

Case study – External Hard Disk Drives

Study of consumer buying behavior for external hard disk drive launch in China

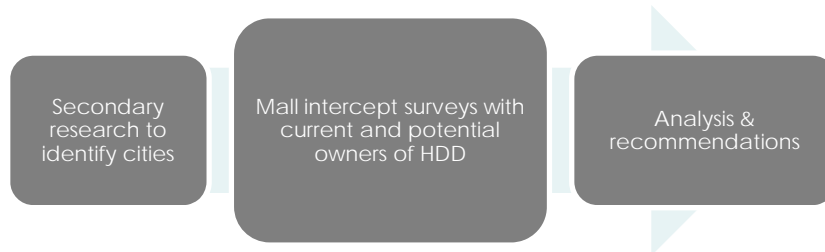
The challenge

A global leader in the design, manufacturing and marketing of storage products intended to expand its Asian footprint by launching a new product in the China market.

The objective of the study was to test customer usage and attitude with respect to the external portable hard disk drive (HDD) category in China, so as to successfully position and market our client's new consumer storage product.

The process

Spire conducted secondary research to identify the most suitable cities in China for launching the new product, by analyzing key indicators of IT sales and penetration. We then proceeded to primary research involving intercept surveys at IT malls and student hubs, with current and potential owners of external HDD devices. The respondents targeted were PC owners between the ages of 16 and 36 years. The sample size spanned 10 Tier 1 and 2 cities in China.



The results

Spire's analysis supported the development of our client's marketing and communications program accompanying its new product launch, including the creation of optimal messaging for each targeted customer segment.

Project deliverables included a report providing segmentation analysis – characteristics of key segments by typology, product category, geography, usage and attitude towards the category. In particular, care was exercised to demarcate the segments addressable by a branded HDD solution from those that were wedded to generic or self-assembled devices. The report also addressed customer decision dynamics, preferred channels and media/information usage.

