**1. Introduction**

This section introduces the objective of the research and the rationale behind conducting the survey.

* **Objective:**The primary objective of this research is to understand customer preferences and behaviors regarding the subscription of organic products and fresh juice deliveries in the Janakpuri area. The aim is to identify the demand for such services and the willingness of consumers to switch to organic alternatives.
* **Research Scope:**The scope of the research focuses on consumers aged 24 to 45, specifically in the Janakpuri region. The survey is intended to explore their daily purchase habits, interest in organic products, and preferences for delivery frequencies.

**2. Research Methodology**

Here, explain the type of research conducted and how it was carried out.

* **Research Type:**The research was primarily **exploratory** to understand the latent needs and preferences of the target market. Following that, **descriptive research** was utilized to quantify the demand for subscription-based services for organic and fresh juice products.
* **Data Collection Method:**Data was collected through an online survey distributed across WhatsApp groups, social media platforms in Janakpuri. Approximately 110 responses were gathered.  
  [**Survey Link**](https://www.surveymonkey.com/r/X3P5LYZ)**!!**
* **Survey Tool:**The survey was built using **SurveyMonkey**, with a user-friendly design aimed to keep participants engaged. Each page featured one question, incorporating multiple-choice formats, text fields, and image selections.

**3. Survey Structure**

Explain the thought process behind creating the questionnaire and how it was designed to collect meaningful data.

* **Design:**The survey was structured to maintain engagement, starting with easy-to-answer questions about daily shopping habits and preferences. More detailed questions about the willingness to switch to organic products and preferences for delivery frequencies were asked midway through the survey, while personal demographic information was collected towards the end to avoid drop-offs.
* **Key Questions Included:**
  + Current Purchase Methods (multiple choice with images)
  + Daily and weekly product purchases
  + Willingness to switch to organic alternatives
  + Preferences for delivery frequencies (daily, weekly, etc.)
  + Interest in fresh juice delivery
  + Willingness to pay extra for premium organic products
  + Demographic information (age, gender, occupation, etc.)

**4. Data Cleaning and Preparation**

Detail the steps taken to clean up the raw survey data and prepare it for analysis.

* **Initial Review:**The responses were reviewed for completeness, with incomplete or invalid submissions (e.g., repeated answers, nonsensical inputs) removed.
* **Handling Missing Data:**Respondents who skipped non-critical questions were retained, while those who skipped essential questions were excluded.
* **Data Formatting:**Standardized formatting was applied to responses (e.g., ensuring "Yes" and "No" answers were consistent). Dates and numerical data (like ages) were normalized.
* To **protect respondent privacy,** all personal information, such as phone numbers, and email addresses, was anonymized or removed during the data cleaning process.

**5. Data Analysis and Visualization**

Explain the tools and techniques used to analyze the data and how visualizations were created.

* **Tools Used:**
  + **Pivot Tables:** Used to cross-tabulate data and find patterns in responses, such as correlating age groups with preferences for organic products.
  + **VLOOKUP:** Employed to link demographic details with survey responses and create comprehensive insights from the data.
  + **Charts and Graphs:** Various charts (bar graphs, pie charts, line graphs) were created to visualize key findings, such as:
    - Product categories purchased daily vs. weekly
    - Percentage of people willing to switch to organic
    - Delivery frequency preferences (daily, weekly, etc.)
* **Key Insights:**
  + Over **40%** of respondents expressed interest in daily fresh juice delivery.
  + Around **60%** are already purchasing organic products or are willing to switch if available.
  + The majority of respondents preferred daily and weekly deliveries of organic products, with a notable percentage opting for daily fresh juice deliveries.
  + A significant trend observed from the survey responses was that homemakers demonstrated a higher level of concern about health and were more inclined to switch to organic products and fresh juices compared to other respondent groups.

**6. Results Interpretation**

Summarize the findings from the research and their implications.

* **Findings:**The research revealed a significant demand for subscription services, particularly for fresh juices. Organic products also garnered interest, but price sensitivity was a concern for many respondents. Not many expressed willingness to pay a premium for daily deliveries of high-quality products.
* **Implications:**The results show a diverse response to paying extra for organic products. While a segment of respondents is willing to pay a premium for fresh, high-quality organic products, a significant portion remains cautious, preferring only a modest price increase (around 10-15%). This indicates that while there is interest in organic products, many customers need additional incentives, such as highlighting health benefits and offering affordable alternatives, to encourage adoption. This balance is key to reaching a broader market while also serving those who prioritize premium options.

**7. Recommendations**

Provide actionable insights based on the research findings.

* **Focus on Customers Willing to Pay Premium:**
  + Prioritize marketing efforts toward the niche segment that is already willing to invest in high-quality organic products. Create premium subscription plans that offer exclusive benefits, such as customized delivery options, special discounts, or premium organic selections.
* **Convince Price-Sensitive Customers:**
  + For the majority who are hesitant to pay significantly more, focus on educating them about the long-term health benefits of organic products and fresh juices. Highlight the superior nutritional value and overall lifestyle benefits through marketing materials, testimonials, and targeted messaging.
* **Offer Affordable Alternatives:**
  + Introduce subscription plans with modest price increases (10-15% over standard products) for price-conscious consumers. By offering affordable organic options alongside premium ones, you can attract a broader audience while still delivering value.
* **Health-Driven Value Proposition:**
  + Emphasize the health benefits of organic products across all segments. Use campaigns to demonstrate how organic alternatives contribute to better well-being, fresher taste, and eco-friendly lifestyles. This messaging can help convince more customers to shift to organic, even if they're price-sensitive.

**8. Conclusion**

Conclude the document by summarizing the research effort and its importance.

* **Summary:**This research has provided valuable insights into the preferences and behaviors of consumers in Janakpuri regarding subscription services for organic products and fresh juices. The data suggests a growing demand for such services, particularly among health-conscious individuals who value convenience.