Consumer Behaviour Assignment

paper boat®

drinks and memories



Market Gap

Consumer Problem

- Frozen treats are often high in sugar and has artificial Ingredients.
- Healthier alternatives lack exciting flavours and emotional appeal.
- No trusted brand combines nostalgia, real fruit and healthier indulgence.







Market Gap

Research Validation

- **76.9%** Prefer Low Sugar / Zero Sugar.
- **72.7%** want authentic Flavours.
- **54.5%** Hesitate because they're Unsure of Taste.

Consumers want a Frozen Dessert they can enjoy without compromising on Taste, Health or Memories.

Consumer Insights

What Consumers Told Us?

Key Consumer Insights

- Consumers trust Paper Boat.
- Taste is the biggest purchase driver.
- Indian flavours attract curiosity.
- Lower Sugar / Zero Sugar increases purchase intent.
- Consumers are willing to try Paper Boat Pops.





Consumers don't want just Another Popsicle. They want a Trusted, better-for-you Frozen Treat.

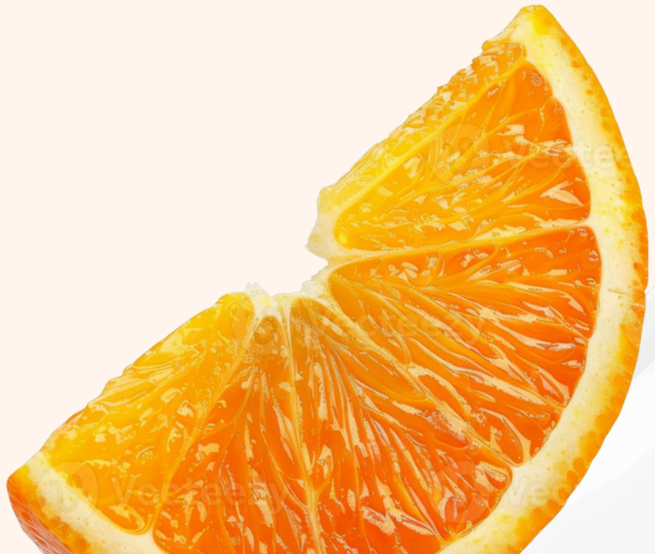


Understanding What Drives Consumers.

Health & Safety

Psychology & Emotional Connection









Understanding the Audience

Target Market

- Frozen Dessert Consumers in India
- Age: 8 to 40 years
- Middle & Upper Middle Class
- Urban & Semi-Urban Consumers
- Consumers looking for refreshing Treats
- Families, students and working professionals
- English, Hindi & Regional Languages







Target Audience

Primary Audience

- 25-40
- Male & Female
- Millennials
- Young Parents
- Existing Paper Boat Users

Secondary Audience

- 8-18
- Male & Female
- Kids
- Teenagers

Emerging Audience

- 18-24
- Male & Female
- Gen Z
- Food Explorers
- Social Media Users

Target Audience

Demographic

- Middle & Upper Middle Class
- Urban India
- Families

Geographic

- Metro Cities
- Tier 1
- Tier 2

Behaviour

- Health conscious
- Trust branded products
- Impulse snack buyers

Psychographic

- Nostalgic
- Family oriented
- Quality seekers

Interest

- Indian flavours
- Healthy snacks
- Food trends

Audience Size

- 80 to 100 million urban consumers
- Large & growing market



STP
Segmentation, Targeting & Positioning



Popsicles & Ice Candy

TARGETING

Primary Target
- Millennials (25–40)
- Young Parents
- Existing Paper Boat Users
- Health & quality conscious
- Nostalgia seekers

Secondary Target
- Kids (8–18)
- Teenagers
- Love frozen treats
- Influence family purchase
- Fun, taste & refreshment seekers

Emerging Target
- Gen Z (18–24)
- Food explorers
- Social media active
- Try new & unique products
- Shareable experiences

SEGMENTATION

Geographic
- India
- Metro Cities
- Tier 1 & Tier 2 Cities
- Hot Climate Regions

Demographic
- Age: 8–40 Years
- Male & Female
- Middle & Upper Middle Class
- Students, Professionals, Parents
- Nuclear Families

Behavioral
- Health-conscious buyers
- Impulse + Planned purchases
- Seek trusted brands
- Summer & family consumption
- High repeat purchase potential

Psychographic
- Nostalgic
- Family-oriented
- Quality-conscious
- Health-conscious
- Emotionally driven
- Values authenticity

Technographic
- Instagram, YouTube & Snapchat users
- Discover via Reels & influencers
- Uses Blinkit, Zepto, BigBasket
- Digital payment users
- Comfortable with online shopping

POSITIONING

Functional Value
- Real Fruit
- Lower Sugar
- Refreshing
- Better Ingredients

Emotional Value
- Freeze the Memories
- Childhood Nostalgia
- Family Bonding
- Authentic Indian Flavours

Brand Promise
- Trusted Paper Boat Quality
- Healthier Frozen Treat
- Premium Yet Affordable
- Authentic Indian Experience

PRIYA SHARMA



Family-Oriented | Nostalgic | Value Conscious | Health Conscious

BRANDS

Apple, paper boat (drinks and memories), DMart, Myntra, McDonald's, NIVEA, IKEA

AGE	26
OCCUPATION	Content Writer
INCOME	6 L.P.A
TIER	Middle Class
STATUS	Single
LOCATION	Delhi, DL

BIO

Priya is a content writer living in Delhi. She comes from a middle class family and is mindful of her spending. She loves trying new products that are good in taste, healthy and budget friendly. She enjoys Indian flavours that remind her of her childhood.
In her free time, she likes binge-watching shows, scrolling Instagram and cooking simple meals.

MOTIVATIONS

- Taste
- Health & Ingredients
- Nostalgia
- Trusted Brand
- Price

GOALS

1. Eat tasty snacks that are affordable and healthy
2. Find better snack options for everyday cravings
3. Choose brands that are trustworthy and use natural ingredients

PAIN POINTS

1. Many snacks have high sugar and artificial ingredients
2. Hard to find snacks with authentic Indian flavours
3. Misleading health claims by some brands
4. Limited variety in healthy frozen treats

MEDIA CONSUMPTION

Instagram, Snapchat, WhatsApp, YouTube, Facebook, LinkedIn, Spotify, Netflix, prime video, Pinterest, Google

PERSONALITY

- Introvert — Extrovert
- Intuitive — Rational
- Thinking — Feeling
- Judging — Perceiving
- Honest — Dishonest

Product

paper boat®

drinks and Memories

paper boat®

Freeze the Memories


paper boat
Freeze the Memories
Chilli Guava
ZERO SUGAR
paper boat
Freeze the Memories
Aam Ras
ZERO SUGAR
paper boat
Freeze the Memories
Kokum


Chilli Guava
ZERO SUGAR
Jamun Kala Khatta
paper boat
Freeze the Memories
ZERO SUGAR
LOW CALORIE
ICE POP
Aam Ras
paper boat
Freeze the Memories
ZERO SUGAR
LOW CALORIE
ICE POP
Kokum
paper boat
Freeze the Memories
ZERO SUGAR
Ice
POPS

USP

- Made with Real Fruit
- Zero Sugar
- Low Calorie
- No Artificial Colours
- Nostalgia Inspired
- Paper Boat Trust



Competitor Analysis

Criteria	Paper Boat	Skippi	Chuski	Amul	Local
Authentic Indian Flavours	✓	Partial	Partial	No	No
Nostalgic	✓	No	No	No	No
Made with real fruit pulp	✓	No	No	No	No
Health Focused	✓	No	No	No	No
Trusted	✓	No	No	Yes	No





Customer Centricity

Consumer Need	Paper Boat Solution
• Healthier desserts • Authentic Flavours • Trust • Fun • Emotional Connection	• Zero sugar & low calorie • Inspired by Paper Boat drinks • Existing brand credibility • Ice Pops & candy • Nostalgia



Triggers

- Zero Sugar Claim
- Low-Calorie Claim (60 KCAL)
- Attractive Premium Packaging
- Unique Indian Flavors
- Trusted Brand
- Nostalgia
- Affordable Pricing
- Better-quality Ingredients









Barriers

- Unsure About Taste
- Premium Price Perception
- Concerned About Availability
- Preference for Ice Cream over Popsicles
- Loyalty to Existing Brands

Plan of Action

Our Solution

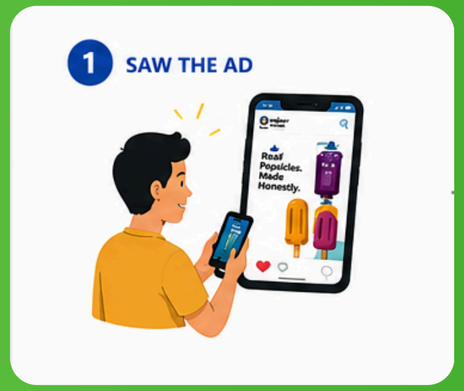
- Sampling campaigns
- Retail freezer visibility
- Introductory pricing
- Influencer marketing
- Strong branding



Customer Journey



Awareness





Interest

1 SAW THE AD



2 RESEARCHED



Searches "Paper Boat Popsicle near me". Checks Instagram, Google reviews and product flavours.

3



Shares the ad/reel in a WhatsApp group or calls friends. Decides to try together.

Desire

1 SAW THE AD



2 RESEARCHED



Searches "Paper Boat Popsicle near me". Checks Instagram, Google reviews and product flavours.

3



Shares the ad/reel in a WhatsApp group or calls friends. Decides to try together.

4 VISITED A STORE



Goes to D-Mart, Reliance Smart or a nearby supermarket together. Looks for the Paper Boat freezer.

5 COMPARES & CHOOSES



Compares flavours and prices. Picks everyone's favourite flavours.

Action

1 SAW THE AD



2 RESEARCHED



Searches "Paper Boat Popsicle near me". Checks Instagram, Google reviews and product flavours.

3



Shares the ad/reel in a WhatsApp group or calls friends. Decides to try together.

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5 COMPARES & CHOOSES



Compares flavours and prices. Picks everyone's favourite flavours.

6 PURCHASES



Buys multiple popsicles. Makes payment.

Sales & Satisfaction

1 SAW THE AD



2 RESEARCHED



Searches "Paper Boat Popsicle near me". Checks Instagram, Google reviews and product flavours.

3



Shares the ad/reel in a WhatsApp group or calls friends. Decides to try together.

4 VISITED A STORE



Goes to D-Mart, Reliance Smart or a nearby supermarket together. Looks for the Paper Boat freezer.

5 COMPARES & CHOOSES



Compares flavours and prices. Picks everyone's favourite flavours.

6 PURCHASES



Buys multiple popsicles. Makes payment.

7 ENJOYS TOGETHER



Enjoys the popsicles with friends. Feels nostalgic with authentic Indian flavours.

8 SHARES ON SOCIAL MEDIA



Posts Stories, Reels or snaps. Tags Paper Boat. Recommends it to others.

9 RECOMMENDS TO OTHERS



Friends & family try it based on their recommendation. Word-of-mouth grows!

10 REPEAT PURCHASE



Tries new flavours next time. Becomes a loyal Paper Boat customer.

Marketing Solutions

Promotion

- Instagram
- YouTube
- Influencers & UGC
- Summer Campaign
- Friendship Day
- College Activations

People

- Sampling Staff
- Retail Promoters

Physical Evidence

- Branded Freezers
- Nostalgic Packaging
- Ingredient Transparency



Business Solutions

Product

- Popsicles
- Ice Candy

Price

- Popsicles - ₹10
- Ice Candy - ₹20

Places

- D-Mart
- Reliance Smart
- Big Basket
- Blinkit
- Instamart
- General Stores
- Easy availability



Roadmap

Phase 1

- Aam Ras
- Jamun
- Kala Khatta
- Kokum
- Chilli Guava

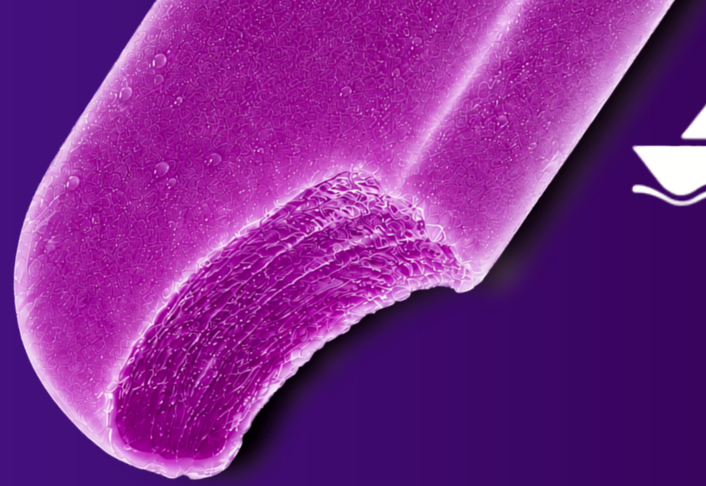
(Iconic Flavours)

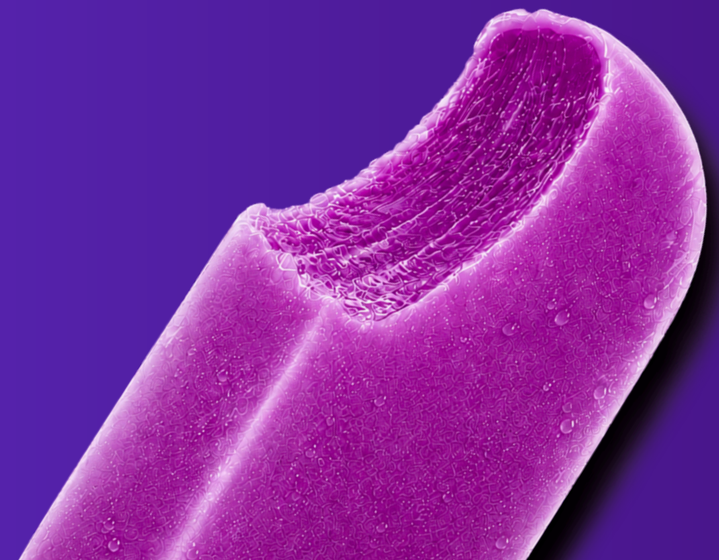
Phase 2

- Regional flavours
- Mini packs
- Family packs

Phase 3

- International markets
- Seasonal editions
- Judges love scalability.









Paper Boat didn't just Bottle Memories. Now, It's Freezing Them.



paper boat®

Freeze the Memories



Presented by

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