

SCREENER

Project Name: Gillette Razor Preference Study

Agency: AnveMark Research

Method: F2F / CATI / CAPI

Target: Males, 18–45, NCCS A1–A3, regular razor users

Study Focus: Preferences, emotional drivers (EI), psychographic traits (PI)

SECTION 1: Introduction

Q1. Greeting & Consent

“Good morning/afternoon/evening! I’m ___ from AnveMark, a leading marketing research company in India. We’re conducting a confidential study in your city to understand grooming product preferences. Your responses will be used only for research, and you can withdraw at any time. Are you willing to participate?”

- Yes → CONTINUE
- No → TERMINATE

Q2. Respondent Name (OPEN)

Q3. Contact Number (NUMERIC OPEN)

Q4. Gender (Single Response)

- Male → CONTINUE
 - Female → TERMINATE
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SECTION 2: Age & NCCS Profiling

Q5. Age Group (Single Response)

- <18 → TERMINATE
- 18–22 → CONTINUE (Quota: 35%)
- 23–29 → CONTINUE (Quota: 35%)
- 30–39 → CONTINUE (Quota: part of 30%)
- 40–45 → CONTINUE (Quota: part of 30%)
- 46 → TERMINATE

Q6. Chief Wage Earner Education (Single Response) *(per NCCS classification)*

Q7. Household Durable Ownership (Multiple Response, Show Card)

- Autocode NCCS → Keep **A1–A3**
 - **TERMINATE** if B1, B2, C1–E3
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SECTION 3: Product Usage Qualification

Q8. In past 2 months, what have you purchased for yourself? (Single Response, Randomize List)

- Shaving products → CONTINUE
- All others → **Terminate if no shaving products**

Q8a. In past 6 months, which have you bought? (Multiple Select, Randomize List)

- Scissors
 - Disposable razor
 - Systems razor
 - Trimmer
 - **Terminate if only “none of the above” selected**
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SECTION 4: Shaving Habits & Decision Making

Q9a. How often do you use shaving razors? (Single Response)

- Daily / 4–6× week / 2–3× week / once a week → CONTINUE
- Less frequent → TERMINATE

Q9b. How often do you use shampoo? (Single Response) *(Optional, can be included for cross-product behavior)*

- At least once/week → CONTINUE
- Less frequent → TERMINATE

Q10. Who mainly decides on shaving razor purchases? (Single Response)

- I am the main/joint decision maker → CONTINUE
- Another household member → TERMINATE

Q10a. Current Beard/Moustache Style (Single Response, Show Images)

- Clean shave / no beard
- Short/long full beard
- Short/long stubble
- Moustache only
- Goatee, soul patch, circle, anchor beard

Q10b. For which tasks do you use a razor? (Multiple Response; only ask if beard/moustache style selected)

- To clean shave entire beard
 - To shave only specific parts (e.g., French, goatee)
 - For shaping borders or drawing beard lines
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SECTION 5: Brand & Emotional Intelligence (EI)

Q11. Which reusable razor brands have you purchased in past 2 months? (Single Response)

- Gillette Mach 3, Fusion, Skinguard, Vector, Presto, Guard
- Laser, Supermax, Ustraa, LetsShave, Bombay Shaving Co., The Man Company
- Others → **Terminate** if not in target brand list

EI Q1. How do you feel after a good shave? (Single Response)

- Confident, ready for the day
- Proud of clean, polished look
- Relieved to avoid cuts/irritation
- Neutral, just routine

EI Q2. If you experience irritation or cuts, how do you react? (Single Response)

- Frustrated, consider switching products
 - Annoyed but continue using same
 - Indifferent, it's part of shaving
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SECTION 6: Psychographic Indicators (PI)

PI Q1. How do you choose your razor brand? (Multiple Select, then rank top 1)

- Trusted reputation
- Innovation/features
- Price/value
- Design/packaging
- Recommendations

PI Q2. How often do you switch brands? (Single Response)

- Frequently → trend-seeker
- Occasionally → open to trying
- Rarely → loyalist
- Never → highly loyal

PI Q3. Which best reflects your grooming mindset? (Single Response)

- I invest time & money to look good
 - I keep it simple, functional
 - I don't care much, basic grooming only
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INTERVIEWER INSTRUCTIONS & LOGIC

Sampling quotas:

- Age: Maintain specified splits
- NCCS: Keep A1–A3, reject others

- Shaving frequency: Min. once/week
- Decision maker: Must be main/joint
- Razor brand: Must include key target brands

Branching Logic Summary:

- Emotional Profiles → Confident / Comfort-seeker / Neutral
- Psychographic Profiles → Loyalty / Trend-seeking / Value-conscious / Minimalist
- Use this grid to balance profiles in sample

Termination Points:

- Refuses consent
- Wrong age, gender, NCCS, or product use
- Non-decision maker or non-target brand users

Final Consent:

“Thank you! Are you open to participating in the full study or a follow-up interview if required?”

Logic & Interviewer Instructions Summary – Gillette Razor Preference Study

Section	Question(s)	Instruction / Logic	Action
Intro	Q1	Consent must be explicitly obtained	Terminate if not willing
	Q2–Q3	Record name and contact number	Mandatory
	Q4	Only male respondents allowed	Terminate if female
Demographics	Q5	Accept only respondents aged 18–45, within quotas	Quotas: 18–22 = 35%, 23–29 = 35%, 30–45 = 30%; Terminate <18 or >45
	Q6–Q7	Accept only NCCS A1, A2, A3 based on education & durables	Terminate if NCCS B1 to E3
Product Usage	Q8	Must have purchased “shaving products” for self in past 2 months	Terminate if not
	Q8a	Must have purchased systems razor, disposable razor, or trimmer in past 6 months	Terminate if only “none of the above” selected
Habits & Decision	Q9a	Must use shaving razors at least once/week	Terminate if less frequent
	Q9b (optional)	Include only if cross-checking grooming habits (e.g., shampoo usage)	Terminate if less than once/week
	Q10	Must be main or joint decision maker for razor purchases	Terminate if not
	Q10a–Q10b	Record beard/moustache style & tasks	For classification only – no termination logic
Brand Use	Q11	Must use at least one target brand from list	Terminate if none

EI	EI Q1	Capture emotional response post-shave	Accept all options (used to segment emotional profiles)
	EI Q2	Understand reaction to irritation	Accept all options (used to segment emotional profiles)
PI	PI Q1	Ask for multiple drivers and rank top reason	Accept all (used for psychographic classification)
	PI Q2	Segment by switching behavior	Accept all (segment: Loyalist, Trend-seeker, etc.)
	PI Q3	Segment by grooming mindset	Accept all (segment: Investment vs Functional vs Minimalist)
Final	Closing Consent	Ask if open to full study or recontact	Record response