

Carving
**INSIGHTS &
VISION**
with
**CUTTING
EDGE TECH**

market_xcel



Khabib - Research Proposal

Qualitative IDI Study for future vivo smartphones

The context

A young global smartphone brand focusing on introducing perfect sound quality and ultimate photography with cutting-edge technology

It develops and manufactures smartphones, smartphone accessories, software, and online services

Founded in 2009, Vivo has quickly expanded into markets in India and South East Asia.

Vivo develops dynamic and stylish products for passionate young people

Target Group & Methodology 1/3

❖ Qualitative- DI (Belief-Goal-Choice Framework)

Belief-Goal-Choice framework - Taking the case of a commuter to reach Mumbai to Delhi to attend a board meeting.

- ✓ **Commuter's Goals**- would be to arrive in Delhi in the early hours of the day with minimum flight delay
- ✓ **Beliefs**- would be considering Indigo as the most punctual airline owing to commuter's previous experience with the airline or the spoken word.
- ✓ **Choice**- would be Indigo

LOI

- ❖ 25 - 35 mins

Important Definitions:

Hero Color: It is the color that is most promoted and generates more than 50% of a smartphone model's sales. One would usually see it at the forefront of most advertising creatives of the smartphone model.

Dark Color: It is the darkest color available out of all the other color options of a smartphone model. It is usually the black color, or it could also be a dark blue/purple color etc.

Target Group & Methodology 2/3

Sample Size

- ❖ Total Sample Size- 15
- ❖ Current and previous 2 smartphones must be from the same brand.

Consumer categories	Sample Size
vivo consumers (current phone: Hero color)	8
vivo consumers (current phone: Dark color)	3
Oppo consumers (current phone: Hero color)	2
Samsung consumers (current phone: Hero color)	2

Target Group & Methodology 3/3

Centres

❖ Delhi (8) and Bengaluru (7)

❖ Respondents Criteria

Total Sample Size- 15 : Above mentioned are the preferred distributions for each model.

Please find the below definitions:

Parameter	Quota
Gender	
Male	80%
Female	20%
Age Group	
15-20 years	4%
20-25 years	40%
26-30 years	48%
31-35 years	8%
Occupation	
White Collar	36%
Self Employed	32%
Student	32%

Market Xcel's Role & Responsibilities

- **Recruitment**
- **Getting the respondents at the venue**
- **Respondents' incentive & Transportation**
- **Venue Hire**
- **Video Recording & Web Streaming**

Cost

Quote	Cost
Sample Size	15
FW Cost	129800
Cost Per unit	8653
Recruitment	Yes
Respondents Incentive & Transportation	Yes
Moderation	NO
Venue Hire + Video Recording	Yes
Web Streaming	Yes
Transcriptions	NO
Content Analysis	NO
Summary	NO
Management Fee	Yes

Inclusive of 18%GST



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