

<Qualitative Research>

Pulse Qualitative Research



Often what people say is not what they do. With deeper questioning we can understand the underlying motivations behind human behaviour, by uncovering the dynamics within relationships between consumers and brands, both at a rational and unconscious level.

“Knowledge in itself is not power. It is the sharing of knowledge that creates true meaning and power.”

- Confucius

Our ultimate aim is to deliver real insights for your business in order to guide business strategy, in areas such as positioning, branding, advertising evaluation, new product development, customer satisfaction and stakeholder management.

Our experienced and specialist team of “consumer psychologists” will help you to uncover the needs, motivations and perceptions of our audience, whether Small or Medium Enterprises (SMEs), healthcare professionals, early adopters or mainstream consumers.



We offer a range of tools and techniques in our qualitative offering, including standard focus groups and in-depth interviews, online focus groups and bulletin boards, accompanied shopping, client and consumer workshops, and ethnographic approaches.



Our experience spans a range of industry sectors, including FMCG, retail, business and financial services, technology, media, healthcare and travel.

The strategic partnership that Pulse has with online software provider, Itracks, forms the basis of our online qualitative offer within the region. We provide online focus groups and bulletin boards in a range of languages, and can recruit from Planet Pulse, Asia’s largest online community.

Our modern, stylish and comfortable group rooms, based in heart of Kuala Lumpur, provide the ideal venue to hold fieldwork. They are equipped with one-way mirror, seating for up to eight clients, headsets, simultaneous translation and digital/audio recording.

Why Choose Pulse

- Full range of services from recruitment, through to moderation, analysis and reporting
- An experienced team, with Director level involvement in every project
- Professional simultaneous translators, covering a range of languages
- An established network of qualitative partners within the region
- Local and international research capabilities, including project coordination
- Centrally located state-of-the-art viewing facilities
- Access to Planet Pulse and an online panel of respondents