QUESTIONNAIRE

M1.   Test or Control Store:

Test Store	1
Control Store	2

M2.   Consumer with eye tracking or without eye tracking:

With Eye tracking	1
Without Eye tracking	2

M3.   Which products did you purchase from this store today? **OPEN END.**

Razor	
Shampoo	

M4.   **RAZOR PURCHASED: INTERVIEWER TO CODE. SINGLE RESPONSE.**

Gillette Mach 3	1
Gillette Fusion	2
Gillette Skinguard	3
Gillette Vector	4
Gillette Presto	5
Gillette Guard	6
Laser	7
Supermax	8
Ustraa	9
LetsShave	10
Bombay Shaving Company	11
The Man Company	12
Others, please specify	97

➤ *Establishes value segment/NCCS alignment.*

○ ₹___ (Interviewer record exact)

M6. Can you describe how you feel right after a good shave or grooming session?
➤ *Interviewer prompt:* "Use one word or emotion if possible."

○ E.g., Confident, Refreshed, Professional, Clean, Attractive

END OF in-store visit
Programmer instruction: Show both packs, test + control to all respondents in random order and ask all the below questions:

Q1. **PROGRAMMER INSTRUCTION: ASK ALL** **PURCHASE INTENTION** Which statement best describes how likely you would be to buy this razor in the future? [SA]	Code (132)	Route
Definitely would not buy	1	
Probably would not buy	2	
Might or might not buy	3	
Probably would buy	4	
Definitely would buy	5	

Q2. [NEW QUESTION]
How much does the **overall pack design** influence your willingness to buy this razor? [SA]

● Not at all

● A little

- Somewhat

- A lot

- It is the main reason I would buy it

Q3
REASONS FOR PURCHASE INTENTION
Please tell me all the reasons for making your decision to purchase the pack that you just saw.
Interviewer to say: Any other? Anythingz else? (Probe twice)

_____

_____

_____

_____

_____

_____

_____

_____

										(680-717)	

Q4
REASONS FOR LOWER PURCHASE INTENTION
Please tell me all the reasons which made you realize you don't want to purchase the pack that you just saw?
Interviewer to say: Any other? Anything else? (Probe twice)

_____

_____

_____

_____

_____

_____

_____

_____

(680-717)

Q5 **PROGRAMMER: ASK ALL**
KEY MESSAGE
Thinking about the razor pack that you just saw, please tell me what is the key message of the pack?
Interviewer to say: Any other? Anything else? (Probe twice)

_____
_____

_____
_____

_____
_____

_____
_____

(680-717)

Q6. [NEW QUESTION]
Which of the following visual elements on the pack influenced you the most? [SA]

- Razor image

- Brand logo

- Blade count or feature icons

- Pack color/design pattern

- Benefit text (e.g., "smooth shave", "no irritation")

- Other (please specify)

	PROGRAMMER INSTRUCTION: ASK ALL **Pack Uniqueness** Q7 Please tell me how you would rate this pack in terms of being unique and different? [SA]	Code (132)	Route
	Not at all unique and different	1	
	Not so unique and different	2	
	Somewhat unique and different	3	
	Quite unique and different	4	
	Very unique and different	5	

Q8	PROGRAMMER INSTRUCTION: ASK ALL **Pack Believability** Please tell me how believable you find the proposition written on the pack you just saw? [SA]	Code (132)	Route
	Not at all believable	1	
	Not so believable	2	
	Somewhat believable	3	
	Quite believable	4	
	Very believable		
		5	

Q9. "How well does this razor pack reflect your personal grooming style or personality?" [Single Response]

Answer Options:

1. Completely fits me

2. Somewhat fits me

3. Slightly off

4. Not at all like me

Q10. What's the biggest reason you prefer your current razor or method?

- Cost

- Smoothness

- Speed

- Style maintenance

- Skin comfort

- Habit

Q11. Have you ever tried switching to a premium razor or different brand? What happened?
➤ *Open-ended, reveals barriers or drivers for upgrade.*

◆ SECTION C: Brand Packaging Exposure (A/B Testing Logic)

Interviewer setup for packaging visuals:

> *"Now I'll show you two packaging options. Please look at each for a few seconds and tell me what stands out. We'll begin with Pack A."*

(Show either Control or Test pack of Mach 3/Fusion as per assignment)

Q12Looking at Pack A, what caught your eye first? Why?
➤ *Interviewer notes spontaneous visual attention words.*

Q13 How would you describe the design? (color, layout, cues)
➤ *Prompt: "What do you like or dislike?"*

Q14. If this was on a shelf with other brands, would it stand out? Why or why not?
➤ *Capture perception of shelf appeal.*

Q15. On a scale of 1–10, how likely are you to pick this product based on packaging alone?
➤ *Capture immediate reaction.*

(Then show Pack B – the alternate version)

Q16. Now look at Pack B. What's different here? What do you feel about it?
➤ *Look for contrast insight.*

Q17. Which one (A or B) looks more premium or trustworthy to you? Why?

Q18. If priced the same, which would you buy – A or B? What's the reason?

Q19. If Pack B was ₹10 more, would you still pick it?
➤ *Gives price elasticity vs. design perception.*

Q20. "What kind of feeling does this razor pack evoke in you?" [Single Response]

Answer Options:

1. Confident and powerful

2. Clean and fresh

3. Ordinary or neutral

4. Dull or confusing

Q21. "If this pack was placed among 10 others in a store, how likely is it to catch your attention?" [Single Response]

1. Definitely eye-catching

2. Somewhat noticeable

3. Might go unnoticed

4. Would likely get ignored

Q22. "Based only on the look of this pack, how expensive do you think the razor is?" [Single Response]

1. Premium / high-end

2. Slightly expensive

3. Reasonably priced

4. Looks cheap / budget

Q23. "If someone gifted you this razor, how likely are you to use it yourself?"

1. Definitely would use it

2. Might use it occasionally

3. Unlikely to use, would pass on

4. Would reject or discard it

Q24	PROGRAMMER INSTRUCTION: ASK ALL **OVERALL LIKEABILITY** Which of these statements best describe the extent to which you like or dislike the pack you just saw? [SA]	Code (132)	Route
	Definitely disliked it	1	
	Somewhat disliked it	2	
	Neither like or dislike it	3	
	Somewhat like it	4	
	Definitely like it	5	

Only for Fusion Leg:

Q25. How much do you agree or disagree that the **[pack selected before M5]** will provide the following benefits. 1 – Strongly Disagree and 5 – Strongly Agree. **SINGLE RESPONSE PER ROW.**

		Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat Agree	Strongly agree	Not Applicable
1.	Gives a close shave	1	2	3	4	5	98
2.	Has 5-blades that gives a closer shave compared to 3 blades	1	2	3	4	5	98

		Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat Agree	Strongly agree	Not Applicable
3.	Has flexible/moving head for a comfortable shave	1	2	3	4	5	98
4.	Gives protection for sensitive skin; no cuts, burning or redness.	1	2	3	4	5	98
5.	Is the best razor, closest and most comfortable shave. Has a black blade for styling beard	1	2	3	4	5	98

ONLY For Mach 3 leg

Q25.   How much do you agree or disagree that the **[pack selected before M5]** will provide the following benefits. 1 – Strongly Disagree and 5 – Strongly Agree. **SINGLE RESPONSE PER ROW. SHOW IF MACH 3 IS PURCHASED.**

		Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat Agree	Strongly agree	Not Applicable
1.	Shaving with Mach 3 is comfortable	1	2	3	4	5	98
2.	Shaving with Mach 3 is effortless	1	2	3	4	5	98
3.	Mach 3 gives the smoothest shave	1	2	3	4	5	98
4.	Mach 3 doesn't cause nicks and cuts	1	2	3	4	5	98
5.	Shaving with Mach 3 is irritation-free	1	2	3	4	5	98

INTERVIEWER INSTRUCTION: PLACE MACH 3/FUSION (DEPENDING UPON LEG) TEST AND CONTROL PACK IN FRONT OF RESPONDENT.

Q26.   Of the two razors in front of you, which one are you most likely to purchase?

Test Pack	1
Control Pack	2

Q27. Please tell me all the reasons for making your decision to purchase the pack that you selected.

Interviewer to say: Any other? Anything else? (Probe twice)

INTERVIEWER INSTRUCTION: PLACE THE 5 RAZORS IN FRONT OF THE RESPONDENT. NEED TO LIMIT TO 5 OPTIONS. FOR TEST STORE, PLACE THE TEST RAZOR OF THE PACK THAT HE BOUGHT.

SKUs to be tested in this:

Fusion New Pack	Mach 3 New Pack	BSC 6-blade razor	Vector	Guard	Presto

Programmer instruction: Autocode the % consumers choosing Mach 3 premium v/s Fusion and Fusion premium v/s Mach 3:

Q28.   Please rank the below razors in order of expensiveness based on your perception of the overall pack design. Rank 1 – Most Expense, Rank 5 – Least Expense.

1.	
2.	
3.	
4.	
5.	

First most expensive:
Second most expensive:
Third most expensive:
Fourth most expensive:
Fifth most expensive:

Q29.   Why is **[INSERT RANK 1 FROM M21]** most expensive according to you? Please explain in detail. **OPEN END.**

SECTION E: Competitive Context

Q30. Have you seen or used brands like Bombay Shaving Co. or Super-Max?

Q31. Compared to them, how does Gillette's packaging feel?

- More premium

- Same

- Less premium

- Reason: _____

Q32. Which one feels more modern or millennial-friendly? Why?

SECTION F: Purchase Triggers & Barriers

Q33. What's the one thing you wish your razor brand did differently?

Q34. Would you switch brands if a competitor had better-looking packaging at same price?

Q35. Do promotions, freebies, or bundle packs matter more than packaging design? Why?

◆ SECTION G: Closure & Feedback

Q36. How likely are you to recommend Gillette to a friend? (0–10)
➤ *Net Promoter Score logic*

Q37. If you were designing the ideal razor pack, what would it include?
➤ *Innovative cues for R&D/design team*

Q38. Would you pay more for eco-friendly, recyclable packaging?

- Yes

- No

- Depends (probe)

Q39. If Gillette launched a razor with Bluetooth skin analysis, would that interest you? Why?
➤ *Futuristic probe for premium tier innovation*

Q40. Do you feel razors should reflect masculinity, simplicity, or technology most? Rank 1–3

Q41. Finally, what's one thing that would instantly make you switch your razor brand?
➤ *Concludes with high-impact insight*

CLOSE

TERMINATE: **If respondent disqualified**: We thank you for your time and interest. Unfortunately, you do not qualify for this particular survey due to your responses.

CLOSE: **If respondent completed survey**: Thank you for your time and interest in completing our survey.