as we believe in the same with our clients. Telephone survey solution integrates seamlessly with your other collection modes - projects can begin with a phone interview and be completed over the web with no data merging required.

CAWI RESEARCH METHODOLOGY

Web surveys are one of the fastest growing channel for collecting data. They are low cost, convenient, and allow users to engage hard-to-reach respondents like no other channel. Administrators can manage multiple projects - including quotas, samples, and quest telephone survey software allows you to maximize your response rates through our sophisticated call back rules and sample management modules. You can ensure top quality though our audio monitoring. And you can instantly keep your clients updated through real-time reporting.

TSR carefully evaluate and use the data that online market research campaigns produce to influence the market via consumers. When it comes to online marketing research, the general understanding is that since the market is mostly consumer driven, anything that can be done to influence consumers is positive for business.

CAPI RESEARCH METHODOLOGY

Face-to-face solution allows you to collect data on-the-spot from any location. From in-depth interviews, to intercept studies, to remote populations – TSR Face-to-Face solution will enable you to collect accurate data. Face-to-Face solution allows us to easily collect data offline accurately and efficiently. Synchronization to the central database is done without any additional data entry therefore ensuring quality data.
All the benefits of online data collection have been adapted for offline needs – quota management, sample and appointment management, secure data storage, and messaging – all automated and all part of your Command Center platform

FOCUS GROUP DISCUSSION METHODOLOGY

Focus groups have been around for a long time. There are many reasons that top companies still rely on focus groups for their qualitative data.

Focus groups are dynamic—by following the thoughts and ideas of the consumers, moderators can stay open to concepts which may not have been predicted.

Focus groups involve you, the client—you can give input into the research process as it is occurring.

In-person focus groups ensure that all consumers complete their participation. By doing focus groups in person, security and confidentiality are ensured and clients can see who their consumers actually are. The face-to-face interaction afforded by in-person focus groups has no substitute in qualitative research.

The most common analysis of qualitative data is observer impression. That is, expert or bystander observers examine the data, interpret it via forming an impression and report their impression in a structured and sometimes quantitative form .

IN-DEPTH INTERVIEW METHODOLOGY

In-depth interviewing is a qualitative research technique that involves conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program, or situation. For example, we might ask participants, staff, and others associated with a program about their experiences and expectations related to the program, the thoughts they have concerning program operations, processes, and outcomes, and about any changes they perceive in themselves as a result of their involvement in the program.

DESK RESEARCH METHODOLOGY

As depicted by name Desk Research is the research technique which is mainly acquired by sitting at a desk. Desk research is basically involved in collecting data from existing resources hence it is often considered a low cost technique as compared to field research

Desk research is very effective and can be conducted in starting phase of market research as it is quite quick and cheap and most of the basic information could be easily fetched which can be used as benchmark in the research process.