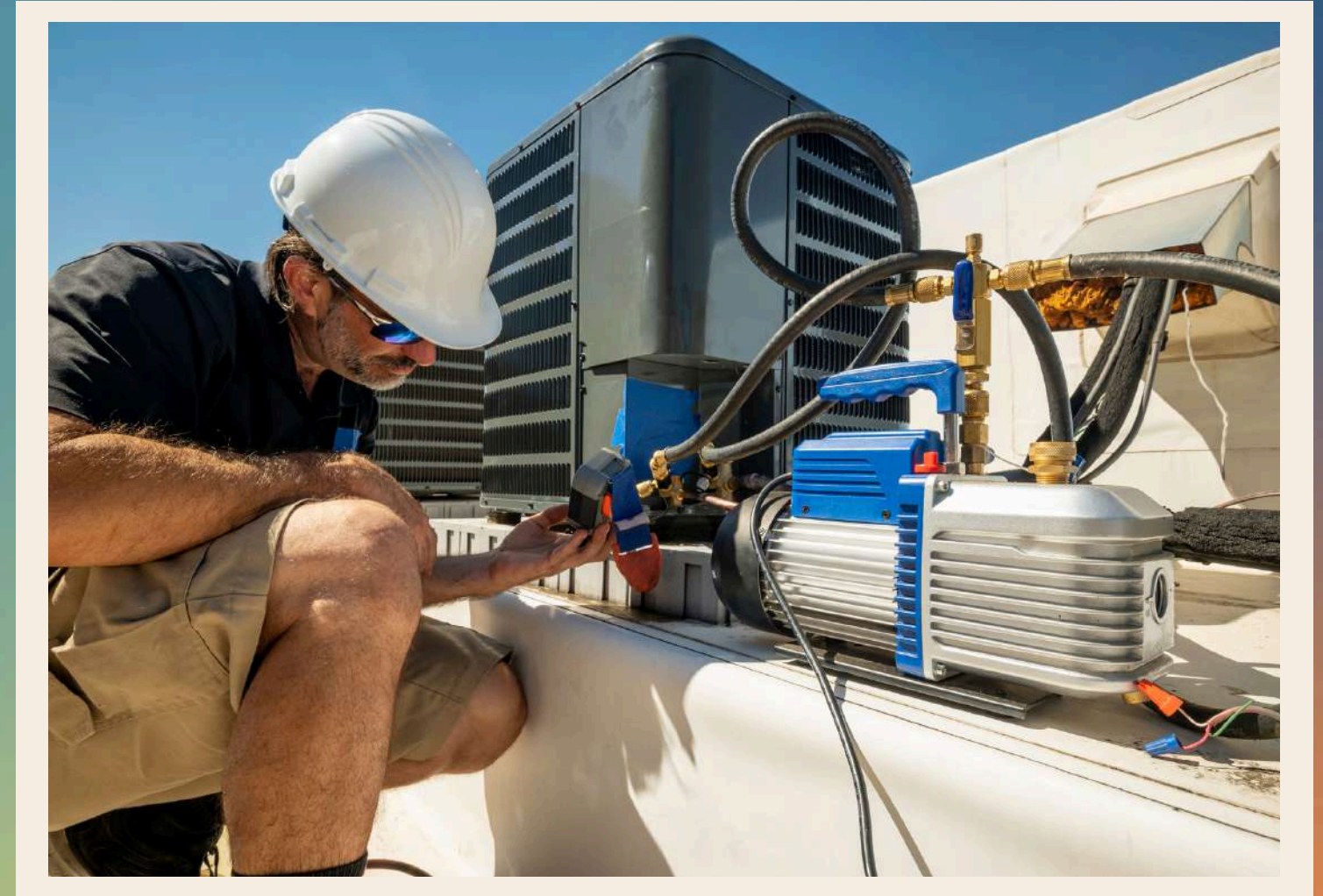


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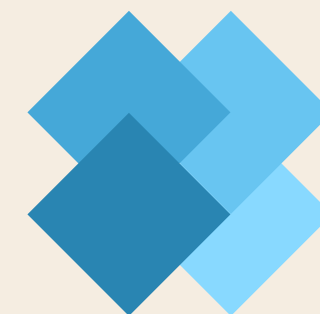
Case Study



Indian Consumer Behaviour Towards Air Conditioners

Published By:

Global Matrix Survey



**Global
Matrix**
SURVEY

Agenda

Target Audience

Indian Consumers (Across various SEC categories)

Sample Size

1000

Length

04 Months

Methodology

F2F, FGDs, Depth Interviews

Trivia

Did you know? Air conditioners were first introduced in India in the early 1950s, primarily targeting industrial and commercial sectors. Today, with increasing urbanization and rising temperatures, the demand for residential air conditioning units has grown significantly, influencing consumer preferences and purchasing decisions.



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Objective

- Gain a comprehensive understanding of Indian consumers' usage patterns, behaviors, and attitudes towards air conditioners.
- Explore attributes influencing AC selection and preferences regarding new AC designs among Indian consumers.
- Utilize a three-phase research approach to gather insights, including quantitative research, qualitative methods (FGDs, Depth Interviews, home visits), and design testing.
- Meet project objectives within a four-month timeline, ensuring adherence to outlined timelines and delivery of actionable insights.

Approach & Method

Approach

- Conducted face-to-face quantitative research in four centers to gather data from 1000 participants, stratified among relevant Socio-Economic Class (SEC) categories.
- Employed qualitative methods such as Focus Group Discussions (FGDs), Depth Interviews, and home visits in the same four centers to delve deeper into consumer attitudes and behaviors towards air conditioners.
- Implemented a gang survey and design testing clinic involving a sample size of 100 participants to validate findings and gather specific feedback on AC design preferences.



Approach & Method

Methodology

- Phase 1: Face-to-face quantitative research focusing on attributes influencing AC selection and preferences for new AC designs among Indian consumers.
- Phase 2: Qualitative methods including FGDs, Depth Interviews, and home visits to explore consumer behaviors and attitudes in-depth.
- Phase 3: Gang survey and design testing clinic to validate initial findings and gather detailed feedback on AC design preferences.





Solution

- Utilized quantitative and qualitative research methods to generate deep insights into Indian consumers' attitudes, behaviors, and preferences towards air conditioners.
- Employed rigorous analysis techniques to interpret collected data from face-to-face interviews, focus group discussions, and design testing clinics.
- Provided actionable recommendations based on study findings to optimize product offerings and marketing strategies tailored to Indian consumer preferences.
- Completed all phases of the study within the allocated four-month timeline, ensuring prompt delivery of comprehensive insights to stakeholders.

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