

## Introduction:

Asia Research is the quarterly publication for the Market Research and Market Intelligence industry in Asia. Independently managed, since 2005 it has promoted the industry, and published news articles, market data, and academic papers from market research firms across the Asia Pacific region.

In March 2009, Asia Research embarked on its second annual survey of corporations in Asia who undertake market research through external firms. The key objectives of the survey were to establish:

- The type of research being undertaken by client organisations
- Changing practices in the way clients procure research
- How research is viewed by corporations during economic slowdowns, e.g. need more / reduce cut cost, etc.
- How clients assess agencies as potential research partners
- The agencies used and clients' perceptions of these various agencies

The PowerPoint survey research report and SPSS data file from this survey is being offered on a commercial basis to subscribers. The results will be particularly useful to multi-national or independent research firms currently operating in the Asia Pacific region, or those looking to enter the market in the near future. The main applications of the report / data could be:

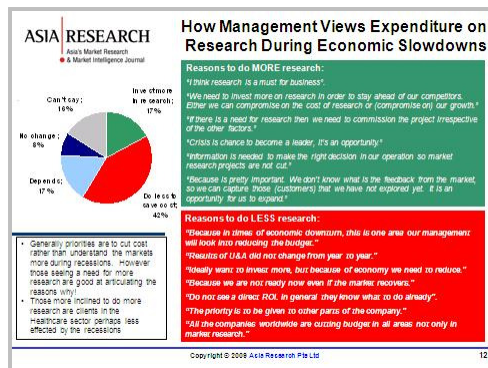
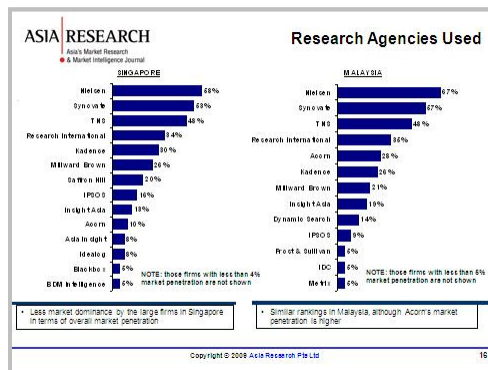
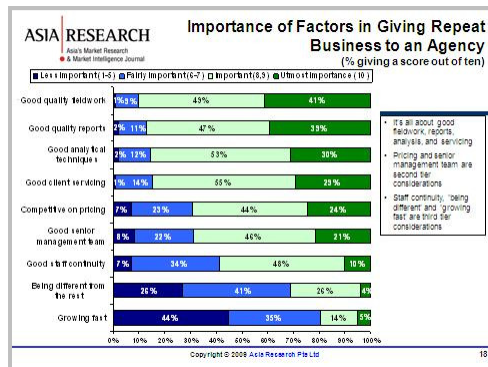
- Focussing skills, resources, training and recruitment towards the type of research in most demand in Asia
- Tactical input to new business development and corporate communications
- Identifying potential points of leverage over the competition
- Benchmarking performance
- Competitor Intelligence
- Internal training material for research departments

## Survey Specification:

The survey had a SE and South Asia focus sampling in the key regional hub of Singapore, but also some of the emerging markets including Malaysia, India, and Indonesia.

A total of **207 interviews** were conducted with individual research buyers in various corporations, including foreign Multi-Nationals, local corporations and Government organisations. A total of **91 interviews** were conducted in **Singapore, 64 in Malaysia, 24 in India, 22 in Indonesia, and 6 in Hong Kong.** The sectors represented are below:

SECTOR	Number of interviews
Automotive	13
Banking & finance	30
FMCG / consumer goods	41
Government	9
Healthcare	16
ICT	30
Manufacturing / industrial	18
Media / Publishing	22
Other	28
<b>TOTAL</b>	<b>207</b>



## Coverage of Survey:

Interviews with market research buyers were conducted by CATI and covered the following topics:

1. Number of projects commissioned to external agencies in the last year
2. Number of different agencies used
3. Type of research conducted in the last year: a) ad testing, b) brand image tracking, c) competitor intelligence, d) customer satisfaction, e) market sizing, f) mystery shopping, g) NPD, h) pricing research, i) usage & attitude
4. Which of these research areas are clients doing more of this year
5. Data collection methods used: in-person, telephone, tele-depths, on-line, focus groups, in-depth interviews
6. Methods used by clients to reduce costs of undertaking research, and whether tracking or ad-hoc research will be cut
7. Views of from clients on the value of research during economic slowdowns, and whether budgets have been increased, decreased, or have stayed the same
8. Openness to considering new market research suppliers
9. Importance of factors in considering a new market research company for the first time: knowledge of product or industry sector, sophistication of analytical techniques, user-friendliness of reports, commitment to having senior people working on projects, data collection quality, creativity or dynamism of the credentials presentation, innovative approaches to research, ability to conduct research at lower cost, specialism in a particular research technique
10. Type of research techniques that would interest clients in using an agency for the first time
11. Importance of factors in sustaining repeat business with clients: quality reports, client servicing, analytical techniques, staff continuity, senior management team, growing fast, being different to the rest, competitive on pricing, quality fieldwork
12. Whether clients are interested in using freelancers or consultants working from a Small Office / Home Office and reasons why, as well as incidence of currently using these types of vendors
13. Brand awareness of the leading research agencies in each market
14. Which market research agencies are used
15. Brand perceptions of the leading research agencies in each market including Nielsen, Synovate, TNS, Research International, Millward Brown, IPSOS, Kadence, Acorn (Singapore, Malaysia), Insight Asia (Singapore, Malaysia), and Saffron Hill (Singapore)
16. Views on why some of the these companies are 'different from the rest' (qualitative feedback)
17. Future intentions on engaging research agencies, e.g. increasing / decreasing portfolio, using independent agencies more / less
18. Industry sector of client organisation

## Commercial Terms:

Asia Research will provide the following for a fee of **S\$ 3,950.00** (fee in Singapore dollars, no GST applicable):

- Standard PowerPoint report
- SPSS file (no identifiable respondent details)

Payment terms are Cash-On-Order. Delivery of reports and files made electronically within 7 days after payment.

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