



## Consumer Purchasing Behavior Analysis

(Customer Acquisition Analytics)

Analysed the customer survey data to identify **consumer preferences, purchasing behavior and competitive landscape** to enable the client to design an efficient and **effective marketing strategy for existing products** and also **launch a new product variant**

# CONSUMER PURCHASING BEHAVIOR ANALYSIS FOR A SKIN AND HAIR CARE COSMETIC BRAND

## ABOUT THE CLIENT

Client is a multi-million dollar PE-owned **cosmetic products brand** that was facing competitor pressure and looking for new product launches

### SITUATION



- Merilytics partnered with the client to analyse a large customer survey to identify **consumer preferences, purchasing behavior and competitive landscape**
- Also analyzed the **factors that drive purchasing and loyalty behavior** that enabled the decision to launch a new product variant

### VALUE ADDITION



- Analyzed **customer perception** of various features of a product and its competitor products
- Analyzed key demographic and psychographic factors that would impact the **purchasing behavior of the customers**
- Identified the key **psychographic factors** that contribute to the purchasing behavior using 'Factor Analysis' and 'Derived Importance' analysis
- Performed **cluster analysis** to identify common trends within customers with similar purchasing behaviour

### IMPACT



- Helped the client understand **customer preferences and purchasing behavior vis-à-vis the competition**
- This allowed the client to design an efficient and **effective marketing strategy for existing products** and also **launch a new product variant** to fulfil customer needs