Scope of Work (SOW)

Market Research Project – Primary Research Focused

Project Title:
 Understanding Consumer Preferences for Men's Razors – Gillette

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1. Project Overview

This study investigates the influence of packaging on consumer preferences within the men's grooming segment, with a specific focus on Gillette's razor range, including Mach 3 and Fusion 5. By combining **eye-tracking technology**, **quantitative surveys**, and **A/B testing**, the project offers layered insights into visual attention, brand loyalty, pricing sensitivity, and packaging appeal. The research targets the **behavioral and perceptual responses** of Indian male consumers and helps Gillette refine packaging design and marketing strategies.

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2. Research Objectives

- Evaluate how packaging design elements (color, layout, premium cues) affect purchase decisions.

- Understand the impact of visual design on shelf visibility and product recall using eye-tracking.

- Measure consumer loyalty across Mach 3, Fusion 5, and Guard segments.

- Identify the price sensitivity thresholds and trade-up potential from value to premium segments.

- Examine decision hierarchies (brand recognition, packaging, price, features).

- Generate actionable insights to guide packaging refreshes, pricing strategies, and promotional planning.

3. Research Methodology

Data Collection Method:

Quantitative Research:

- Structured surveys with 240 participants (without eye-tracking).

Behavioral Research:

- Eye-tracking analysis with 60 participants across test and control packaging.

A/B Testing:

- Controlled comparison between new and old packaging for Fusion 5 and Mach 3.

Sampling Strategy:

Purposive Quota Sampling based on:

- Razor type usage (Fusion 5, Mach 3, Guard)

- Income category (NCCS A1, A2, A3 – 100 each)

- Grooming habits (clean shave vs. beard maintenance)

Location:

- Centralized research setting with a simulated retail environment mimicking live retail displays.

Data Collection Tools:

- Eye-tracking devices (heatmap & gaze path visualization)

- Structured survey questionnaires

- Controlled shelf display and product racks for A/B testing

Data Analysis Techniques:

- **Behavioral:** Eye-tracking heatmaps, fixation points, recall scores

- **Quantitative:** Frequency distribution, cross-tab analysis by brand/price/loyalty

- **Comparative:** Preference shifts between control and test packs

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4. Project Deliverables

Deliverable	Description	Due Date
Preliminary Report	Key trends in packaging appeal, shelf visibility, loyalty	Day 20
Final Report	Deep-dive analysis with cross-segment insights & strategies	Day 30
PowerPoint Presentation	Executive summary of findings, recommendations	Day 35
Raw Data Files	Eye-tracking visuals, survey databases, A/B performance logs	Day 40

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5. Timeline

Task	Start Date	End Date	Deliverable
Research Design Finalization	Day 1	Day 5	Research Plan
Quota-based Recruitment	Day 6	Day 10	Verified Participant List
Eye-Tracking & A/B Testing	Day 11	Day 20	ET Data, Preference Logs
Quantitative Surveys (240 Users)	Day 11	Day 25	Cleaned Survey Data

Data Cleaning & Preparation	Day 26	Day 28	Cleaned Dataset
Full Analysis (ET + Survey)	Day 29	Day 33	Integrated Report Draft
Final Report & Presentation	Day 34	Day 40	Final Report & Stakeholder Deck

6. Scope of Work and Exclusions

Aspect	In Scope	Out of Scope
Research Technique	Eye-tracking, A/B packaging test, structured surveys	No secondary data or competitor benchmarking
Consumer Interaction	Quantitative surveys and attention tracking in packaging zones	No longitudinal tracking or post-study behavior
Testing Type	Shelf-test comparison of old vs. new packaging	No evaluation of digital packaging or ads
Output/Deliverables	Strategic insights on packaging, loyalty, trade-up triggers	No campaign creative recommendations
Data Source	Primary data collection (observation, self-reports)	No use of syndicated or desk research data
Study Duration	40-day project timeline with snapshot insights	No long-term monitoring of market trends

7. Budget and Resource Allocation (Indicative)

Resource	Estimated Cost (INR)
Research Analysts (3)	₹4,00,000
Eye-Tracking Setup & Tech	₹7,50,000
Participant Incentives (300*400)	₹1,20,000
Moderators & Project Logistics	₹3,50,000
Survey Hosting & Data Tools	₹2,00,000
Data Analysis & Reporting	₹4,80,000
Total Estimated Budget	**₹23,00,000**

8. Reporting and Communication

- Weekly status emails covering sample progress, interim insights, and challenges.

- Bi-weekly online review sessions with Gillette brand managers.

- Final in-person or virtual walkthrough of findings and packaging recommendations.

9. Data Privacy and Ethical Considerations

- All participants signed informed consent agreements.

- Eye-tracking and behavioral data anonymized at collection stage.

- Full compliance with internal DCCR (Data Compliance, Consent & Regulation) standards.

- Secure encrypted storage for raw data, limited access protocols.

10. Approval and Sign-Off

Research Manager: [Your Name]
Client/Stakeholder: [Gillette / P&G Representative Name]
Date: [To be completed upon final approval]