

## ETHNOGRAPHY STUDIES




### SELECT EXPERIENCE IN ETHNOGRAPHY STUDIES

Our clients often need detailed insights of how customers interact with their products in the place of interaction, often in their homes. SIS International Research has developed a core competency in ethnography market research and home visits, particularly in consumer goods and electronics industries. Senior ethnographers are assigned to conduct these customized studies.

For retail on-site studies, it is our belief that just watching a consumer shop does not help us to understand their behavior. In our experience, we have found that a mixed methodology of half-day sessions involving a group discussion, followed by a moderated group shopping trip, with a return to the group discussion provides a powerful blend of observational information with interpretive analysis.





We have worked with top names in all industries on the way towards earning a reputation of excellence in our over 30 years of extensive marketing research experience.

**Market Research** | Leading business research, insight and data solutions for strategic advantage.

We provide Qualitative and Quantitative Market Research *modus recusabo interestet*. We employ multiple research methods to assist you with your global growth strategy.

**Strategy Research** | We help you to get better prepared to get good leads and convert them to more sales.

We are experts in Competitive Intelligence, Lead Generations Techniques, Market Research and much more.

**Data Collection** | SIS incorporates robust quantitative statistical components with other forms of information gathering to achieve our client's research needs.

SIS International's analytics allow clients to enhance their decision making by maximizing return and minimizing risk. As a full-service market research and intelligence agency, our specialists immerse themselves in our clients' needs and devise a solution delivering complete market insights

**Focus Group Facilities** | Focus Groups and In-Depth Interviews

With an in-house staff of trained recruiters and a national panel of research participants, SIS is fully equipped to recruit a broad range of consumer and B2B respondents.



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## Comprehensive solutions for the Ethnographic Studies

- Conducted dozens of consumer home visit studies on home electronics and appliances in the NYC metro area.
- Recruited IT decision maker executives for ethnography study in their office setting.
- Conducted in-office ethnography among hospital administrators nationwide USA.
- Conducted low-incidence office visit ethnography among decision-makers who decide on office furniture procurement.
- Recruited ethnography study for US consumers to profile their living habits in their homes – consumers had to agree to be video taped in their home setting.
- Recruited and interviewed owners of washing machines to watch their behavior of using washing machines in their homes.
- Conducted low incidence office visit ethnographic interviews among many hospitality and education professionals about their attitudes and behaviors in renovation and new construction.
- Recruited people who have high cholesterol and use drugs to treat their condition, professionals involved in cholesterol and heart health issues and those who lead extreme or analogous lifestyles governed by routine and ritual for an ethnography study about lifestyle, health and wellbeing. This study was conducted in Houston, Seattle, and St. Louis.
- Recruited bagless vacuum cleaner owners to watch their vacuuming and cleaning behavior in their homes
- Conducted many home visits with people who own front-loading washing machines and French-door style refrigerators
- Conducted the recruitment of ethnography studies for a leading advertising firm
- Conducted home visits to gain insight in the beer drinking habits, attitudes towards home beer drinking and draft beer
- Conducted in-office visits / depth interviews with medical professionals in Boston and New York.
- Conducted one-on-one interviews, focus groups, ethnographic interviews among drivers in a parking assistance technology study in the NYC metro area.
- Conducted patient ethnographic interviews with Alzheimer's care takers.
- Conducted a major household electronics concept study for a global manufacturer via home visits in several US cities. The challenge was that there were strict recruitment criteria, re-recruitment requirements to reschedule consecutive home visits and schedules.

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