



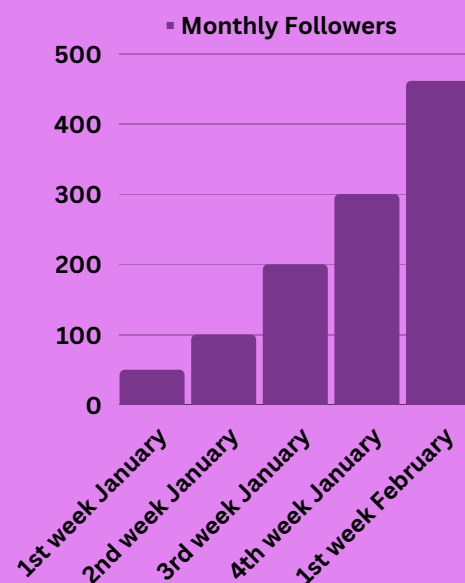

## MAYONNAISE CONSUMERS STUDY JAPAN

### Project of the Month

Radma Research & Consulting recently conducted a study on Japanese Mayonnaise consumers to gather information on their consumption habits, opinions on the packaging, and the role of Mayonnaise in their daily lives. 16 participants were selected for the study based on their frequent consumption and responsibility for grocery shopping. The research was conducted through in-depth discussions and homework tasks to showcase the convenience of purchasing, storing, carrying consumption, and disposing of products plays a significant role in purchasing decisions. The study provided valuable insights for a client looking to launch a new brand of Mayonnaise in Japan, including understanding cultural preferences and the impact of packaging on consumers' decision-making. The study demonstrated the importance of conducting market research in the success of a new product

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# ★ STAR PERFORMER OF THE MONTH

## Congratulations Poorva Agarwal!



Poorva exhibited out-of-the-box thinking to achieve her top performance on recent research engagements. She single-handedly pulled the project into momentum, despite revised demanding specifications and complexities. She's a competitive team member, works collaboratively for team objectives, is open to learning, and is valuably participative in discussions. Poorva's performance in this project is a testimony to her hard work, perseverance and diligence.



## NEW BEES IN THE HIVE



### ARADHANA NAINWAL

Aradhana has recently joined us Senior Research Analyst. She is a seasoned professional with 7 years of work experience. In Radma Research, she would be responsible for conducting primary research with both B2B and B2C audiences, recruiting participants, moderating interviews, and transcribing them as needed. Additionally, she maintains internal reports and status updates. We would like to welcome her to Radma Family.



### POOJA KATKAR

Pooja has recently joined Radma as a Social Media Manager. She is a seasoned professional with 6.5 years of work experience in Digital Marketing & Performance Marketing. She would be responsible for overseeing Social Media & Digital Marketing strategy and development at Radma Research. We would like to welcome her to Radma Family.

# Radma Research

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