

Introduction:

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

In April 2010, Asia Research embarked on its **third annual survey of corporations** in Asia who undertake **market research** through **external firms**.

The key objectives of the survey were to establish:

- General dynamics and trends in clients' research buying behaviour
- How clients select their agencies
- Clients' brand awareness and usage of market research agencies
- Their opinions of specific market research vendors in the market

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 Asia, or those looking to enter the market in the near future. The main applications of the report / data could be:

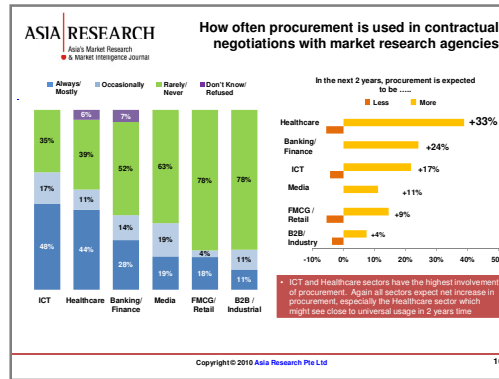
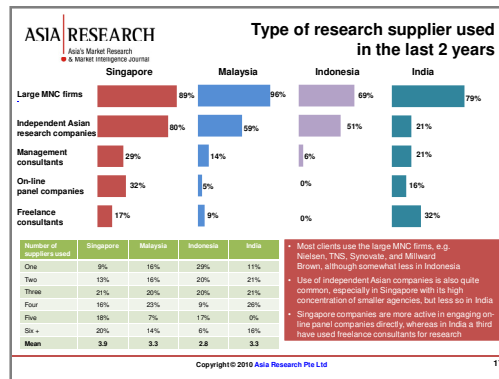
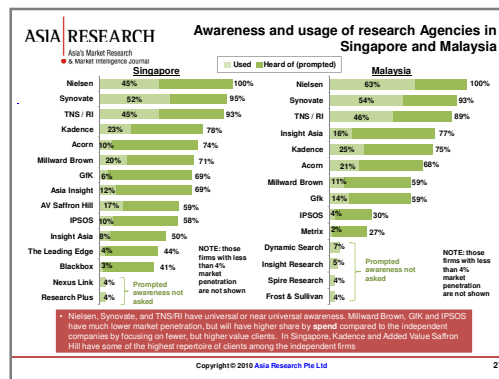
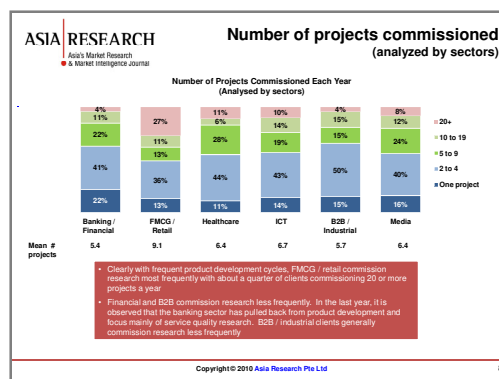
- Focussing skills, resources, training and recruitment to what clients are seeking from their agencies
- Tactical input to new business development and corporate communications
- Understanding the competitive landscape and client opinion on specific competitors
- Identifying your potential points of leverage over the competition
- 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, Indonesia, and India.

A total of **213 interviews** were conducted with individual research buyers in a range of corporations, including foreign Multi-Nationals, local corporations and Government organisations. A total of **103 interviews** were conducted in **Singapore, 56 in Malaysia, 35 in Indonesia** and **19 in India**. The sectors represented are summarized below:

Sector	Number of interviews
Automotive	6
Banking & finance	29
FMCG / Consumer goods / retail	55
Government	6
Healthcare / Pharmaceutical	18
ICT	23
Restaurants / Hotels / Travel / Tourism	10
B2B / Industrial	34
Media / Publishing	27
Others	5
TOTAL	213



Coverage of Survey:

Interviews were conducted with market research buyers who engage agencies for analysis and reporting (i.e. not just data collection), and who engage agencies at least once a year (85% of sample engaged agencies twice a year or more), and are involved in dealing with the agency throughout the entire project cycle. Interviews were conducted by CATI and covered the following topics:

1. Number of projects commissioned to external agencies in the last year
2. Geographic scope of clients' research
3. Number of different agencies used
4. What prompts a client to undertake research through an external agency (open-ended)
5. The meaning of *Insight* to clients (open-ended)
6. What clients look for in a credentials presentation (open-ended)
7. The use of procurement departments in contractual negotiations with agencies, and future trends on the use of procurement departments
8. Brand awareness of the leading research agencies in each market
9. The generic types of research supplier used including MNC agencies, independent agencies, on-line panel companies, management consultants, freelance consultants, and others, and expected use of these research suppliers in the future
10. Which specific market research agencies are used
11. Views on the strengths and weaknesses of the various agencies
12. Which specific website clients use to undertake their own research
13. Prospects for increase or decreasing research budgets
14. Industry sector of client organisation
15. Job title of the research buyer

Commercial Terms:

Asia Research will provide the following for a fee of **S\$ 2,750.00** (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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