

Case Study

Ethnographical interviews of Credit card users

Marketing Challenge:

The basic premise in ethnographic studies is that concepts, behaviours, and theories develop inductively, from the specific to the general

One of the biggest Banks wanted to understand unmet or underserved needs and wants of (potential) credit card customers. The client also wanted to gauge the product offerings appealing to the High end Indians.

MMRSS' Ethnography Approach:

We at Majestic MRSS, use various methodologies to record the Ethnography. Some of these methodologies are Photo Essays, Video and Subject Diary

In Developing conclusions and results of a study by using ethnography research approach, inferences are made from three sources



In home Interviews and Interviews at Assessing credit cards was conducted in Mumbai and Delhi with age group of 24-50 years with minimum monthly Credit Card Bill Rs.10,000

Age	Male	Female
24 - 30	4	4
31 - 40	4	4
41 - 50	4	4

The Results:

Entire ethnography session was Video Recorded as well as ethnographer captured activities conducted by respondents through photo essay.

Ethnography helped client to understand the purchase and usage behaviour of credit cards. This was a very effective tool to decide on attitude and consumer psyche towards the product usage as well as buying behaviour and hence form a marketing strategy to offer credit cards to High net worth individuals

Related readings:

[Eye tracking for Standard Chartered Bank website](#)

About Majestic MRSS:

Majestic MRSS is more than a decade old full service market research company with clients in the Pharmaceutical, Healthcare, FMCG/CPG, Automotive, Information Communications and Technology (ICT), Hospitality & Retail, Media sectors. MMRSS has its presence in fifteen countries in Middle East and Asia. Majestic has always been at the forefront of technology as an emerging force in Asia and the Middle East in the last decade. To learn more visit www.mmrss.com

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