



Merton MZM – Research Consultancy

Merton MZM is a consultancy firm formed by a multi-disciplinary team of researchers from São Paulo, Brazil. The team has a solid methodological background, experience in research, project management and is skilled in reports and writing in general. We offer most types of qualitative research service and editorial assistance. Besides conventional techniques, we have an exclusive line of research products and service, developed with our own methodology

Qualitative Research

“Qualitative research” refers to the approaches that may generate in-depth information concerning a certain public’s attitudes, reactions, preferences and behaviors. “Qualitative” refers to quality as opposed to quantity: unlike quantitative research, which is based on sampling techniques that optimize result’s representativeness, qualitative research allows in-depth exploration of the public’s attitudes and behavior issues within a small, arbitrarily chosen population.

We understand qualitative research both as an end product and as the first part of a multi-stage market research, including a further quantitative survey.

Our team

Marilia Coutinho is a biologist, ecologist, biochemist and a Ph.D. in sociology. She has completed the early stages of her academic career at the University of São Paulo, in Brazil. Her post-doc was done at Virginia Polytechnic Institute and State University, in Blacksburg, VA, and she was a visiting professor at the University of Florida, in Gainesville. Marilia Coutinho has conducted a large number of research projects with different and complementary methodologies, including on-line surveys, in-depth interviews and ethnography. She has produced many articles, reports and presentations. Marilia Coutinho is also a certified personal trainer and physical activity professional.

Marcio Lucatelli has graduated in Social Science at the University of São Paulo, Brazil. He has worked in many of the largest market research institutes in Brazil, including Ibope and Toledo e Associados. Marcio Lucatelli has wide experience with all the stages of market research, from field, through data processing and analysis.

Methods

We believe each method in qualitative research responds to a certain information requirement and a certain level of the subject's perception and need, from the individual-subjective to the highest collective-social expression.

In-depth interview

In-depth interview retrieves subjective information in a narrative context. It requires interviewers' familiarity with different methodologies and practice in conducting an open questionnaire, introducing probes and keeping the focus. The optimal information density of the resultant document is a consequence of optimal use of technique.

Focus Groups

Focus group is one of the first qualitative techniques approaching decision-making at a social level. In this case, the dialogical or first level interaction. Conducting good quality focus group research requires familiarity with moderation technique and also an understanding of decision-making and public opinion formation at the micro level.

Ethnography (presential and digital)

Ethnography retrieves information from the actual social network environment – whether presential or digital (digital ethnography). Consumers are observed and analyzed during the action and interaction of consuming and making decisions.

Desk Research

Our strong academic background is the foundation for deep and dense desk research using a number of public statistics data, media archives, technical information publications and other media.

Critical analysis

Critical analysis is real time monitoring, analysis and response to competition or political adversaries. It requires analyzing the competitor's discourse, identifying data anchors and deconstructing them through fast retrieval of the best information and solid argument construction.

Extra expertise

Health and Pharmaceutical Products

We have a background in Biology and Biochemistry and have researched extensively in medical issues. We have the means to conduct accurate interviews, focus groups and ethnography with all health professionals, as well as analyzing the technical literature.

Environment

Environment has been an important research area for us during the past years. We have followed the most important political moves in the field and we have an academic background in Ecology and Environmental Sciences.

Physical Activity and Fitness

Recently, we have been conducting research in the fitness market and sports nutrition market. We have also created and managed sports media projects and done technical writing in the field.

You may contact us at:

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