

Good report on survey analysis

[Health & Medicine](#), [Beauty](#)



The survey subject to analysis was held by OCÒO Beauty Drink. This survey was aimed at studying preferences and consumer behavior of various people, mostly young people taking care of their health and looks. The main focus of the survey was in studying healthy beverages (juices) choice and consumption behavior and also OCÒO Beauty Drink brand awareness.

Besides, the survey addressed fitness and skin care questions.

Among 30 respondents, 90% were women, mostly young (87% aged 18-29), single (83%) students (87%), Emirati by nationality (90%). Respondents mostly represent mass segment with personal income below 10K.

Respondents' demographics primarily represent target audience of the brand that initiated the survey.

Although 70% of respondents prefer water as a beverage, 57% drink juices on a daily basis. Absolute majority of people interviewed (87%) prefer fresh juices. The favorite fruit tastes are the following: strawberry (is liked by 63% of people taking part in the survey), mango (60%), apple and pineapple (47% each), banana and lime (43% and 40% respectively).

Taste is the key motivating factor in choosing juice for 83% of respondents, 17% rely on quality. TV advertising is the most effective channel for juice brands to reach the described audience, according to 67% of respondents. A half of survey participants purchase juices in restaurants, and 47% buy juices in stores (grocery stores, 27% of respondents, and convenience stores, 20%).

60% of survey participants visit stores to buy beverages once a week or even less frequently (40% reported that they visit stores 1-2 times a month, 20% - 3-4 times per month). 23% of participants visit stores quite often (7 or

more times a month), and 17% - 5-6 ties per month. This information enables OCÒO Beauty Drink to structure its advertising campaign and set up distribution channels. This is also important data for forecasting market volume in terms of juice consumption.

87% of respondents care about their health. 83% of the sample practice various kinds of fitness activities, the most popular are the following:

- Almost half of respondents (47%) go in for sports;
- 37% attend gym or yoga classes;
- 43% of respondents also are involved in other exercise activities.

For all respondents youthful skin look is important (for 80% - very and extremely important). 70% of people taking part in the interview worry about their skin condition once a day or even more often. For 60% of respondents skin condition remains fairly constant, but 40% respondents report that they're changes in their skin conditions all the time. 77% of all participants had ever experienced problems of bad skin or damaged hair.

Looking at spending preferences of people taking part in the survey, we can see that for 43% of respondents are most likely to spend money on clothes, 33% - on entertainment, and 24% - on other things like cosmetics, cell phones, magazines. These results are completely in line with respondents' predominant demographic profile (young single female students).

A half of participants think that beauty drinks can work and are able to improve skin condition and look. For 23% beauty drink is associated with juice and freshness. In total, beauty drinks evoke positive or neutral associations (“ health”, “ care”, “ beauty”, “ juice”, “ fresh” etc.) for more than half respondents. Negative associations are mostly connected in lack of

confidence in these drinks effectiveness (“ impossible”, “ not true” etc.)

43% of respondents know OCÒO Beauty Drink (prompted brand awareness), most of those who are aware of this product got to know it from their friends (personally or through social networks). The other sources of information are TV and shopping malls. 4 respondents give positive comments on the product’s taste and effectiveness, 2 – neutral, and 4- negative comments.

The sample size is quite small, but these results can be an indicator for the company to direct efforts into product perceivable qualities (taste) and also to develop its’ brand association with best beauty drink features named by consumers.