

Understanding Consumer Preferences for Men's Razors – A Mixed-Method Packaging Study of Gillette in India(Mumbai)

Researcher:

Yash Gugale

Director of Operations

Anvemark Research Pvt. Ltd.

1. Executive Summary

This research project explores how packaging elements influence consumer preferences and decision-making in the men's razor segment, focusing specifically on Gillette—a leading P&G grooming brand. By combining behavioral science with neuromarketing tools such as eye-tracking, in-person interviews, and tactile product testing, the study seeks to decode visual, emotional, and rational factors shaping razor packaging preferences. Insights will support packaging strategy optimization, visual shelf performance, and brand differentiation for Gillette in India's competitive grooming market.

2. Research Objectives

- To assess the impact of razor packaging design on first impressions and consumer attention.
 - To analyze emotional and psychological responses associated with Gillette's razor packaging.
 - To identify visual/tactile elements (e.g., color, grip visibility, material, typography) that influence perceived performance, masculinity, and trust.
 - To evaluate packaging influence on purchase intent and premium price willingness across diverse urban male segments.
 - To benchmark Gillette's packaging perception against competitors (e.g., Bombay Shaving Company, Wilkinson Sword, Super-Max).
-

3. Research Questions

- Which packaging elements (e.g., transparent casing, brand logo placement, color scheme) attract the most visual attention in men's razors?

- How do consumers emotionally respond to Gillette razor packaging compared to competitor brands?
 - What brand values and product expectations are formed based on Gillette's packaging design?
 - How does packaging influence consumer choice when brand names are masked (blind product evaluation)?
 - Are there generational or income-based differences in how men evaluate and respond to razor packaging?
-

4. Hypotheses

- **H1:** Packaging with bold visual cues (e.g., metallic finish, sharp fonts) leads to higher perceived product performance than simpler packaging styles.
 - **H2:** Eye-tracking heatmaps will show prolonged fixation on Gillette's handle visibility area and claim tags (e.g., "5 blades," "precision trimmer").
 - **H3:** Emotional engagement (measured through facial expression and verbal feedback) will be stronger for Gillette than for emerging or economy brands.
 - **H4:** Physical interaction with packaging (grip feel, weight) increases preference and perceived razor effectiveness.
 - **H5:** Younger male consumers (18–35) will be more responsive to sleek, modern aesthetics, while older segments (>45) prefer informative, functional packaging.
-

5. Research Methodology

Approach:

Mixed-Method Design (Quantitative + Behavioral)

Quantitative Methodology:

- **Face-to-Face Interviews:**
600 structured interviews with urban male consumers across cities like Mumbai, Delhi, and Bengaluru, segmented by age and grooming habits. Capture preferences, sensory feedback, and decision triggers.

- **Eye-Tracking Tests:**
Tobii glasses and screen-based systems used in both simulated aisles and digital mock environments. Minimum 40 participants with purchase decision context.
- **Surveys:**
600 respondents via stratified random sampling in Tier 1 cities. Use structured scales to assess packaging recall, purchase drivers, and perceived value.

Questionnaire Design:

Incorporates Likert scales, packaging ranking grids, conjoint blocks (e.g., blade visibility vs. handle display), and qualitative association tasks.

6. Data Collection Process

Recruitment:

Participants will be sourced from Anvemark's internal consumer panel, filtered for frequent grooming product buyers.

Collection Procedure:

- **Eye-Tracking:** Conducted in both shelf-simulation booths and retail aisle intercepts.
- **Interviews:** 20-minute sessions conducted at malls, salons, and men's grooming pop-ups.
- **Surveys:** Tablet-based surveys at grooming counters and online intercepts via Qualtrics.

Data Integrity & Ethics:

- Informed consent required; withdrawal option at any point.
 - All responses are anonymized and stored on encrypted devices.
 - Complies with Anvemark's IRB and ESOMAR ethical guidelines.
-

7. Data Analysis Plan

Qualitative Analysis:

- **Thematic Coding (NVivo):** Focus on narratives like “performance look,” “trust cues,” “tech-enhanced design.”
- **Visual Analysis:** Interpretation of heatmaps and gaze plots to understand packaging zones of interest.
- **Emotional Coding:** Map verbal tone, facial expressions, and emotional valence to packaging elements.

Quantitative Analysis:

- **Descriptive Statistics:** Demographic slicing, preference ranking, average willingness to pay.
- **Inferential Stats:** ANOVA for comparing designs; regression for modeling intent based on packaging features.
- **Conjoint Analysis:** Break down trade-offs between price, visibility, and design features.

Tools Used: SPSS, RStudio, NVivo, Tobii Pro Lab.

8. Timeline

Phase	Start Date	End Date	Milestone
Project Planning	Mar 20, 2024	Mar 23, 2024	Protocol Finalization & Approval
Recruitment	Mar 24, 2024	Mar 26, 2024	Target Audience Selection
Data Collection	Mar 26, 2024	Apr 16, 2024	Eye-Tracking, Interviews, Surveys
Data Analysis	Apr 18, 2024	Apr 25, 2024	Heatmaps, Statistical Outputs
Report Drafting	Apr 26, 2024	Apr 28, 2024	Analysis Interpretation & Draft Report
Final Presentation	Apr 29, 2024	Apr 30, 2024	Presentation to P&G Stakeholders

9. Budget Estimate

Item	Estimated Cost (INR)	Details
Personnel	₹7,50,000	Analysts, Field Interviewers, Project Staff
Materials	₹5,00,000	Product prototypes, razor packaging units
Eye-Tracking & Logistics	₹7,50,000	Rental, transport, and setup costs
Software Licenses	₹2,50,000	NVivo, Tobii, SPSS, transcription tools
Miscellaneous	₹50,000	Printing, incentives, backup logistics
Total	₹23,00,000	

10. Ethical Considerations

- Participant confidentiality, data encryption, and voluntary withdrawal will be ensured.
- No biometric or sensitive personal data stored.
- All protocols will follow Anvemark Research’s internal ethics committee and global guidelines (ESOMAR, ICC/ESOMAR Code).

11. Limitations

- **Urban Male Bias:** The study’s sample is limited to urban men, potentially overlooking rural grooming preferences and packaging expectations.
- **Artificial Testing Environment:** Eye-tracking conditions may lack the realism of in-store distractions and spontaneous decision-making.
- **Response Bias:** Self-reported attitudes about masculinity or performance expectations might not fully reflect in-store choices.
- **Moderator Influence:** Emotional and brand associations during interviews may be shaped by the interviewer's tone, framing, or presence.

12. Expected Outcomes and Implications

- Detailed understanding of design elements that signal masculinity, performance, and modernity in razors.
- Eye-tracking insights will guide point-of-sale strategy and packaging real estate optimization.
- Clear perception benchmarks between Gillette and challenger brands.
- Recommendations for future-proof packaging innovations for the Indian male grooming segment.
- Contribution to packaging psychology and neuromarketing literature in India's men's care industry.