

vidooly

**Hybrid
Research Model**

**CASE
STUDY**





Problem Statement

A leading spices manufacturer wanted to understand the organic spices segment and its potential consumers

Steps

Step - 1 : Defining the Problem & Approach

In order to define the problem correctly we followed the following steps:

- Studied the background of Spices, Origin, Taste, and Type among others
- Casual discussion with the company experts, industry experts & customers to get more information about the problem
- Secondary research
- Finally Defining the problem which was further broken down into Research questions, Hypothesis which can be tested analytically using various techniques

Step - 2: Research Design

- Exploratory & Descriptive research design was used.
- Primary Research was done on the sample to get Quantitative – Survey Data
- Data collection techniques used : Telephonic, Personal & E-Mail surveys
- Scaling Techniques Used : Likert Scale
- Simple Random Sampling Technique Used
- Sample Size 1600 People, Age Group 15-54 Overall across all Metros In India

Step - 3: Data Collection

By Properly coordination with field force data was collected & cleaned

Step-4

Data was prepared in the format required for Analysis
Proper Analysis techniques (T-Test, Annova & Regression) was used depending upon the data gathered from field force



Conclusion

Conclusion



Target Audience

18-54 Years



Target Market

URBAN



Time Period

LAST 12 MONTHS



Class

Upper Middle & Upper Class
(Income Above 25,000 INR/Month)

FINDINGS

- People specially in the age group of 25-35 are becoming more and more health conscious
- People are getting inclined towards organic species.
- 15-25% of people will shift to organic spices within next 3 months.
- People who are not shifting to organic are price sensitive people

DIGITAL VIDEO RESEARCH METHODOLOGY BY VIDEOOLY



PRIMARY AUDIENCE SELECTION

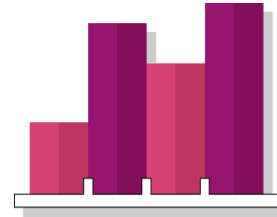
Platform: YouTube, Facebook

Duration: 12 Months



WEIGHTED PARAMETERS

- ✓ Age Group
- ✓ Content Watched
- ✓ Interests
- ✓ Primary consumption language



DATA ANALYSIS

- ✓ Content Analysis- Keyword Based
 - Content is divided in main categories & sub-categories
 - 50 keywords across each of the sub-cats are mined
 - Across every keyword top 100 videos are analysed
 - Content performance is analysed on the basis of:
 1. Views
 2. Engagement
 3. Time Spent

OUTPUT



Digital Video Research

- **Digital Data Analysis was done on Social Media Platforms**
- **Analysis was done on 1.3M videos**
- **Different Types Analysis was done**
 - **User Segmentation**
 - **Audience Insights**
 - **Video Analysis on Various KPI's i.e. Viewership, Engagement, Retention & Uploads**
 - **Comment Sentiment Analysis**
 - **Trend Analysis**
 - **Keyword Analysis**



Conclusion

From both the Research Methodologies the overall conclusion is almost similar but the Digital research suggest



A broader age group inclined towards organic spices i.e. 25-45



More people are inclined to shift to organic spices very soon i.e. in next 3-6 Months

FINDINGS

- Organic spices has witnessed a lot of traction in the last 1 year in the digital video space.
- People in the age group of 25-45 are becoming health conscious and are inclined towards organic spices.
- Findings suggest that 30-35%* of traditional packaged spices consumers have either shifted or are planning to shift to organic spices in the next 12 months.

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INSIGHTS THAT HELPS
YOUR BRAND TO CREATE
AND RUN SUCCESSFUL
CAMPAIGNS**

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