

# TRACKING MORNING ROUTINE OF CONSUMERS WILL HELP BRANDS THRIVE

Consumer engagement by brands needs to go beyond mainstream sales and marketing methods. Organizations need to develop a deeper understanding of consumer behaviour to allow for more transparent interactions and to respond more effectively to their needs. This report focusses on the behavioural pattern of consumers. In particular, how they go about their morning schedule.

The primary research report analyses responses obtained directly from our diverse respondent community of consumers across the globe, and strives to venture into the relatively unexplored territory of syndicated consumer insights. The report maps the morning schedule of consumers by tracking their behaviour.

This study was conducted across 11 countries - UAE, Russia, Nigeria, Kenya, Saudi Arabia, India, Indonesia, South Africa, US, Brazil and Mexico, with over 4500 samples.

A strong consumer orientation establishes the backbone for all successful marketing actions. Brands and marketers must use all possible indications to understand the ever-more multifarious consumer touchpoints. Data from this report can be utilised for personalised marketing.

## KEY QUESTIONS ANSWERED IN THE REPORT.

- 01 What is the appropriate level of engagement for brands during weekdays and weekends?
- 02 Which factors influence consumer interactions towards shopping?
- 03 What is the routine of homemakers during weekdays and weekends?
- 04 What leisure activities do working professionals conduct during weekends?