### **AQI Awareness Among Indian Citizens: Final Analysis with Behavioural Barriers Integration**

#### **Objective:**

Assess public awareness of **AQI (Air Quality Index)** and its **health implications,** along with behavioural barriers preventing air purifier adoption, to inform market strategy.

### ⚡ **Key Findings**

✅ **Awareness:**

* ~45-50% urban respondents know what AQI means.
* ~25-30% understand AQI categories and health implications.
* ~20% change in behaviour based on AQI updates.

✅ **Behavioural Barriers:**

* **Cost and affordability:** High purchase and maintenance costs deter widespread adoption.
* **Limited market penetration:** Mostly institutional buyers and respiratory patients use purifiers.
* **Lack of awareness:** Indoor air pollution risks are underestimated; effectiveness misconceptions persist.
* **Practical issues:** Filter replacements, noise levels, and limited room coverage are concerns.
* **Alternative views:** Some argue for pollution reduction at source instead of relying solely on purifiers.

### 💡 **Implications for Recommendations**

✔️ **Marketing:** Emphasise indoor pollution risks, address misconceptions, promote silent operation and multi-room models. ✔️ **Policy:** Advocate public-private education campaigns and subsidies for vulnerable groups.

Let me know if you want this formatted into your final presentation slides today.

*(Integrated with behavioural barriers analysis provided on 25 July 2025)*