



Rooh Afza

Consumer Behaviour



Presented by:
Mehak Adil
Bushra Sabzwari
Fatima Rizwan
Ali Bin Sajid

Introduction



- Rooh Afza, launched in 1907 by Hamdard, is a traditional herbal drink.
- Known as a "summer drink of the East" – positioned as a refreshing, culturally rooted syrup.
- RoohAfza is typically and more popularly consumed by South Asian Muslims to end their fasts in the month of Ramadan, but has now seen popularity among the non Muslim populace
- Rooh Afza has a significant market share in the concentrated beverage sector in Pakistan, holding approximately 60% of the market
- Major competitors includes; Jaam-e-Shireen, shezan squash, taskeen-e-Rooh, and Mirchels squash.

Brand Personification

Personality:

Warm, nostalgic, traditional, culturally rooted, caring, refreshing.

Physique:

Ruby red color, traditional bottle, floral aroma, syrup texture, often served chilled with water or milk.

Relationship:

Like a caring elder—always present at family gatherings, Ramadan iftar tables, and festive moments.

Culture:

Deeply embedded in South Asian tradition, associated with Ramadan and hospitality, reflects Eastern values and home-based consumption.

Reflection:

A family-oriented individual who values tradition, modesty, and togetherness.

Self-Image:

Culturally aware, emotionally connected, values heritage, proud of desi roots.





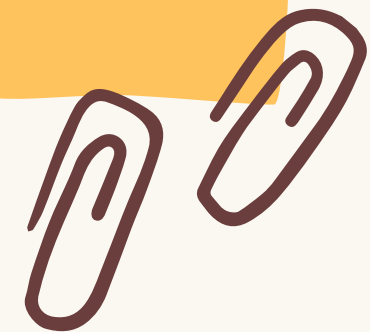
RESEARCH

Objective

- Understand consumer behavior towards Rooh Afza.
- Explore perceptions, buying patterns, and emotional associations.

Methodology

- **Primary Research:**
Surveys
- **Secondary Research:**
Rooh Afza's official website



CONSUMER BEHAVIOR ANALYSIS

1. Discovery

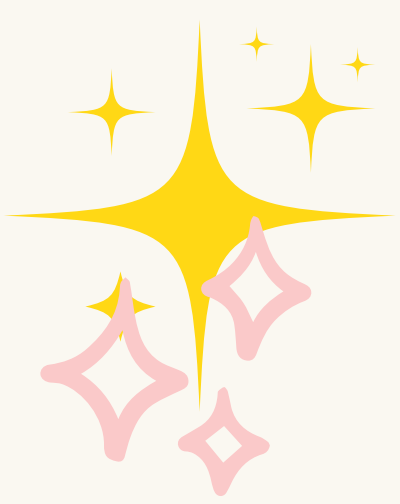
- 69% associate red drinks with Rooh Afza
- 78.6% link it to Ramadan
- 73.8% “Very Familiar” with brand

3. Post- Purchase

- High satisfaction (4–5 stars)
- 31% would recommend
- Suggestions: better flavour, packaging, less sugar

2. Consideration

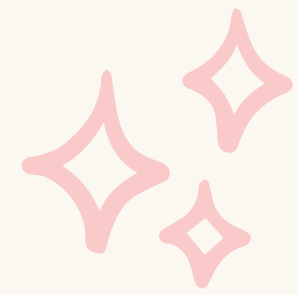
- 64.3% consume occasionally
- 52.4% want better packaging
- Demand for flavour variety & innovation
- 85.7% open to gifting during Ramadan



KEY FINDINGS

- High Brand Recall
- Cultural Identity
- Limited Year-Round Appeal
- Strong Trust
- Improvement Areas:
 - Packaging
 - Flavor Profile
 - Health Concerns
- Opportunities for innovation





Decision Making Process

NEED RECOGNITION

Triggered during Ramadan or hot weather A go-to item for refreshing drinks

PURCHASE DECISION

Chosen for familiarity, taste & availability Easily accessible in stores

POST-PURCHASE BEHAVIOR:

Regular consumption at home Shared via word-of-mouth (family, guests)



VALUE PYRAMID

Social Impact

Provides
Access

LIFE-CHANGING

Affiliation
& Belonging

Self-
Actualization

EMOTIONAL

Nostalgia

Fun/Entertainment

FUNCTIONAL

Quality

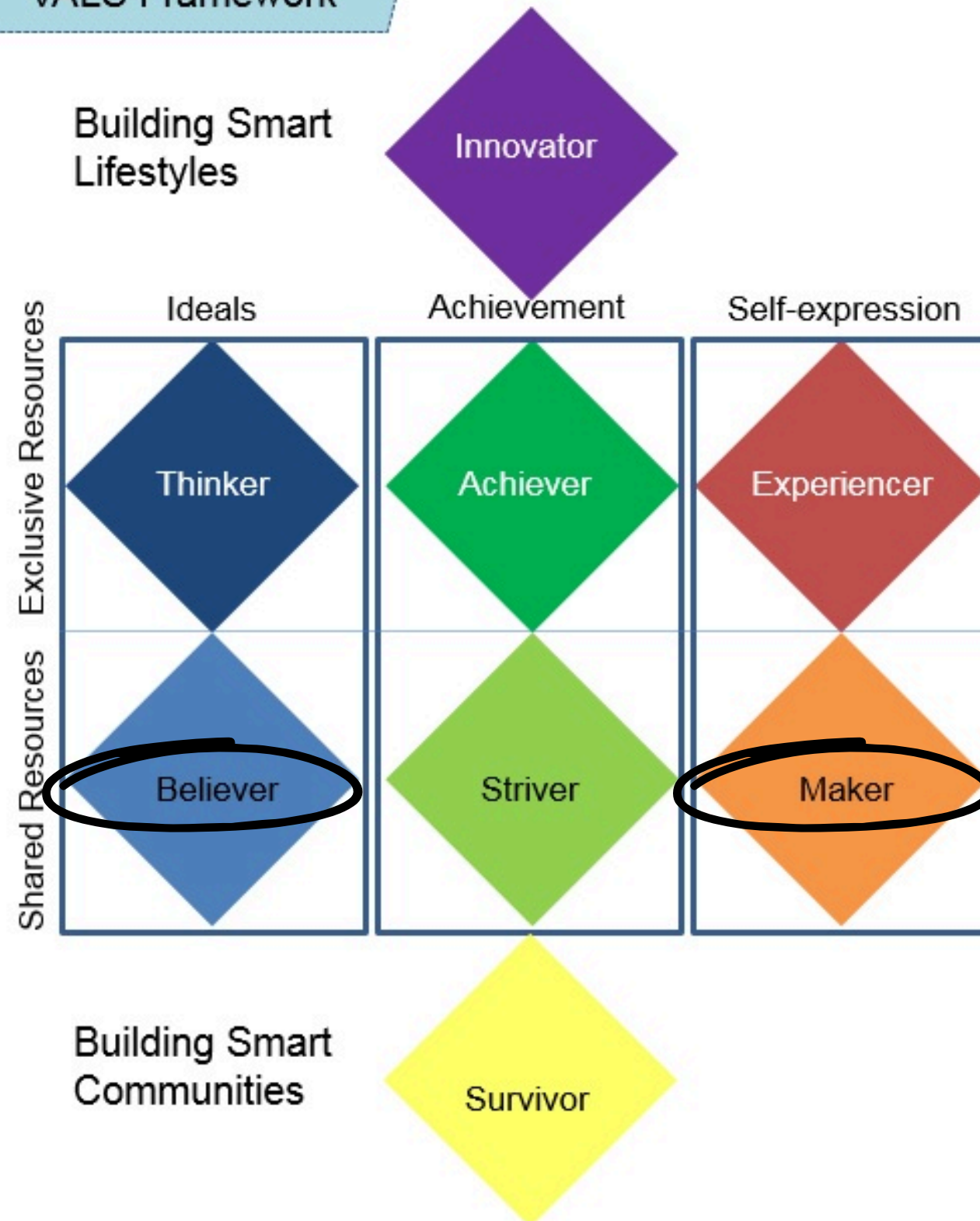
Variety

Reduces Effort



VALS Framework

VALS Framework



Smart Homes mean different to different people based on their Values, Attitudes and Lifestyles (VALS)

Primary Motivation	Description
Innovators	Value independence, taste and character
Thinkers	Value knowledge and creativity
Achievers	Value achievements and functionality
Experienters	Value moods, emotions and inner expressions in life
Believers	Value communities, social bonds and sharing
Strivers	Value motivation ,inspiration and abilities
Makers	Value family bonds and personal values
Survivors	Value simplicity and 'fit-for-purpose'



FUTURE RECOMENDATIONS

1

Launch innovative flavors
(e.g., Rooh Afza mojito).

2

Modernize packaging to appeal
to younger consumers.

3

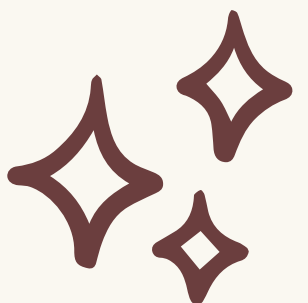
Collaborate with cafes for
mocktail/ice-cream recipes.

4

Launch campaigns connecting
tradition with modern lifestyle.

5

Position Rooh Afza as a year-
round drink, not just seasonal.



Thank
You

زندگی مبارک!!!

