

## Case Study 1

### FreshSip-Consumer Brand Perception for a New Beverage Launch

FreshSip, a beverage company known for its innovative and high-quality drinks, plans to launch a new line of organic fruit juices aimed at health-conscious consumers. With increasing awareness around wellness and sustainable living, FreshSip sees a promising market for organic beverages that offer a healthier alternative to conventional juices. The company believes that organic products, free from artificial preservatives and pesticides, align with the values of today's mindful consumers. However, they also recognize that certain factors, such as taste, perceived health benefits, price sensitivity, and brand trust, may significantly influence consumer interest in organic options.

To ensure a successful product launch, FreshSip is conducting a comprehensive market research study to understand consumer perceptions of organic fruit juices. They aim to identify the key drivers of purchase decisions within this segment and pinpoint specific market segments—such as young professionals, fitness enthusiasts, or families—that are most likely to adopt these products. Additionally, FreshSip is exploring how factors like eco-friendly packaging, certifications (e.g., USDA Organic), and transparency in sourcing impact brand trust and loyalty. The insights from this research will guide FreshSip's branding, pricing, and marketing strategies, helping them position the new product line effectively in a competitive market.

#### Questions

(CO1)

Q1) Describe the importance of clearly defining a research problem in the context of FreshSip's new beverage launch. (5 Marks)

Q2) Develop three additional, specific objectives FreshSip might consider for this study. Also identify two more variables that could impact consumer perception of the new organic juice. (5 Marks)

## Case Study 2

### "NutriSnack" - A Healthy Snack Brand

NutriSnack is a new brand aiming to introduce a range of healthy snack products, including granola bars, trail mixes, and fruit bites. The brand's unique selling proposition is that all ingredients are organic, non-GMO, and free from artificial additives. NutriSnack is targeting health-conscious consumers who want nutritious and convenient snacks without compromising on taste.

NutriSnack's marketing team wants to understand consumer preferences and buying behaviour for healthy snacks. The research has two main objectives:

1. **Objective 1:** Assess consumer attitudes toward healthy snacks, especially regarding natural ingredients and convenience.
2. **Objective 2:** Identify the factors influencing purchasing decisions for healthy snack products, such as price, flavour, and nutritional content.

### **Questions**

**(CO2)**

Q1) Design a questionnaire for NutriSnack with a minimum of 10 questions. (10 Marks)