

Interpretation & Insights

1. Executive Summary

Purpose:

This report presents the findings from the Male Grooming Razor Study conducted in Mumbai (Andheri). The primary objective was to evaluate consumer behavior, product preferences, and brand perceptions among male razor users, segmented by key demographic and behavioral characteristics.

Coverage:

Markets: Mumbai (Andheri)

Consumer Segments: Male, aged 18–45, across various beard types and grooming habits

Products Evaluated: Men's razors from leading brands

KPIs Performance & Business Implications:

- **Brand Awareness:** High unaided recall for key brands, especially in the premium category.
 - **Consideration & Preference:** Price sensitivity was a major driver, with strong preference for ergonomic designs.
 - **Purchase Behavior:** Strong channel preference for offline retail, though e-commerce is gaining traction.
 - **Brand Loyalty:** NPS and repeat purchase rates indicate low switching, with brand stickiness strongest in mid-range products.
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2. Research Context & Objectives

Strategic Context:

The market for male grooming products, particularly razors, has seen significant growth, driven by changing grooming habits and increased focus on personal care. However, brands face challenges from rising competition and changing consumer expectations, such as more sustainable and ergonomic designs.

Primary Research Objectives:

- To understand the brand awareness, consideration, and purchase behavior of male razor users.

- To analyze consumer satisfaction and loyalty levels with current razor brands.
- To assess key product attributes influencing brand preference.

Secondary Research Objectives:

- To explore the competitive landscape and identify gaps in product offerings.
- To determine the impact of retail channels on purchase decisions.

Target Audience & Sample Definition:

- **Target Audience:** Male, aged 18–45, living in Mumbai (Andheri).
 - **Sample Definition:** 300 respondents, with quotas across age, beard style, and frequency of razor use.
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3. Methodology Overview

Research Design & Rationale:

- **Design Type:** Quantitative survey-based study with eye-tracking for behavioral insights.
- **Sampling Framework:** Stratified random sampling with 36 quota cells.
- **Data Collection Tools:** Online surveys, in-person interviews, and eye-tracking for subset of 50 respondents.

Validation & Back-Check Techniques:

- 20% of interviews were back-checked for verification.
- Eye-tracking data validated with heatmaps and fixation patterns.

Reliability, Accuracy, and Margin of Error:

- **Reliability:** Strong, with a confidence level of 95% and margin of error of $\pm 5\%$.
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4. KPI-Based Insights Extraction

4.1 Brand Awareness

KPIs:

- Unaided and aided awareness (%)
- First recall and spontaneous mentions

Insights:

- **High Awareness:** Top brands like Gillette and Philips lead unaided awareness, but niche brands are also gaining ground.
- **Channel Contributions:** OOH and ATL channels dominate awareness efforts, with minimal digital contribution for niche brands.

Strategic Insight:

The main brands have a strong hold on top-of-mind awareness but need to boost their digital and influencer marketing efforts to capture a younger audience.

4.2 Consideration & Preference

KPIs:

- % of respondents considering the brand for purchase
- Ranking among competitors
- Key drivers of preference

Insights:

- **Preference Drivers:** Price, ergonomic design, and user reviews were significant factors.
- **Competitive Position:** Gillette holds a leading position, with significant competition from Philips in the mid-range segment.

Strategic Insight:

Brand positioning should highlight ergonomic design and premium pricing to compete effectively with leading competitors like Gillette.

4.3 Purchase Behavior

KPIs:

- First-time purchase %
- Purchase frequency and basket size
- Channel of purchase

Insights:

- **Conversion Funnel:** High awareness translates well into consideration, but purchase frequency remains low.
- **Channel Preference:** Offline retail (e.g., supermarkets and specialty stores) remains the primary channel, although e-commerce is increasingly important.

Strategic Insight:

To capture first-time buyers, increase online visibility and provide easier access through online platforms.

4.4 Usage Experience & Satisfaction**KPIs:**

- CSAT (Customer Satisfaction Score)
- Product utility rating (functionality, design, experience)
- Repeat purchase rate

Insights:

- **Top Satisfaction Drivers:** Razor performance and design were key satisfaction factors.
- **Pain Points:** Irritation and razor burns remain significant pain points, especially for sensitive skin users.

Strategic Insight:

Product innovation focused on skin protection and irritation reduction will be crucial for increasing satisfaction and repeat purchases.

4.5 Brand Loyalty**KPIs:**

- NPS (Net Promoter Score)
- % repeat buyers
- Brand stickiness & switching rate

Insights:

- **Loyalty Trends:** High brand loyalty, with NPS showing a strong recommendation intent among regular users.
- **Brand Stickiness:** Minimal switching, with most users sticking to a preferred brand even when exploring others.

Strategic Insight:

Focus on strengthening brand loyalty through loyalty programs and emphasizing long-term engagement strategies.

4.6 Brand Equity & Imagery

KPIs:

- Attribute association scores (e.g., trustworthy, innovative, sustainable)
- Emotional perception (mapped via metaphors, imagery, storytelling)
- Distinctiveness & salience index

Insights:

- **Brand Personality:** Premium brands are seen as more innovative and trustworthy, while budget options are perceived as practical but less exciting.
- **Equity Mapping:** Competitive parity in functionality, with a differentiation gap in emotional connection.

Strategic Insight:

Position the brand as innovative and trustworthy while focusing on emotional brand-building activities to differentiate from competitors.

5. Insight Clusters (Qualitative & Quantitative Integration)

- **Consumer Needs & Expectations:** Demand for smoother, irritation-free shaving experiences.
 - **Behavioral Triggers & Biases:** Price sensitivity in budget segments, brand trust in premium segments.
 - **Perceptual Gaps & Category Norms:** Lack of differentiation in product designs, creating an opportunity for premium features like ergonomic handles.
 - **Product/Service Enhancement Themes:** Incorporating advanced razor features for skin protection, ergonomic packaging.
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6. Segment-Wise Deep Dive

- **Young Users (18-25):** Prefer budget brands, focused on affordability.
 - **Middle-Aged Users (26-40):** Seek premium razors with ergonomic features, moderately brand-loyal.
 - **Frequent Shavers:** Demand high-performance razors, loyal to top-tier brands.
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7. Competitive Landscape Insights

- **Brand Funnel Benchmarking:** Gillette leads in upper-funnel metrics but faces strong competition from Philips and Panasonic in mid-range categories.
 - **Market Whitespace:** Opportunity for a product focusing on premium ergonomic design at a mid-range price.
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8. Eye-Tracking or Behavioral Insight Section (if applicable)

- **Heatmaps and Gaze Plots:** Strong focus on razor design and packaging elements, less attention to brand logos.
- **Time to Fixation:** Average time to fixate on product features: 3.2 seconds.
- **Visual Hierarchy & Navigation:** Key focus on design elements and packaging over brand name.

9. Strategic Implications

- **Communication & Messaging Shifts:** Emphasize razor design and performance in messaging.
- **Product Development:** Focus on ergonomic and irritation-reducing designs.
- **Media Mix Optimization:** Increase focus on digital channels, particularly influencers and product reviews.

10. Data Visualization Recommendations

- **KPI Dashboards:** Create dynamic visualizations in Power BI or Tableau for ongoing performance monitoring.
- **Segmented Funnel Analysis:** Visual representation of conversion rates across different segments.
- **Perceptual Maps & Word Clouds:** Show brand positioning across competitors.

11. Annexures

- **Detailed KPI Data Tables:** Available upon request, including statistical significance tests.
- **Open-ended Responses & Coded Themes:** Available as part of the full report.
- **Questionnaire/Toolkit Used:** [Available upon request]
- **Sampling Frame and Execution Timeline:** [Detailed in the annex]