

Interview No.	Place of interview	Income	Family Size	Prices	
				C1 (TB)	C2 (TP)
1	Walkeshwar	M3	2	25	85
2	Gamdevi	H1	4	70	85
3	Parel	L	1	15	35
4	Vile Parle	M3	2	50	105
5	Peddar Road	H2	4	70	100
6	Byculla	H1	3	50	82
7	Tardeo	H2	6	30	100
8	Vile Parle	L	4	25	82
9	Sion	H1	4	90	100
10	Sion	L	5	45	55
11	Sion	L	5	40	50
12	Sion	L	5	40	40
13	Sion	L	4	45	30
14	Koliwada	L	6	40	60
15	Sion	L	1	70	30
16	Sada Nagar	L	5	40	30
17	Rauvil Camp	L	4	45	45
18	Azad Nagar	H3	3	50	70
19	Juhu	H1	2	45	60
20	Grant Road	M3	4	40	55
21	Dadar	M3	6	45	55
22	Amboli	M2	3	40	40
23	Thane	M3	2	45	35
24	Santacruz	L	1	15	30
25	Seawoods	H1	3	60	50
26	Vile Parle	H1	5	52	70
27	Colaba	M3	4	52	70
28	Powai	H1	2	70	110
29	Borivali	H1	4	60	80
30	Andheri	H2	3	80	110
31	Kalyan	M4	4	75	90
32	Malabar Hill	M3	2	40	80
33	Thane	M2	5	35	50
34	Kandivali	M3	4	35	65
35	Grant Road	M1	4	45	70
36	Matunga	M3	5	30	45

Features

S1 (LJ)	S2 (SJ)	U1 (M)	U2 (N)	C1 (TB)
N/A		15	52	15 Used to it
	16 N/A		45	18 Soft, claims to clean gums etc
		5	21	0 Used to it
	100	35	65	12 Advanced technology, medium soft
N/A		40	75	16 Good for you, good brand
N/A	N/A		52	3 Soft Bristles
N/A		30	60	19 Soft Bristles
N/A		40	42	0 no brand loyalty
	50 N/A		22	8 Prescribed, Quality
	10	10	33	0 Known brand
	5	10	22	2 Popular
	10	10	22	3 Used to it
	10	10	22	2 Using for a long time
N/A	N/A		22	3 Used to it
	10	10	22	4 Long lasting
N/A		10	22	2 In the family for long
N/A		10	22	6 Used to it
N/A		10	64	8 Soft bristles
	120	40	65	12 Good Grip, Colourful
N/A		10	57	10 Known brand
	10	10	55	5 Used to it
	10	10 Doesn't knc		12 Soft Bristles
N/A		10	45	4 Prescribed
	5	5	30 N/A	clean teeth
N/A		10	52	8 Known brand
	10	10 Doesn't Knc		12 Popular Brand
	15	20	35	15 High quality
	12	25	45	16 Soft Bristles
N/A		15	52	12 Popular Brand
	50	10	45	12 Soft Bristles
N/A		10	65	13 High quality
	20	10	52	18 Popular Brand
	15	25	45	12 High quality
	20 N/A		65	13 Popular Brand
N/A		25	52	4 Soft Bristles
N/A		10	22	3 High quality

C2 (TP)	S1 (LJ)	S2 (SJ)
Used to it, preference	Made at home, sometimes outside.	From stall
Like the flavour	Bought at club	Diabetic
Used to it, preference	Does not have	From stall
Good for you, good brand, good sme	Tetra-pak Prefer taste, packaging	From stall
Good for you, good brand	Too much sugar, oter juices	Delivered home
taste + flavour	Homemade, mornings to rehydrate	Prefer coconut juice, diabetic
Herbal	Homemade, mornings to rehydrate	From stall
no brand loyalty	Prefers at home	From stall
Prescribed, Quality	Habit, club& homemade	Not consumed
Known brand	Not very often	Medium size
Family size	Sometimes homemade	preferred less over lime juice
Used to it, preference	Mostly outside	Mostly outside
Using for a long time	Not very often	Good in summers
Used to it, preference	Homemade	Not consumed
Big size	Small and Medium	Medium size
In the family for long	Homemade	Outside
Salt (health)	Homemade	Not often
100 gms, indigenous/ organic brand	Homemade	Stall
100 gms	Restaurant	Delivered home
Known brand	Homemade	Sall
Used to it, preference	stall, Medium	Stall, Medium
Herbal	Stall	Stall, Medium
Prescribed	Homemade	Stall, Medium
helps with bad breath	Stall	Stall, Small
Known brand	Homemade	Stall, Medium
Salt (health)	Stall	Stall, Medium
Prescribed	Healthy, fresh	From stall
helps with bad breath	Habit, routine	From stall
Known brand	Homemade	Delivered home
Used to it, preference	Habit, routine	Stall, Medium
Using for a long time	Homemade	Stall, Small
Used to it, preference	Not much consumption	Stall, Medium
High quality	Habit, routine	preferred less over lime juice
Known brand	Pakaged lime juice	Mostly outside
taste + flavour	Homemade	Good in summers
High quality	Homemade	Stall, Medium

## Triggers

U1 (M)	U2 (N)	C1 (TB)
Low-calorie, low fat	Used to it	Used to it, liking
Light milk	Family preferences	Used to it, liking
Likes it	Reads at employment	Used to it, liking
Used to taste, toned milk	Convenient, informative	More sturdy, suits teeth
Full-fat, used to it	One for each member	Designed differently, more effective
Convenient,	Used to it	Used to it, liking
Full-fat, used to it	For family, liking, reputed	Used to it, liking
Full-fat, used to it	Does not read	Affordable, uses offers
Supplied in society, usual	Good coverage	Good quality, satisfied
Good taste	Not consumed	Used to it
Regular consumption	Regular- Marathi	Popular
Good for Health	Tamil	Used to it
Regular consumption	Regular consumption	Used to it
Daily consumption	Marathi- daily	Popular
Branded	Marathi- Daily	Popular brand
Good taste	Marathi- Daily	Preferred, happy
favorite taste	English-Marathi	Advertisements
Full Fat, Buffalo	English-Marathi	Promotional Offers, Trusted Brand
Branded, Skimmed Milk	English	Used to it
Full fat	Marathi-Hindi	Trust
buffalo	English- Bengali	used to it
Full Fat, Buffalo	English- Hindi	Good quality
Packaged Milk	English- Marathi	Health
Plastic Bag	N/A	durable
Low Fat	English- Gujarati	Promotional Offers, Trusted Brand
Cow's Milk	English- Gujarati	Promotional Offers, Trusted Brand
Good for Health	Family preferences	Yes, the quality
Packaged milk	English	used to it
favorite taste	Family preferences	Promotional Offers, Trusted Brand
Full Fat, Buffalo	English	Promotional Offers, Trusted Brand
Branded, Skimmed Milk, Low F	Marathi-Hindi	Popular
Packaged milk	English- Bengali	Popular brand
Low Fat	English- Hindi	Trust
Cow's Milk	One for each member	used to it
favorite taste	Used to it	used to it
Packaged milk	For family, liking, reputed	used to it

C2 (TP)	S1 (LJ)
Used to it, liking	Refreshing, nice on a hot day
Used to it, liking	Refreshing, nice on a hot day
Used to it, liking	Don't like it
Better for teeth (supposed to be)	Convenient to drink at night, with tetra-paks
Designed differently, more effective	Homemade
Used to it, liking	Refresh
Doesn't have chemicals	Refreshing, nice on a hot day, healthy
Affordable, offers	Refreshing, nice on a hot day, energy
Good quality, satisfied	Club, homemade habit
Used to it	Beating the heat
Popular	Refreshing in summers
Used to it	Good for health
Used to it	Good in summers
Popular	Homemade
Using for a long time	Nutritious
preferred, happy with results	Homemade- safer
Advertisements	Homemade
Organic, Indigenous (Health Conscious)	Soothing, Refreshing, Easy To Make
Used to it	Healthy
Trust	Refreshing
used to it	cheap
Smells nice	Convenient
Health	Easy to make
cleanliness	tasty
Promotional Offers	Tasty and Healthy
Promotional Offers	Refreshing
The brand, yes	Homemade
cleanliness	Soothing, Refreshing, Easy To Make
Quality yes	Homemade
Promotional Offers	Convenient
Smells nice	Homemade
Organic, Indigenous (Health Conscious)	Refreshing
The brand and quality yes	tasty
Using for a long time	Homemade
Health	Homemade
The brand and quality yes	Homemade

S2 (SJ)	U1 (M)	U2 (N)
Refreshing, nice on a hot day	Used to a large extent daily	Used to it, need to get news
Diabetic	Yoghurt + hot beverages	Used to it, need to get news
Refreshing, nice on a hot day	Not much, lives alone	Reads at emplyers house
Refreshing, nice on a hot day	Normal packet milk made sick, prefer	Good way to start day
Habitual, good health	Consumption + curd	Used to it, need to get news
Too much sugar, prefer coconut juice	Beverages + curd	Used to it, need to get news
Taste, health	Milk, dahi, paneer, ghee - used a lot	Used to it, need to get news
Taste	Beverages	Does not read
Not consumed	Daily use	Daily habit
cheap and best	Quality and brand value	Not consumed
Refreshing in summers	Good taste and cheap	More news
Good in summers	From the beginning	Language
Liking, Healthy	Popularity	Popular
Not consumed disliked	Used for a long time	Language
Preferred and not price driven	Brand and cheap	Regular
Likes a lot	Trusted, Liked	Language, used to it
Not consumed often	Good for health and taste	Educational Purposes (CA)
Healthy, Helps with Acidity	Trusted, Unadulterated	Daily habit, Educational Purposes
Healthy, Helps with Acidity	Daily use	More content
Convenient	Daily use	Habit
cheap	cooking	language
Healthy	Curd	Habit
Healthy	Breakfast (Cereal)	Content
healthy	tea	N/A
Quick, Fresh	Direct Consumption	Quality
Quick, Fresh	Daily Use	Habit
Healthy, Helps with Acidity	Daily use	Content
Healthy, Helps with Acidity	cooking	Daily habit, Educational Purposes
Convenient	Curd	More content
cheap	Daily use	Quality
Preferred and not price driven	Consumption + curd	Quality
Likes a lot	Daily use	Habit
Taste, health	cooking	More news
Taste	Daily use	Language
Convenient	Consumption + curd	Popular
cheap	From the beginning	Habit

**Frequency of Purchase (units/month)**

C1 (TB)	C2 (TP)	S1 (LJ)	S2 (SJ)	U1 (M)	U2 (N)	C1 (TB)
1 / 2 month	1 / 3 month		8	5	32	30 More - sales period
1 / 3 month		1	4	0	30	30 No
	3	1	0	3	2	0 More - sales period
	1 2 / 3 motnhs		2	3	8	30 More - sales period
1 / 2 months		1	20	30	90	30 More - sales period
1 / 3 month		1	5	0	30	30 More - sales period
1 / 2 months	1 / 2 months		20	2	75	30 More - sales period
1 / 2 months	1 / 2 months		7	5	30	0 More - sales period
1 / 3 month		1	2-3	0	30	30 No
	1	2	5-6	6	30	0 No
	1	2	15	10	30	30 No
	2	2	5	3	30	30 No
	2 1 / 2 months		3	5	30	30 No
	2	1	3	0	30	30 No
	2 1 / 2 months		3	15	4	30 No
	2	2	5	10	30	30 No
	1	1	4	1	30	30 No
1 / 5 months		1	10	3	15	30 No
1 / 3 months	1 / 2 months		2	26	20	30 No
1 / 6 months		2	5	30	25	30 No
1 / 5 months		4	9	12	60	30 No
1 / 4 months		1	16	8	30	30 No
1 / 5 months	1 / 2 months		12	8	20	30 No
1 / 6 months	1 / 3 months		4	8	8	0 No
1 / 3 months		2	8	16	30	30 No
1 / 2 months		3	12	12	40	30 No
1 / 2 months	1 / 3 months		6	8	30	30 More - sales period
1 / 5 months	1 / 4 months		13	7	30	30 More - sales period
1 / 3 months		1	7	5	30	30 More - sales period
	1 1 / 2 months		8	14	30	30 No
1 / 3 months	1 / 2 months		5	17	30	30 No
1 / 4 months		1	16	15	30	30 No
	1	2	5	3	30	30 No
	1 1 / 2 months		9	0	18	30 No
	1 1 / 5 months		4	4	30	30 No
	1 1 / 3 months		3	8	27	30 No

**Effect of man-made seasons on demand**

C2 (TP)	S1 (LJ)	S2 (SJ)	U1 (M)	U2 (N)
More - sales period	No	No	No	More - sales period
More - sales period	No	No	No	No
More - sales period	No	No	No	No
More - sales period	More - sales period	No	More - sales period	More - sales period
More - sales period	No	More - sales period	No	No
More - sales period	No	No	No	No
More - sales period	No	More - sales period	No	No
More - sales period	No	More - sales period	No	No
No	No	No	No	No
No	More - sales period	More - sales period	More - sales period	No
No	No	No	More - sales period	No
No	More - sales period	More - sales period	More - sales period	No
No	No	No	No	No
No	No	No	No	No
No	No	No	No	No
No	No	No	No	No
No	No	No	More - sales period	No
No	More - sales period	No	More - sales period	No
No	No	No	No	No
No	No	No	No	No
No	No	No	No	No
No	No	No	No	No
No	More - sales period	No	No	No
No	No	No	No	No
No	No	No	No	No
No	No	No	No	No
No	No	No	More - sales period	More - sales period
More - sales period	More - sales period	No	More - sales period	No
No	No	No	No	No
No	No	No	No	More - sales period
No	No	No	No	No
No	No	No	No	No
No	More - sales period	No	No	No
No	No	No	No	No
No	No	No	No	No
No	No	No	No	No



### Effect of natural seasons on demand

C1 (TB)	C2 (TP)	S1 (LJ)	S2 (SJ)
No	No	More - summer, unchanged for rest	More - summer, less - winter
No	No	More - summer, unchanged for rest	No
No	No	No	More - summer, unchanged for rest
No	No	More - summer, unchanged for rest	No
No	No	More - summer, unchanged for rest	More - summer, less - winter
No	No	More - summer, less - winter	No
No	No	More - summer, less - winter	More - summer, unchanged for rest
No	No	More - summer, unchanged for rest	More - summer, less - winter
No	No	More - summer, unchanged for rest	No
No	No	More - summer, unchanged for rest	More - summer, unchanged for rest
No	No	More - summer, unchanged for rest	More - summer, less - winter
No	No	More - summer, less - winter	More - summer, less - winter
No	No	More - summer, less - winter	More - summer, less - winter
No	No	More - summer, less - winter	No
No	No	More - summer, unchanged for rest	More - summer, unchanged for rest
No	No	More - summer, less - winter	More - summer, less - winter
No	No	More - summer, less - winter	More - summer, less - winter
No	No	More - summer, unchanged for rest	No
No	No	More - summer, less - winter	No
No	No	No	No
No	No	More - summer, less - winter	No
No	No	More - summer, unchanged for rest	No
No	No	No	No
No	No	No	No
No	No	More - summer, less - winter	More - summer, unchanged for rest
No	No	More - summer, less - winter	More - summer, less - winter
No	No	More - summer, unchanged for rest	No
No	No	More - summer, less - winter	No
No	No	More - summer, less - winter	No
No	No	No	No
No	No	More	No
No	No	More - summer, unchanged for rest	No
No	No	No	No
No	No	No	No
No	No	No	More - summer, unchanged for rest

**Effect of cultural seasons on c**

U1 (M)	U2 (N)	C1 (TB)	C2 (TP)	S1 (LJ)	S2 (SJ)
No	No	No	No	More - festive seasons	No
No	No	No	No	No	No
No	No	No	No	No	No
No	No	No	No	No	No
No	No	No	No	No	No
No	No	No	No	No	No
No	No	No	No	No	No
No	No	No	No	No	No
No	No	No	No	No	No
More - winter and monsoon	No	No	No	More - festive seasons	More - festive seasons
No	No	No	No	No	No
No	No	No	No	More - festive seasons	More - festive seasons
No	No	No	No	No	No
No	No	No	No	No	No
No	No	No	No	No	No
No	No	No	No	No	No
No	No	No	No	No	No
No	No	No	No	No	No
No	No	No	No	No	No
No	No	No	No	No	No
No	No	No	No	No	No
No	No	No	No	No	No
No	No	No	No	No	No
No	No	No	No	No	No
No	No	No	No	No	No
No	No	No	No	No	No
No	No	No	No	No	No
No	No	No	No	No	No
More - winter and monsoon	No	No	No	No	No
No	No	No	No	No	More - festive seasons
No	No	No	No	More - festive seasons	No
No	No	No	No	No	No
No	No	No	No	No	No
No	No	No	No	No	No
No	No	No	No	No	No
No	No	No	No	More - festive seasons	No
No	No	No	No	No	No
No	No	No	No	No	No
More - winter and monsoon	No	No	No	No	No

**demand**

**Necessities**

U1 (M)	U2 (N)	C1 (TB)	C2 (TP)	S1 (LJ)	S2 (SJ)	U1 (M)	U2 (N)
More - festive seasons	No	Yes	Yes	No	No	Yes	Yes
No	No	Yes	Yes	No	No	Yes	Yes
No	No	No	Yes	No	No	Yes	No
No	No	Yes	Yes	No	No	Yes	Yes
More - festive seasons	No	Yes	Yes	Yes	Yes	Yes	Yes
More - festive seasons	No	Yes	Yes	No	No	Yes	Yes
More - festive seasons	No	Yes	Yes	Yes	No	Yes	Yes
More - festive seasons	No	Yes	Yes	No	No	Yes	No
No	No	Yes	Yes	Yes	No	Yes	Yes
More - festive seasons	No	Yes	Yes	Yes	Yes	Yes	No
More - festive seasons	No	Yes	Yes	Yes	Yes	Yes	Yes
More - festive seasons	No	Yes	Yes	Yes	Yes	Yes	Yes
No	No	Yes	Yes	Yes	Yes	Yes	Yes
No	No	Yes	Yes	Yes	Yes	Yes	Yes
No	No	Yes	Yes	Yes	Yes	Yes	Yes
More - festive seasons	No	Yes	Yes	Yes	Yes	Yes	Yes
More - festive seasons	No	Yes	Yes	Yes	Yes	Yes	Yes
More - festive seasons	No	Yes	Yes	No	No	Yes	Yes
No	No	Yes	Yes	No	Yes	Yes	Yes
No	No	Yes	Yes	No	Yes	Yes	Yes
More - festive seasons	No	no	yes	no	no	yes	yes
No	No	Yes	yes	Yes	Yes	yes	yes
More - festive seasons	No	Yes	yes	Yes	Yes	yes	yes
No	No	Yes	Yes	No	No	Yes	No
More - festive seasons	No	Yes	Yes	Yes	Yes	Yes	yes
More - festive seasons	No	Yes	Yes	Yes	Yes	Yes	yes
More - festive seasons	No	Yes	Yes	No	No	Yes	Yes
More - festive seasons	No	Yes	Yes	Yes	No	Yes	Yes
No	No	Yes	Yes	No	Yes	Yes	Yes
No	No	Yes	Yes	Yes	No	Yes	Yes
More - festive seasons	No	Yes	Yes	No	No	Yes	yes
No	No	Yes	Yes	Yes	No	Yes	yes
More - festive seasons	No	Yes	Yes	Yes	No	yes	yes
No	No	Yes	Yes	Yes	Yes	yes	No
More - festive seasons	No	Yes	Yes	Yes	Yes	yes	yes
More - festive seasons	No	Yes	Yes	Yes	Yes	Yes	yes