



# Consumer Deep Dive

Understanding the consumer behavior and testing of brand communication concepts<sup>1</sup>

## Background to the Project

Our Client, a highly reputable international instant noodle brand, introduced Korean instant noodles to the Indian market. The Client desired to conduct a **Consumer Deep Dive Study** to gain a deeper understanding of consumer (*customers of Client's noodle brand & non-users of Client's noodle brand but aware of the product*) behavior and test brand communication concepts.

## ECG Approach

Our team conducted the Consumer Deep Dive Study across **3 cities** engaging **30 consumers** through **virtual interviews**. We designed specific questionnaires to gather comprehensive insights on **consumer behavior**, purchase **triggers and barriers**, and **brand communication resonance**. The responses gathered on the above parameters were categorised and analysed to highlight individual insights.

## Supplementary research

We carried out extensive desk research to benchmark the Client's brand against that of the competitors.

The inputs gathered from the consumers and supplementary research were combined to develop **ECG Key Insights** and **Recommendations**.

## Key Insights

- a. Strong correlation between brand perception and pricing;
- b. Excellent reviews on crucial product attributes;
- c. Notable channel preferences;
- d. Significant insights on key drivers for trying new brands;
- e. Strong contributions regarding brand recognition and image.

## Project Outcomes

Qualitative analyses yielded actionable recommendations, which were share with the Client.

## Project Timeline

The project was executed in September 2023.