III Quota Table for Primary Research Projects

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

Client/Organization: Procter & Gamble (P&G)

Study Objective: To analyze consumer preferences, packaging impact, and behavioral

patterns regarding men's razors.

Prepared by: Anvemark Research Pvt. Ltd.

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Research Scope and Methodology

Attribute Description	
Target Population	Male grooming product users in urban India
Geography	Mumbai (Andheri) – Tier 1 Urban Focus
Methodology	☑ Quantitative ☐ Qualitative ☐ Mixed
Data Collection	☑ F2F ☑ Eye-Tracking ☐ Online IDI
Sample Size (Total N) 300 (60 ET + 240 Quantitative)	

Quota Structure Overview

Segment/Criteri a	Quota Variable	Category/Levels	Target (N)	Achieve d (N)	Balanc e (N)
Age Group Demographic		18–22	64		
		23–29	104		
		30+	72		
Usership	Behavioral	Gillette Mach 3	112		
		Gillette Guard	128		
		Gillette Fusion	56		
		Trimmers (Electric Shavers)	40		
Beard Style	Behavioral	Clean Shave	126		

		Beard (Stubble/Styled/Hea vy)	174	
Product Format Usage	Behavioral	Manual Razors Only	192	
		Mix of Manual + Trimmers	108	
Purchase Frequency	Behavioral	Weekly	90	
		Bi-weekly	120	
		Occasional (1x/month or less)	90	
		Kirana / General Stores	180	
		Supermarkets / Modern Trade	120	
NCCS	Economic	A1	100	
		A2	100	
		A3	100	

Total Sample Size (N): 300

Soft Quota Flexibility: ✓ Yes ☐ No Allowed Deviation per Segment: ±5%

Quality Controls & Notes

• Backchecks Plan: 20% of total sample

• Profile Matching Criteria: Age, Usership, Beard Style, Product Format, NCCS

• Minimum Responses per Sub-cell (if any): 30

• Routing Logic: Dynamic, based on screening questionnaire

- Vendor Panel Used (if any): Internal field team
- **Comments/Concerns:** Language translation, visual aids used for pack identification; focus on packaging influence; eye-tracking used for subset

Quota Plan – Gillette Razor Packaging Study

1. Eye-Tracking Quota (Total: 60)

Segment	Mach 3 Control (15)	Mach 3 Test (15)	Fusion Control (15)	Fusion Test (15)
Usership	Gillette Mach 3: 7	Gillette Mach 3: 7	Trimmers: 5	Trimmers: 5
	Gillette Guard: 8	Gillette Guard: 8	Fusion: 5	Fusion: 5
			Guard: 5	Guard: 5
Age				
18–22	2	2	1 (Trimmer) + 1 (Fusion) + 2 (Guard)	1 (Trimmer) + 1 (Fusion) + 2 (Guard)
23–29	3	3	3 (Trimmer) + 3 (Fusion) + 2 (Guard)	3 (Trimmer) + 3 (Fusion) + 2 (Guard)
30+	2	2	1 (Trimmer) + 1 (Fusion) + 1 (Guard)	1 (Trimmer) + 1 (Fusion) + 1 (Guard)
Beard Style				
Clean Shave	7	7	0 (Trimmer) + 2 (Fusion) + 2 (Guard)	0 (Trimmer) + 2 (Fusion) + 2 (Guard)
Beard	0	0	5 (Trimmer) + 3 (Fusion) + 3 (Guard)	5 (Trimmer) + 3 (Fusion) + 3 (Guard)

2. Quantitative Quota (Total: 240)

Segment	Mach 3 Control (60)	Mach 3 Test (60)	Fusion Control (60)	Fusion Test (60)
Usership	Gillette Mach 3: 28	Gillette Mach 3: 28	Trimmers: 20	Trimmers: 20
	Gillette Guard: 32	Gillette Guard: 32	Fusion: 28	Fusion: 28
			Guard: 12	Guard: 12
Age				
18–22	8 (Mach 3) + 12 (Guard)	8 (Mach 3) + 12 (Guard)	8 (Trimmer) + 9 (Fusion) + 4 (Guard)	8 (Trimmer) + 9 (Fusion) + 4 (Guard)
23–29	12 (Mach 3) + 10 (Guard)	12 (Mach 3) + 10 (Guard)	7 (Trimmer) + 11 (Fusion) + 4 (Guard)	7 (Trimmer) + 11 (Fusion) + 4 (Guard)
30+	8 (Mach 3) + 10 (Guard)	8 (Mach 3) + 10 (Guard)	5 (Trimmer) + 8 (Fusion) + 4 (Guard)	5 (Trimmer) + 8 (Fusion) + 4 (Guard)
Beard Style				
Clean Shave	28	28	0 (Trimmer) + 21 (Fusion) + 12 (Guard)	0 (Trimmer) + 21 (Fusion) + 12 (Guard)
Beard	0	0	20 (Trimmer) + 7 (Fusion) + 0 (Guard)	20 (Trimmer) + 7 (Fusion) + 0 (Guard)

3. NCCS Segmentation (Across Entire Study - N = 300)

NCCS Segment	Count	Share
NCCS A1	100	34%
NCCS A2	100	33%
NCCS A3	100	33%
Total	300	100%