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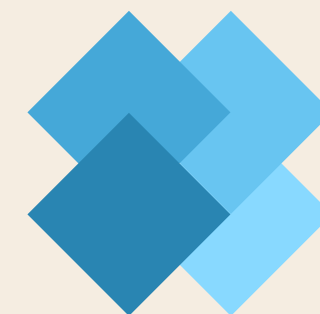
Case Study

Consumption Pattern Of Beverages



Published By:

Global Matrix Survey



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SURVEY

Agenda

Target Audience

12 to 55 years (Socio-Economic Class categories A, B, or C)

Sample Size

8000

Length

50 Days

Methodology

Quantitative Listing, Face-to-Face Main Interviews

Trivia

Did you know? Research shows that in the past decade, the global consumption of soft drinks has surged, with an average person drinking about 90 liters per year. This increase highlights changing consumption patterns and preferences, making studies like ours essential for understanding these trends.



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Objective

- Understand the perceptions and consumption patterns of beverages among general consumers.
- Analyze beverage consumption patterns among individuals aged 12 to 55 years in SEC categories A, B, and C.
- Collect data through quantitative listings and face-to-face interviews to ensure comprehensive insights.
- Complete the study within a 50-day timeline, delivering high-quality, reliable data for strategic decision-making.

Approach & Method

Approach

- Identified target audience: Individuals aged 12 to 55 years from SEC categories A, B, and C.
- Implemented random right-hand rule for household selection to ensure diversity.
- Surveyed 8000 respondents across eight centers for comprehensive data collection.
- Deployed two teams per center simultaneously for efficient data gathering.

Methodology

- Conducted quantitative listings followed by face-to-face interviews with soft drink consumers.
- Completed the study within a 50-day timeline, adhering to planned schedules and ensuring data accuracy.





Solution

- Utilized quantitative listings and face-to-face interviews to generate deep insights into beverage consumption patterns among diverse demographic segments.
- Employed rigorous analysis techniques to interpret collected data and derive actionable conclusions.
- Provided stakeholders with strategic recommendations based on the study findings to optimize marketing strategies and product offerings.
- Ensured timely delivery of high-quality data within the 50-day timeline, facilitating prompt decision-making and implementation of insights.

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