Consumer Insights Report: Gillette Razor Packaging Study
Sample Size: 300 respondents | Location: Mumbai (Andheri)

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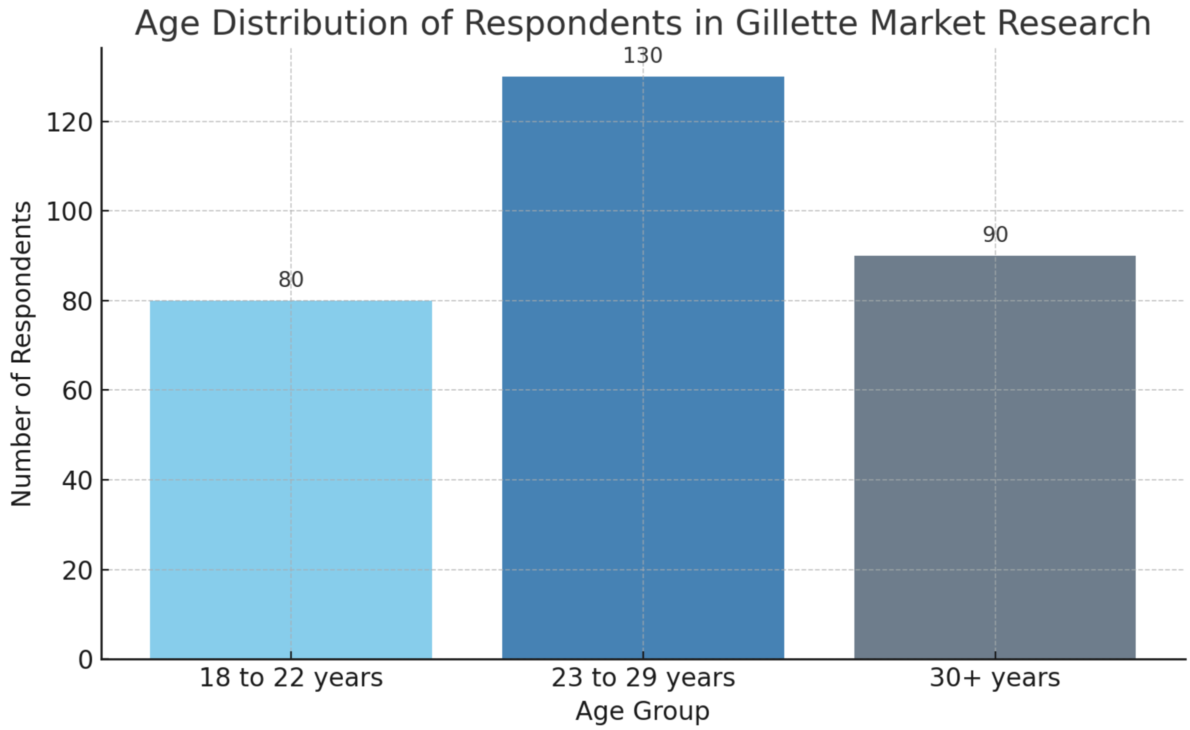
1. Demographic Profile

Q5. Age Distribution

- 23 to 29 years: 130 respondents
- 30+ years: 90 respondents
- 18 to 22 years: 80 respondents



The bar chart shows the age-wise distribution of respondents in the Gillette market research study:

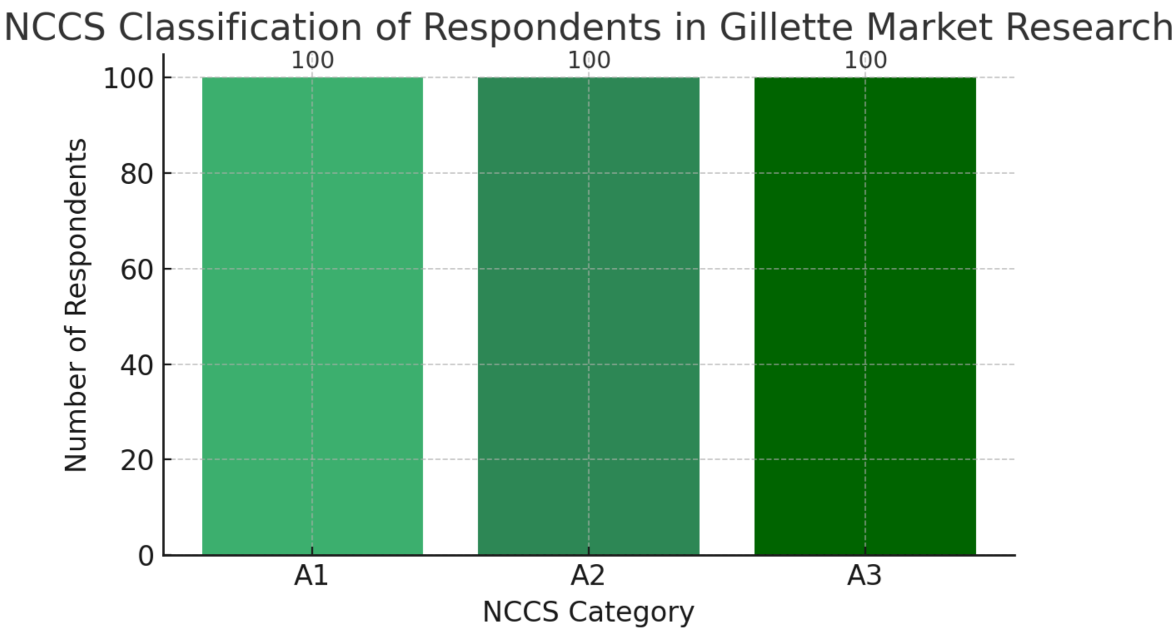
- **23 to 29 years** is the **largest group**, with **130 respondents**. This suggests that young working professionals or late millennials form the **core audience**, possibly due to their higher grooming needs and disposable income.

- **30+ years** has **90 respondents**, indicating that mature consumers still represent a significant user base, likely valuing performance, quality, and brand trust.
- **18 to 22 years** includes **80 respondents**, showing engagement from younger, possibly college-going consumers, though less than the middle segment.

This age distribution ensures a **balanced yet focused insight** into Gillette's primary target—urban male consumers in their 20s and 30s—crucial for product positioning, communication strategy, and innovation targeting.

NCCS Classification

- A1: 100
- A2: 100
- A3: 100



Interpretation of NCCS Classification

The bar chart illustrates a **balanced distribution** of respondents across all three NCCS (New Consumer Classification System) categories:

- **A1, A2, and A3** each include **100 respondents**, indicating a **quota-based sampling approach** that ensures equal representation from upper-middle to lower-middle class consumers.

- This even spread allows for **unbiased comparative analysis** of Gillette's performance across income and lifestyle tiers.
- Insights from this segmentation can help in tailoring:
    - **Premium offerings** for A1 (e.g., Fusion5)
    - **Value-for-money products** for A2
    - **Economical and accessible solutions** for A3 (e.g., Guard or Mach3)

The stratified sample enables Gillette to **fine-tune pricing, packaging, and promotional strategies** according to each consumer class.

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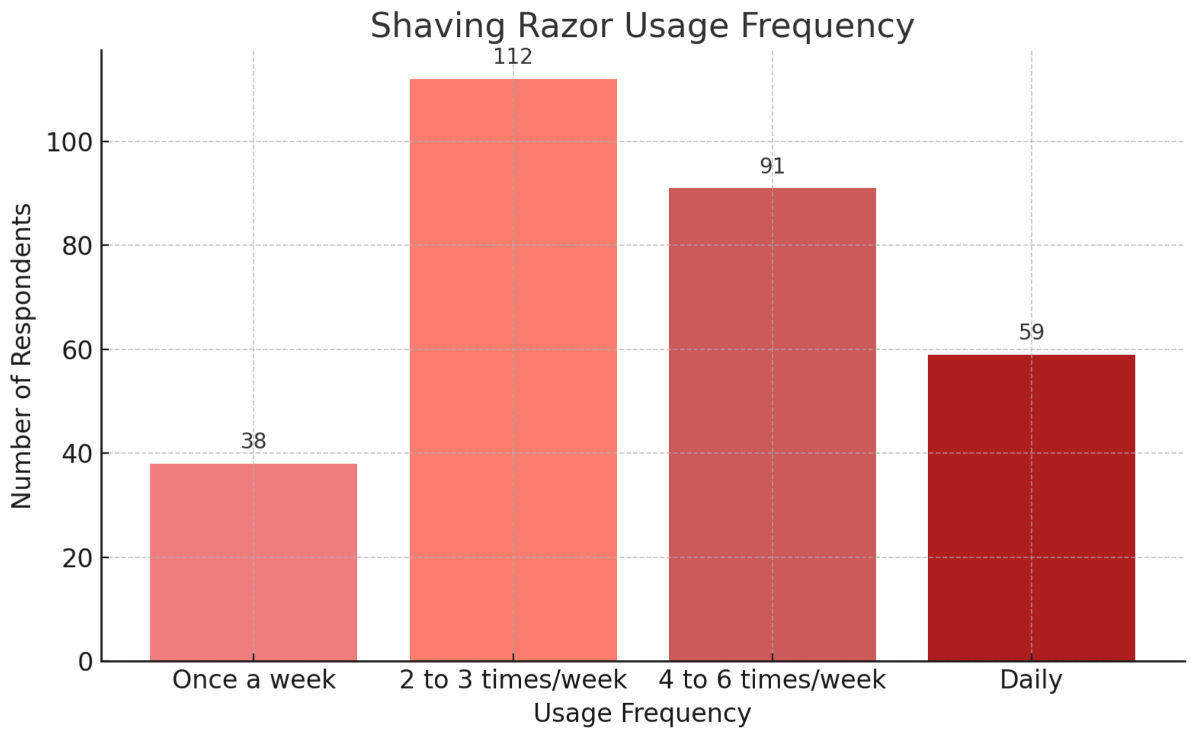
2. Usage & Purchase Behavior

Q9a. Shaving Razor Usage Frequency

- 2 to 3 times per week: 112
- 4 to 6 times per week: 91
- Daily: 59
- Once a week: 38



Interpretation of Shaving Razor Usage Frequency

The bar chart reveals varied shaving habits among respondents in the Gillette market research study:

- **2 to 3 times per week** is the most common shaving frequency, with **112 respondents**, indicating a typical grooming routine among urban male consumers aiming for neatness without daily maintenance.

- **4 to 6 times per week** (91 respondents) and **daily shaving** (59 respondents) reflect a sizeable group of high-frequency users who value a consistently clean look, possibly professionals in formal work environments.

- **Once a week** (38 respondents) represents a smaller segment—these could include men with lighter facial hair growth, a preference for stubble, or lower grooming priority.

These insights help Gillette:

- Position **daily comfort and skin protection** for frequent shavers.

- Highlight **blade durability and cost-effectiveness** for moderate users.

- Promote **flexibility and convenience** for occasional users.

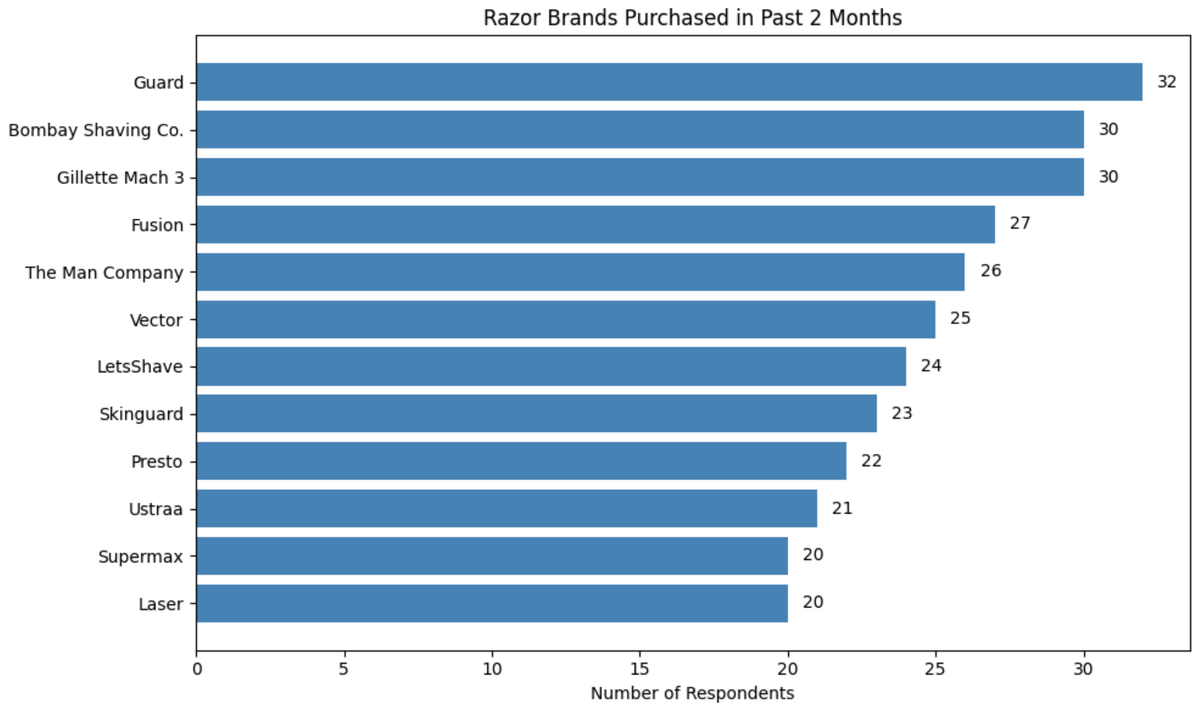
Tailoring communication to these behavioral segments can drive higher product relevance and usage satisfaction.

Q10. Purchase Decision-Making Role

- Main/joint decision maker: 300

Q11. Razor Brands Purchased in Past 2 Months

- Guard: 32
- Bombay Shaving Co.: 30
- Gillette Mach 3: 30
- Fusion: 27
- The Man Company: 26
- Vector: 25
- LetsShave: 24
- Skinguard: 23
- Presto: 22
- Ustraa: 21
- Supermax: 20
- Laser: 20



Interpretation: Razor Brand Purchase Trends

The purchase data reveals a **highly fragmented market** with **close competition** among several brands. Here's a breakdown:

Top Purchased Brands

- **Guard (32 respondents)** leads slightly, indicating strong recall and value positioning—likely appealing to price-sensitive or habitual users.
- **Bombay Shaving Company (30)** and **Gillette Mach 3 (30)** are tied, showing the rise of **new-age D2C brands** alongside **legacy premium offerings**.

Mid-Tier Preferences

- **Fusion (27)** and **The Man Company (26)** indicate that consumers are open to **premium and niche grooming solutions**, possibly driven by aspirational branding and e-commerce visibility.
- **Vector (25)** and **LetsShave (24)** follow closely, suggesting moderate but steady consumer interest in **alternative or tech-driven shaving solutions**.

Lower Recall Brands (Yet Competitive)

- **Skinguard (23)**, **Presto (22)**, **Ustraa (21)**, **Supermax (20)**, and **Laser (20)** show **consistent but lower-level engagement**, possibly reflecting niche users, regional penetration, or limited shelf presence.

Key Insights for Gillette

1. **Brand loyalty is thinning** — users are exploring newer brands, indicating opportunity and risk.
2. **Mach 3 and Fusion still hold strong**, but competition from startups (e.g., Bombay Shaving Co., LetsShave) is significant.
3. Strategic focus on:
    - **Innovation messaging**
    - **Loyalty programs**
    - **Omnichannel presence**
    - **Value-for-money offerings (e.g., Guard)**

can help Gillette defend and expand its market share.

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3. Behavioral & Emotional Responses

E1Q2. Reaction to Cuts During Shaving

- Annoyed but continue using same: 150
- Indifferent, it's part of shaving: 81
- Frustrated, consider switching products: 69

P2Q2. Brand Switching Frequency

- Occasionally: 128
- Rarely: 98
- Never: 40
- Frequently: 34

P1Q3. Grooming Attitude

- I keep it simple, functional: 149
- I invest time & money to look good: 95
- I don't care much, basic grooming only: 56

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4. Experimental Design Participation

M2. Eye Tracking Participation

- Without Eye Tracking: 240
- With Eye Tracking: 60

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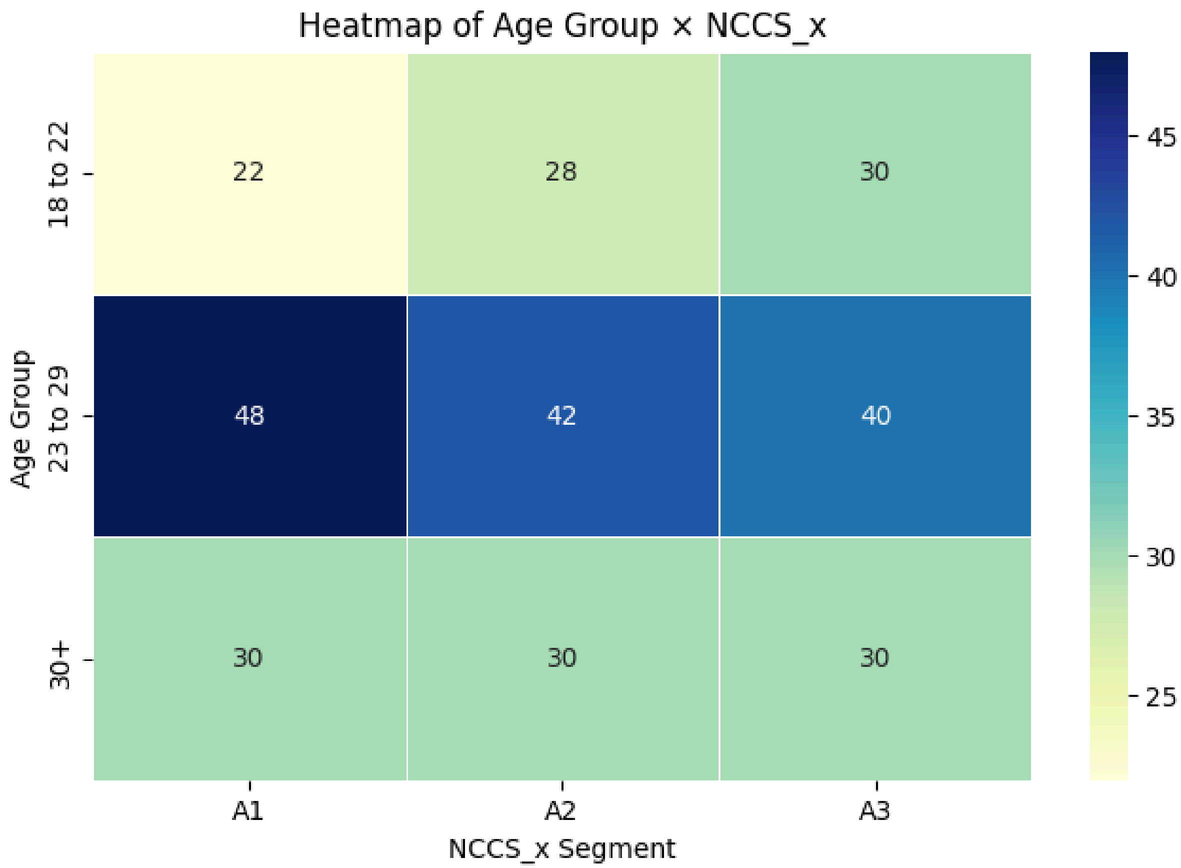
5. Cross-tab Analysis

Q5. Age × NCCS_x

Age Group	A1	A2	A3
18 to 22	22	28	30
23 to 29	48	42	40
30+	30	30	30



Interpretation of the Heatmap

1. **Dominant Segment:**
   - **The 23 to 29 age group is the most represented across all NCCS segments, especially A1 (48).**
   - **This suggests that the core target demographic may fall in this age range, regardless of socio-economic classification (NCCS_x).**
2. **Balanced Segmentation (30+ group):**
   - **The 30+ age group shows equal distribution across A1, A2, A3 (30 each), indicating a stable and evenly spread participation.**
   - **This could imply a more homogenous socio-economic distribution in older consumers.**
3. **Emerging Segment (18 to 22):**
   - **Lower overall counts (22–30) compared to others, indicating lesser representation.**

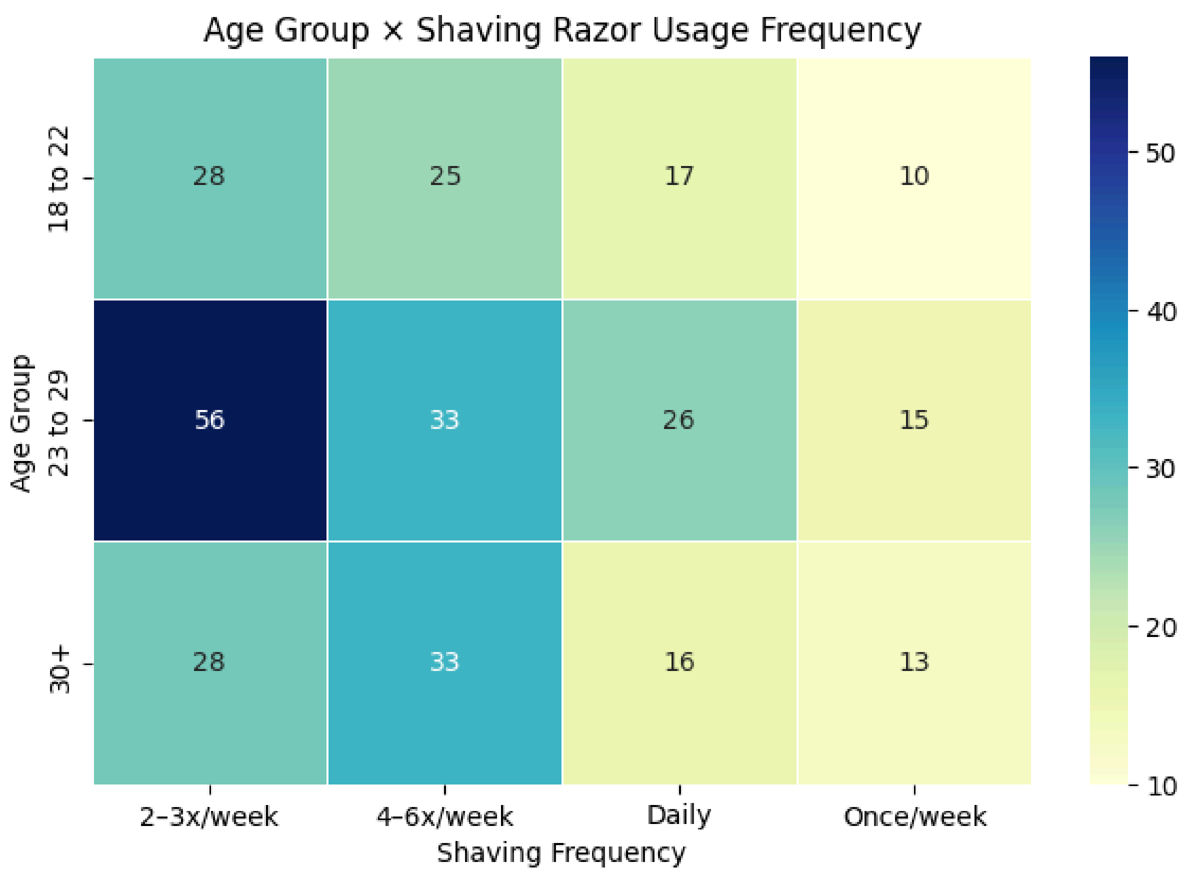
- **Within this group, A3 is the most populated (30), suggesting younger individuals may be skewed toward lower NCCS_x segments, possibly due to student status or early career phase.**

Implications

- **Marketing Strategy:**
  - **Focus targeting on 23–29-year-olds, particularly those in A1 and A2, as they form the bulk of respondents.**
  - **Explore distinct messaging for the 18–22 group, possibly centered around affordability or entry-level offerings.**
- **Product Positioning:**
  - **Balanced attention to 30+ consumers, but customized messaging may not need as much segmentation by NCCS_x.**

Q5. Age × Q9a. Shaving Razor Usage

Age Group	2–3x/week	4–6x/week	Daily	Once/week
18 to 22	28	25	17	10
23 to 29	56	33	26	15
30+	28	33	16	13

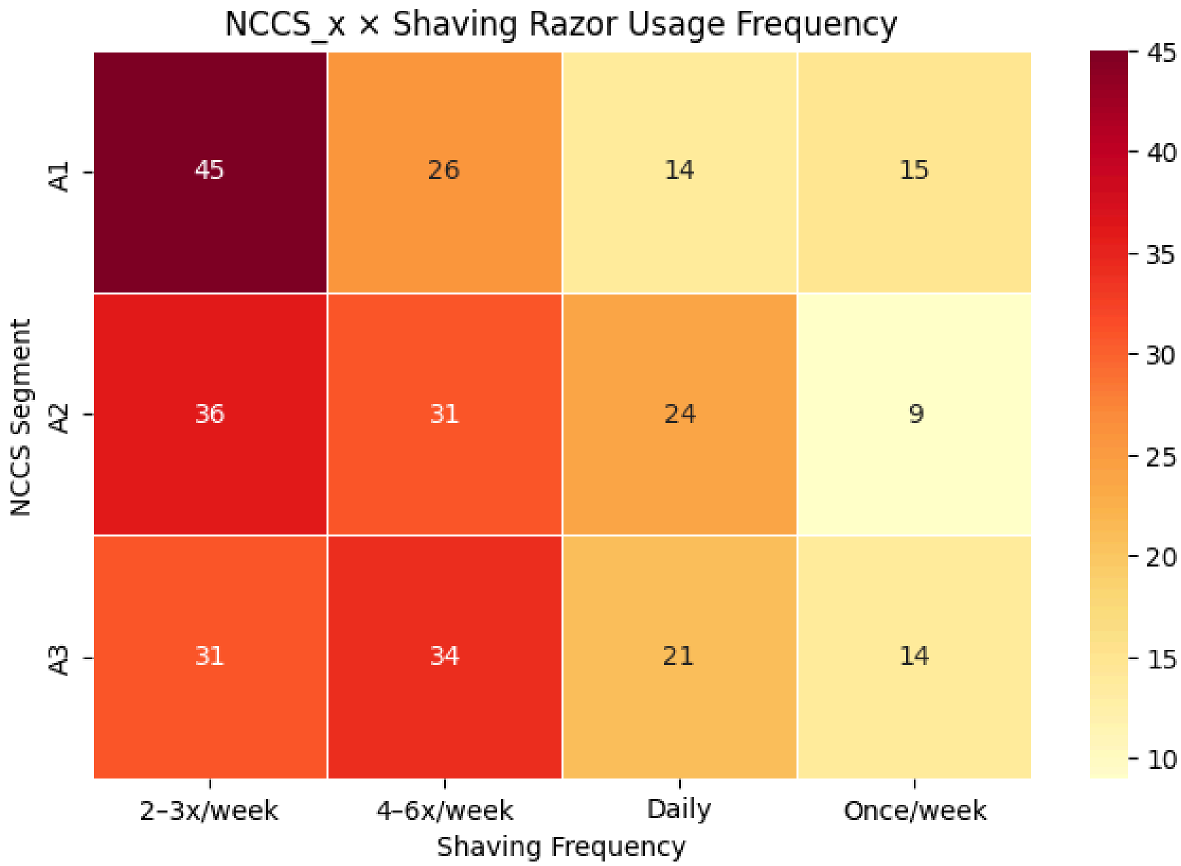


Interpretation (Age Group × Q9a)

1. **23 to 29 dominates shaving usage**:
   - **Highest counts in all frequency bands**, especially **2–3x/week (56)** and **Daily (26)**.
   - This age group likely includes working professionals and grooming-conscious individuals.
2. **18 to 22 trend: Lower daily use**:
   - Slightly lower engagement with daily shaving (17), but decent usage in 2–3x/week (28) and 4–6x/week (25).
   - Indicates transitional behavior — young adults still forming grooming habits.
3. **30+ group has consistent but moderate usage**:
   - Balanced spread between 2–3x/week (28), 4–6x/week (33), and Daily (16).
   - Possibly reflects settled routines, with fewer daily shavers than younger groups.

NCCS_x × Q9a. Shaving Razor Usage

NCCS	2–3x/week	4–6x/week	Daily	Once/week
A1	45	26	14	15
A2	36	31	24	9
A3	31	34	21	14



Interpretation (NCCS × Q9a)

1. **A1 (affluent class)**:
    - Most dominant in **2–3x/week usage (45)** — preference for moderate shaving frequency.
    - Lowest in **Daily usage (14)** — could imply comfort or less need for strict grooming.
2. **A2 and A3 show rising frequency**:
    - A2 leads in **Daily usage (24)** — possibly driven by workplace expectations or grooming preferences.

- A3 tops in **4–6x/week usage (34)** — high-frequency shavers in lower NCCS possibly influenced by job roles or community norms.

3. **Once/week usage consistent across classes**:

    - Ranges between 9 and 15 — indicating a minority preferring very low frequency shaving.

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6. Data Quality Checks

Missing Data
All 90+ columns were audited — **no missing values** found in any of the respondent-level fields.

Duplicate Check

- **Duplicates Found**: 0
- **Interpretation**: All entries are unique. Participant integrity is confirmed.

Summary Table

Metric	Status
Missing Data	None
Duplicate Responses	None
Gender Balance	Balanced
NCCS Quota	Evenly distributed (100 each in A1, A2, A3)

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https://colab.research.google.com/drive/1O2p8YJWujcg618aSNp_MxNhfgjwxRou1?usp=sharing