

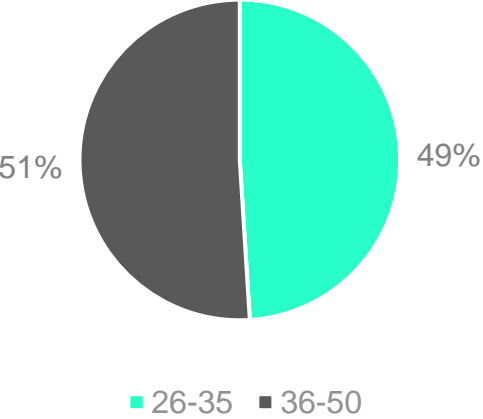
Sample Report

Study Details

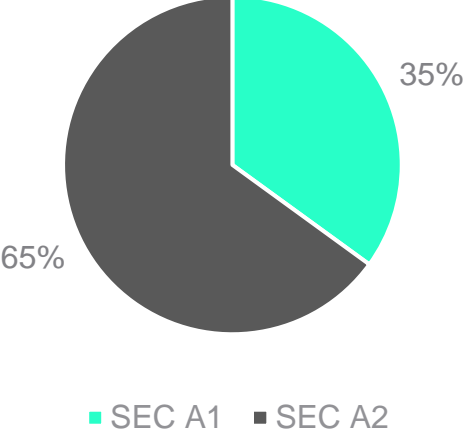
- With the aim of ABC to strength and grow in the existing segment of their product and expand into new spaces like product 1 and product 2 the objective of the study was to get cues for the same.
- The study was designed to understand the shopping preferences among the key target group to understand their priorities and key preferences of material, design and colors.
- The target group for the main survey were female, aged 25-50 years, belonging to SEC A and should have bought product 1 worth more than INR 1000 in the last 6 months.
- The centers covered were Bengaluru, Delhi and Mumbai.
- We covered a total of **85 respondents**

Respondent's Profile – Count of X respondents

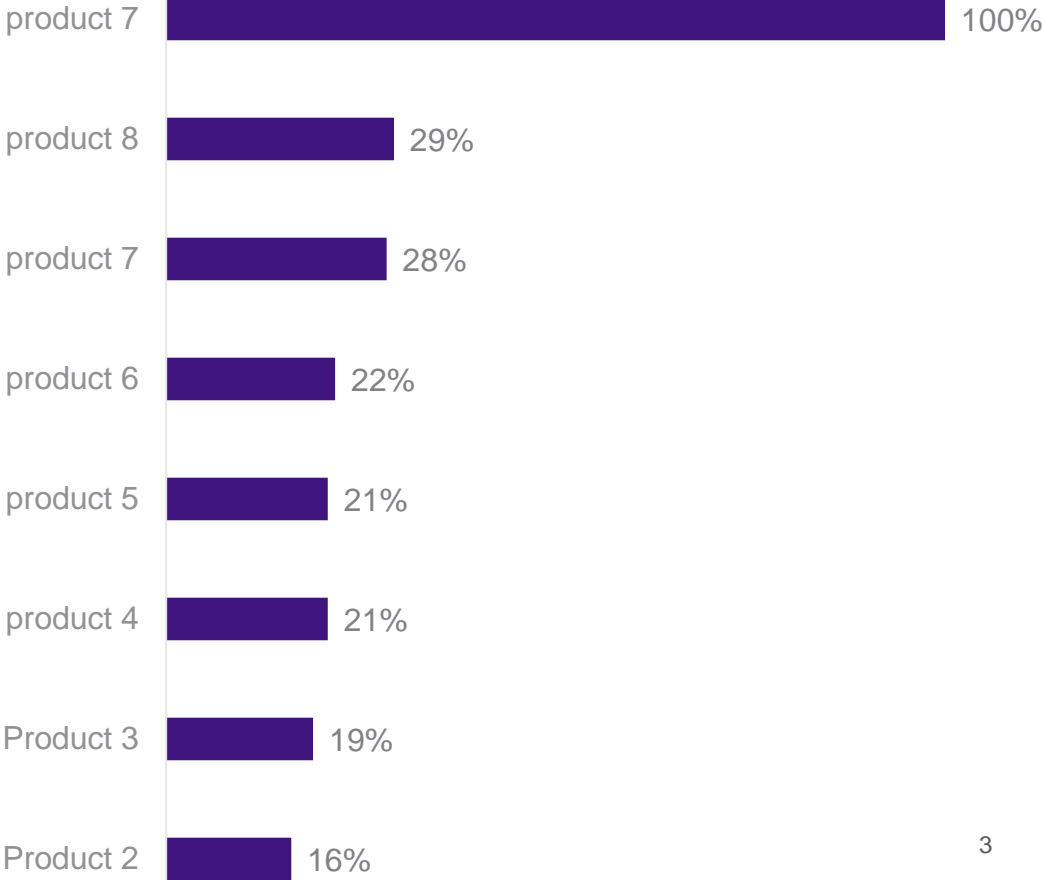
Age



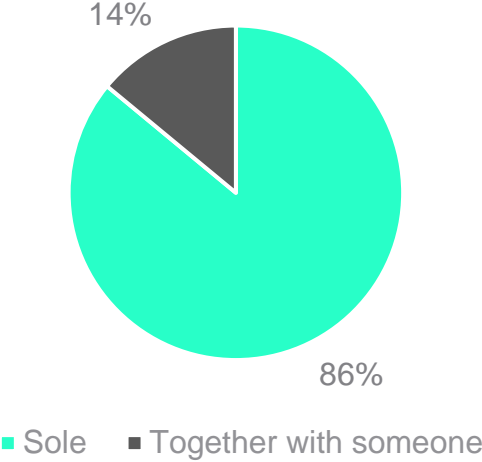
SEC



Items bought in last 6 months



Decision maker



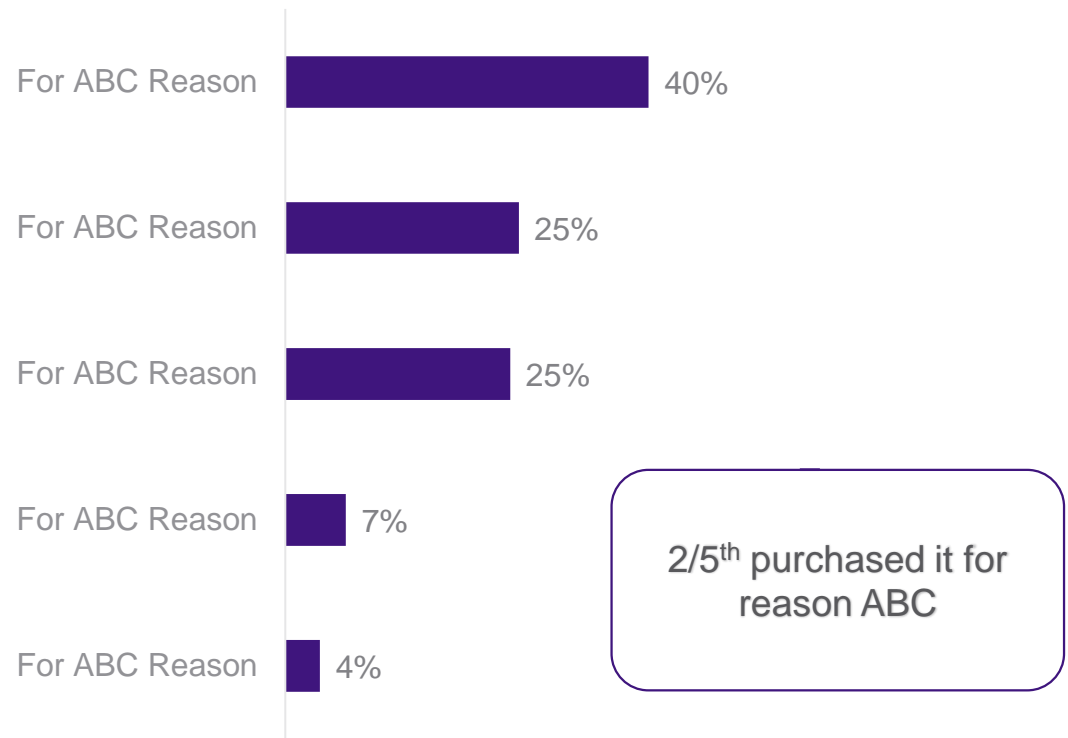
Section 1

Product Image

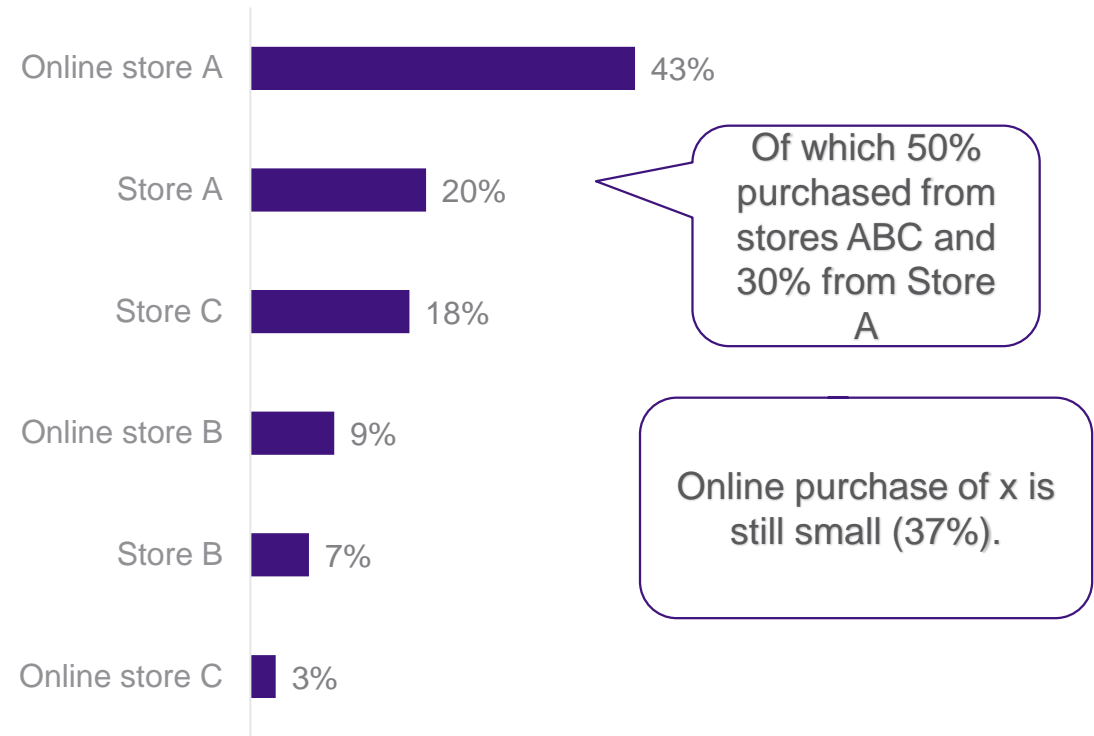
Product X : Purchase Habits



Thinking about the last time you purchased product x what was the need? [SS]



From where had you purchased? [SS]

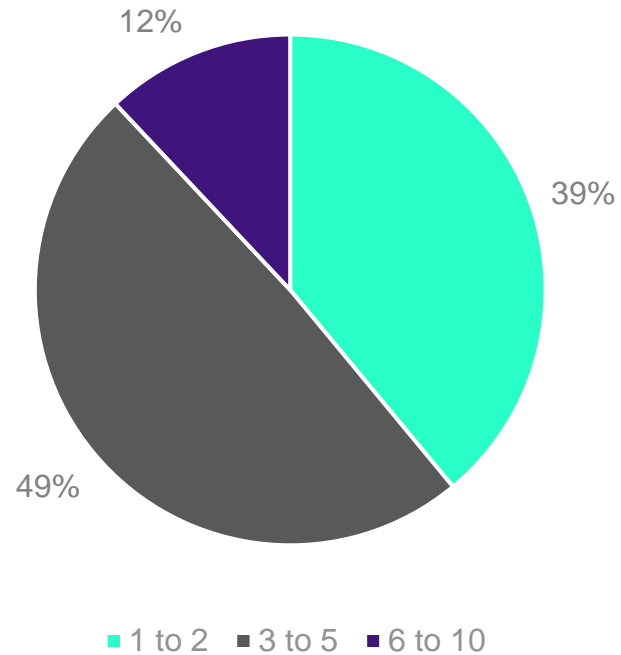


of Respondents – 85

Purchase Habits/Frequency

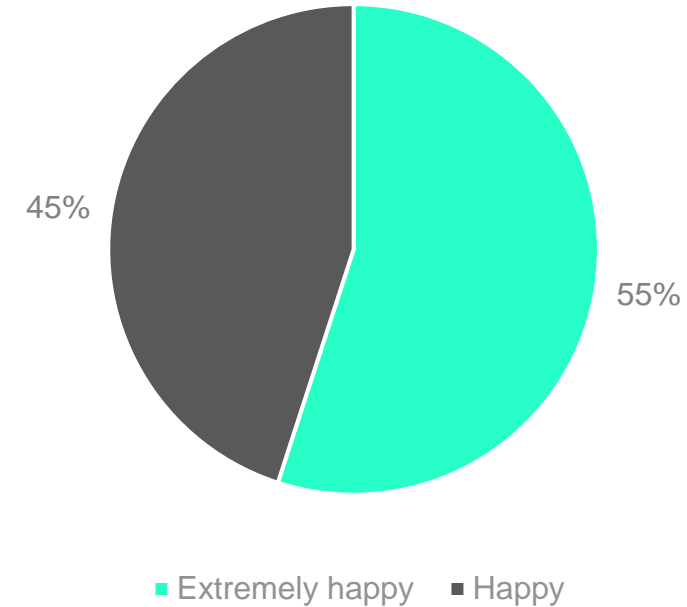


Typically, in a year, how many Products would you be purchasing? [SS]



Almost ½ purchase 3 to 5 Quantity in a year.

How happy were your family members from your last purchase? [SS]



Family members seem to be happy with the choices.

Product X: Priority & preferences



Rank in order of your priority for choosing a bedsheet

Brand

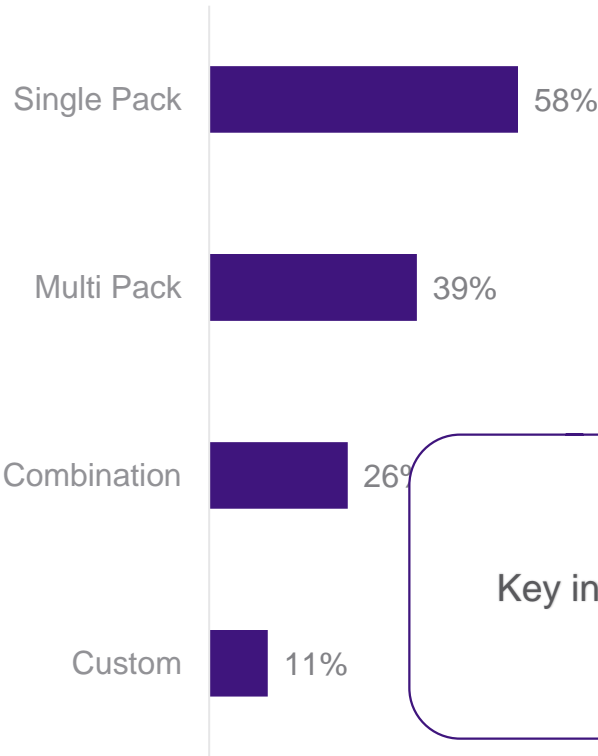
Price
Material

Color
Design

Price is on top priority, followed by Brand and material.

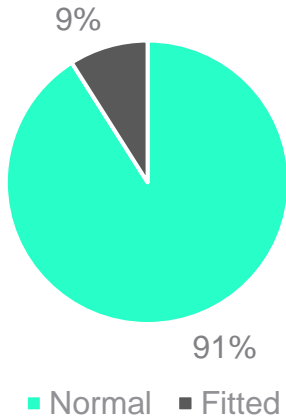
Color and design are the least important among these.

Which size do you generally purchase? [MS]



Key insights

What kind of Product do you prefer? [SS]



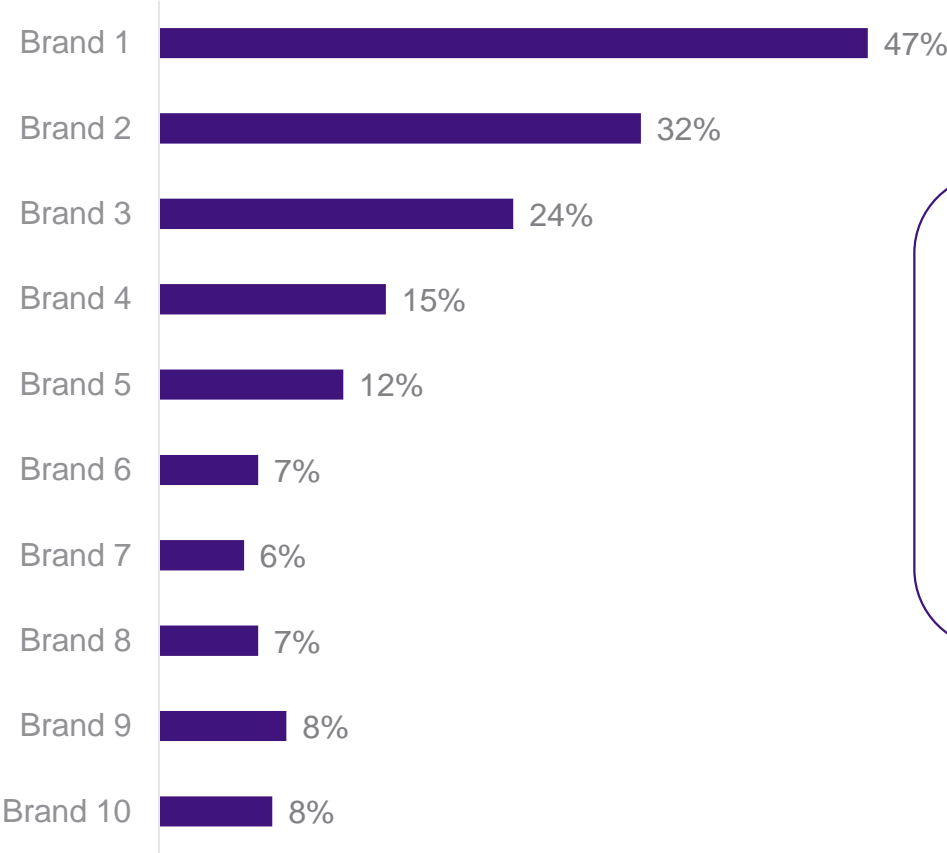
Key concern for the above choice articulated here

(derived from qualitative findings)

Product X: Key Factor/Brand Recall



Name the top brands that come to your mind when we talk about bedsheets? [Open text]



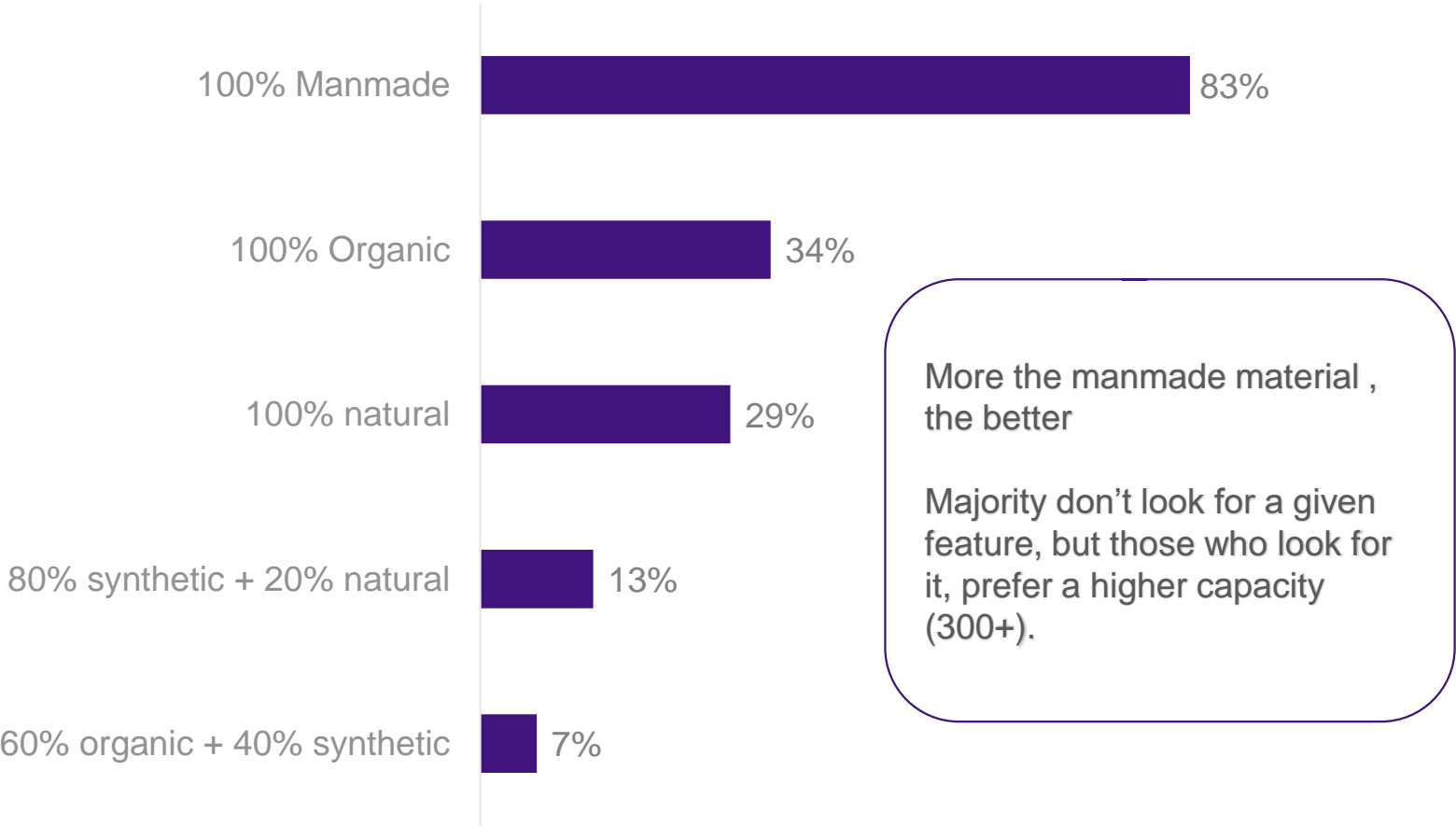
Key Insights coming in from the data on Brand Recall

It seems to be so popular that it becomes almost synonymous like a brand.

Product X: Key Factors that impact

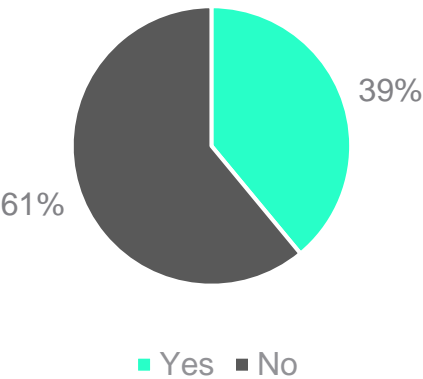


What kind of material do you like? [MS]

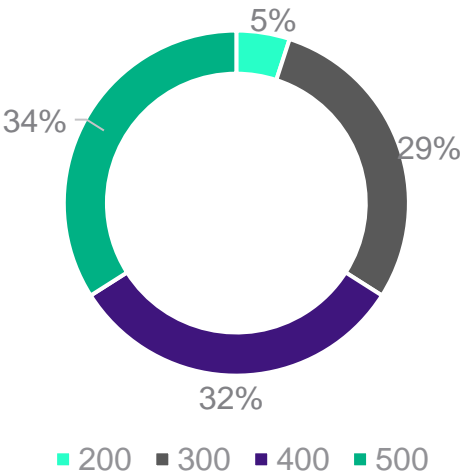


of Respondents – 85

Do you look for this feature ? [SS]



What is your preference of this feature? [SS]



Product X: Key Factors that impact



Which kind of colors do you like? [MS]

Options	% of respondents
Bright shades – red, blue, green, yellow	55
Very light shades – white, cream, baby pink	53
Pastel shades – pale and soft colors	50
Others	38

What kind of design patterns you like? [MS]

Options	% of respondents
Option A	65
Option B	42
Option C	40
Option C	30

Color preference according to design preference

	Floral	Geometrical	Abstract	Plain
Base (#)	69	42	45	32
Bright	65%	43%	56%	69%
Light	52%	55%	60%	59%
Pastel	51%	67%	69%	88%
Other	42%	36%	42%	53%

Common, light and pastel shade colors are more liked.

Of people who like design A, 65% prefer Bright shades.

of Respondents – 85



Recommendations go here basis the responses

Recommendations – Product X

- XYZ attribute plays a vital role in product selection, so it is recommended to invest in this attribute and leverage it for long term benefits.
- Composition is recommended to be in the ratio of synthetic to Manmade. Anything further and the quality is not perceived to be good
- Size A and Size B product are most purchased; these can be the key sizes to stock
- The most preferred design are Option A in Bright colors and given set of designs. Option C and Option D should also be in very light and pastel tones as they have higher acceptance. There is also a niche market for Option B in this segment.
- Apart from seller A and B, Seller X is the biggest seller in the online space and may be a good partnership to hedge.
- Store A and Store B have emerged as the largest purchase points in the offline space. This also means product X is not purchased at general stores but at specialized outlets only. Hence if pursuing offline, we recommend keeping the value intact and creating a special supply chain.

Thank You

