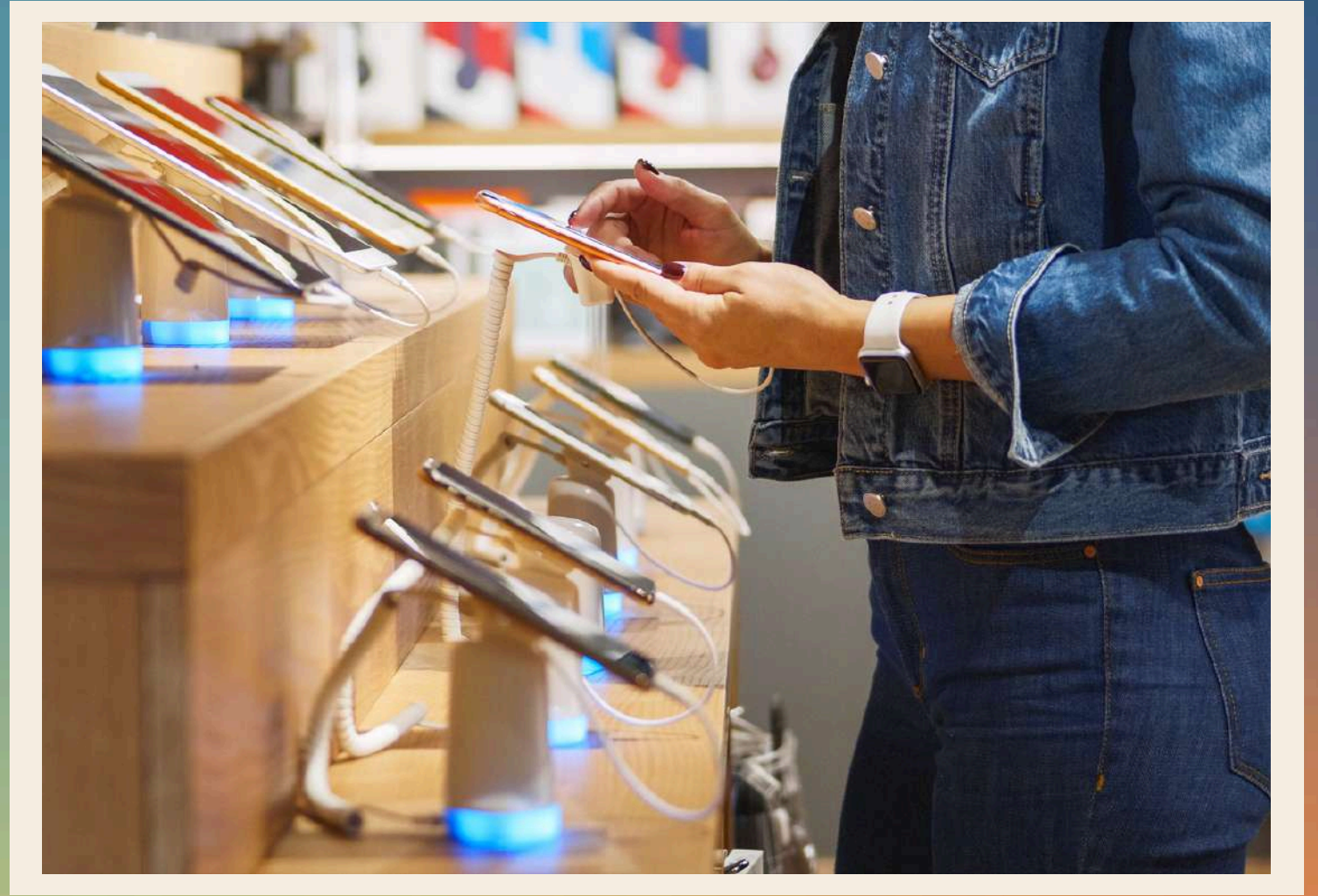


GMS

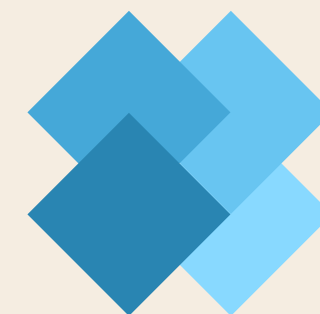
Case Study



Study on Mobile Phone Usage and Purchase Intentions

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Global Matrix Survey



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Agenda

Target Audience

18 to 55 years (Metro Cities India)

Sample Size

1200

Length

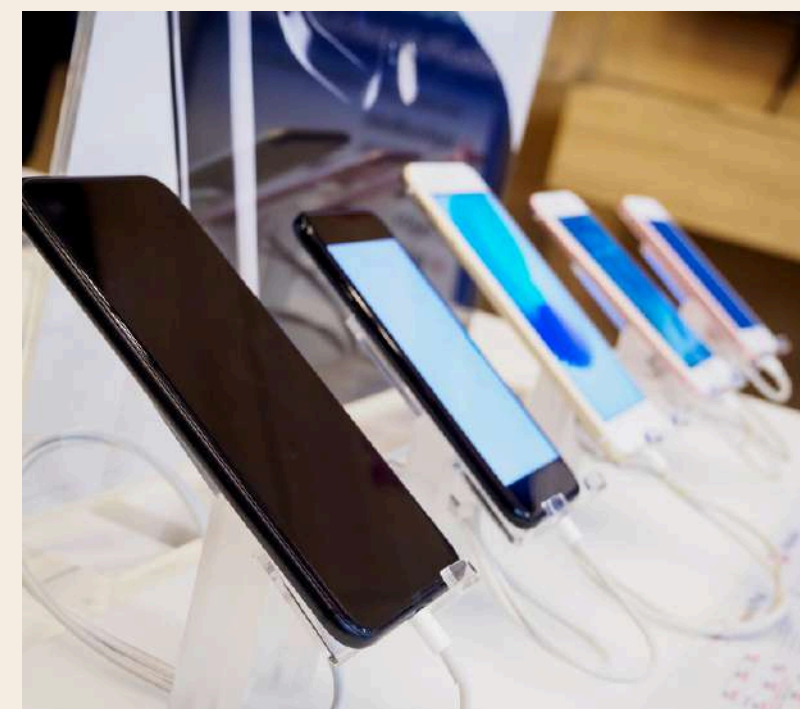
15 Days

Methodology

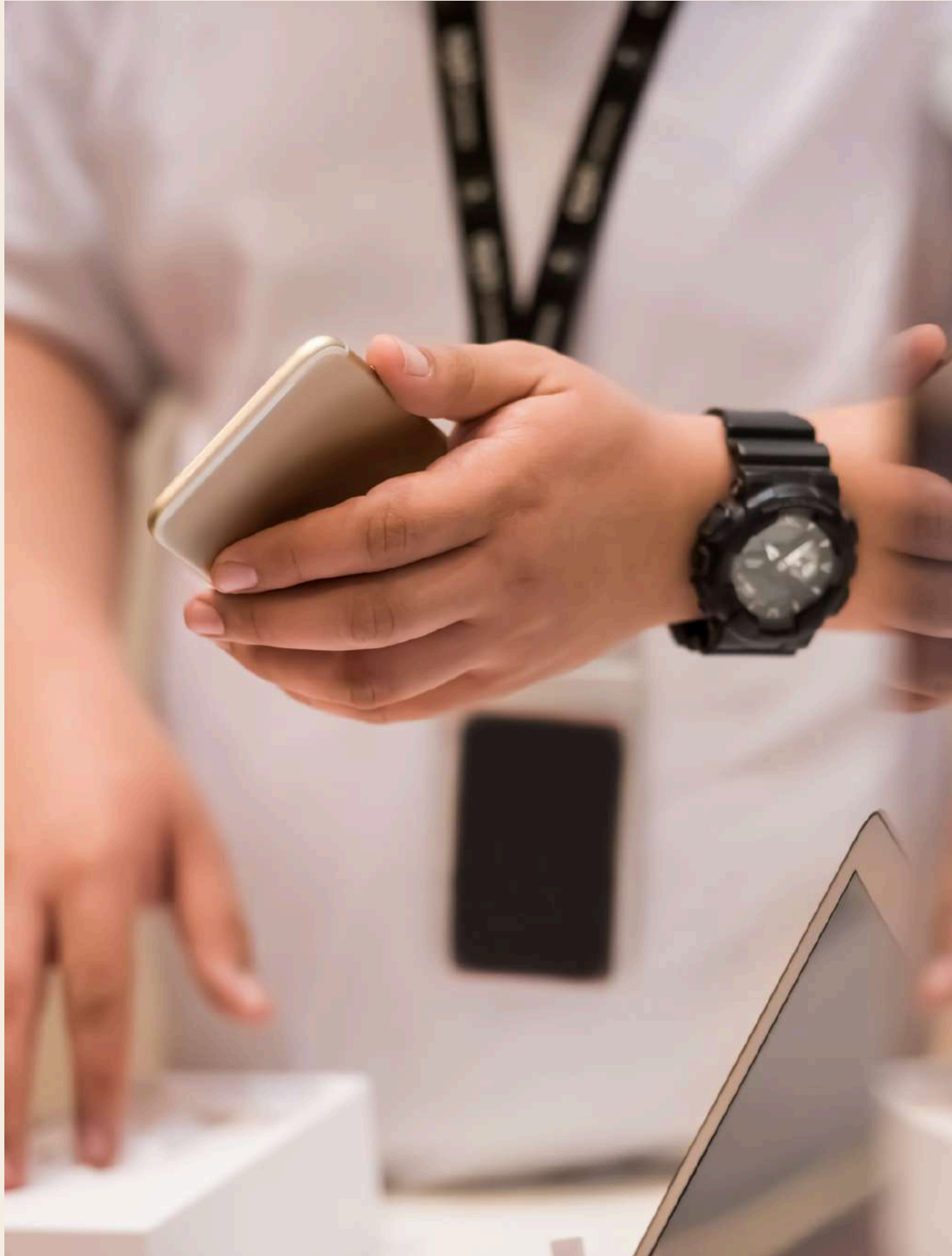
CLT, Web-based Interviews

Trivia

Did you know? As of 2022, India ranks among the top countries globally for smartphone usage, with over 760 million smartphone users. This rapid adoption reflects shifting consumer preferences and the growing importance of mobile technology in everyday life.



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Objective

- Gain insights into mobile phone usage patterns and purchase intentions among Indian consumers aged 18 to 55 years.
- Conduct a Central Location Test (CLT) across six major centers in India to achieve a comprehensive sample size of 1200 respondents.
- Explore respondent attitudes towards mobile phones, focusing on current ownership and future purchase intentions within a 6-month timeframe.
- Complete the study within a stringent 15-day timeline, ensuring efficient data collection and analysis across all designated centers.

Approach & Method

Approach

- Conducted a Central Location Test (CLT) using web-based interviews across six key centers in India.
- Intercepted respondents at street corners and directed them to complete the online questionnaire at browsing centers.
- Ensured quotas based on age groups and ownership status were interlocked to maintain demographic balance.

Methodology

- Distributed 200 interviews evenly across Bangalore, Chennai, Mumbai, Pune, Jaipur, and Delhi to achieve a total sample size of 1200 respondents.
- Interview duration set at 45 minutes per respondent to gather comprehensive data on mobile phone usage and purchase intentions.
- Executed the project simultaneously in two centers to meet the 15-day completion target without delays.





Solution

- Utilized web-based CLT to gather detailed insights into mobile phone usage and purchase intentions among Indian consumers.
- Employed rigorous analysis techniques to interpret data collected from 1200 respondents across six major cities.
- Provided actionable recommendations based on study findings to optimize marketing strategies and product offerings in the mobile phone sector.
- Successfully completed the CLT within a strict 15-day timeline, ensuring prompt delivery of comprehensive insights to stakeholders.

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