

Case Study

What is Smoking doing to Indians?

Marketing Challenge:

One of the world's biggest Pharmaceutical Company wanted to explore the cause and effect of smoking. They wanted to understand how the detection of the disease is made & the symptoms. They wanted to know more about the administration of kind of special drug/s or surgery to treat the cancer patients.

Role of society and professionals 'caregiver' and educating the mass for early detection of Alzheimer's disease was very important. They also wanted to educate people about the consequences of smoking. For this they wanted to understand usage and behaviour of long time smokers planning to quit smoking and how drugs can help to get rid of withdrawal symptoms of smoking

MMRSS' Approach:

Exploratory research was conducted to understand the criticality of Lung cancer and how far oncologists (Lung cancer specialist) can educate the people, family and friends to become responsible.

Qualitative research tool used was In depth interviews of 15-20 minutes with the target audience. 30 Oncologists in India (all metros) practicing in hospitals and clinics were the target audience chosen for this research to provide expert opinion. Oncologist who sees one to two Lung cancer cases in hospitals or private clinics in a week is eligible

Lung cancer specialists can be contacted and expert opinion can be taken on the following

- Main causes of the Lung cancer and how does this occur
- What is passive smoking and how it afflicts people in surrounding
- How fast the rate of the Lung cancer growing in India
- Precaution to be taken to avoid this disease
- Considering that the disease is non curable at the later stage, are there any new developments made by science to treat the disease
- When they first receive the patient who is detected as lung cancer what is their approach to it
- What do they advice to the family and friend of the patient suffering from lung cancer
- Drugs used to treat lung cancer patients and the result
- Companies that sell drug/s for treatment of lung cancer
- Recommendation to government and society on smokers and smoking

The Results:

Indian scenario due to Smoking was established and helped the client to take specific measures

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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