

## SCREENER

### Q1. Consent

*Instruction:* Read carefully and neutrally.

Good morning/afternoon/evening! I am \_\_\_\_\_ from AnveMark, a leading marketing research company in India. We're conducting a survey in your city and invite your confidential participation, ensuring your responses will solely contribute to statistical analysis, maintaining anonymity and the right to withdraw at any time. Are you willing to participate?

- Yes → CONTINUE
- No → THANK & TERMINATE

### Q2. Respondent Name:

OPEN END

### Q3. Respondent Contact Number:

NUMERIC OPEN END

### Q4. Respondent Gender:

- Male → CONTINUE
- Female → THANK & TERMINATE

### Q5. Please select the age range you fall into.

- Less than 18 years old → TERMINATE
- 18 to 22 years old
- 23 to 29 years old
- 30 to 39 years old
- 40 to 45 years old

- 46 years old and above → TERMINATE

*Age Quotas:*

- 18–22 → 35%
- 23–29 → 35%
- 30–45 → 30%

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## **HOUSEHOLD & SOCIO-ECONOMIC FILTER (NCC)**

### **Q6. Chief Wage Earner's Education (SINGLE RESPONSE)**

*Instruction:* Read the list carefully, allow respondent time.

- Illiterate
- Literate but no formal schooling / School up to 4 years
- School 5–9 years
- SSC/HSC
- Some College (includes Diploma) but not Graduate
- Graduate/Post-Graduate: General
- Graduate/Post-Graduate: Professional

### **Q7. Household Items Ownership (MULTIPLE RESPONSE)**

*Instruction:* Probe thoroughly, explain these can be owned or provided by employer, available for family use.

- Electricity Connection
- Ceiling Fan
- LPG Stove

- Two-Wheeler
- Color TV
- Refrigerator
- Washing Machine
- Personal Computer/Laptop
- Car/Jeep/Van
- Air Conditioner
- Agricultural Land

*Auto-code NCCS:*

- A1, A2, A3 → CONTINUE
- B1–E3 → THANK & TERMINATE

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## **PRODUCT USAGE & BRAND FILTER**

**Q8. How often do you use shampoo? (SINGLE RESPONSE)**

- Daily
- 4–6 times a week
- 2–3 times a week
- Once a week
- Once in 2 weeks
- Once a month
- Once in 2–3 months

- Never → THANK & TERMINATE

**Q9. Which shampoo brands have you personally purchased and used in the past month? (MULTIPLE RESPONSE)**

*Read slowly; allow respondent to name or prompt with examples if unsure.*

- Head & Shoulders
  - Dove
  - Clinic Plus
  - Sunsilk
  - Tresemmé
  - Chik
  - Dabur Vatika
  - Indulekha
  - Others (please specify): \_\_\_\_\_
  - None of the above → THANK & TERMINATE
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**EMOTIONAL INTELLIGENCE & PSYCHOLOGICAL INSIGHTS BLOCK**

**Q10. When you pick a shampoo, which feeling matters most to you? (SINGLE RESPONSE)**

- Feeling fresh and clean
- Feeling confident in my appearance
- Feeling that I'm caring for myself / indulging
- Feeling smart about price and value
- Feeling natural or eco-friendly

- Feeling trendy / fashionable
- None of these → THANK & TERMINATE

**Q11. Which statement best describes how you feel about your hair care routine? (SINGLE RESPONSE)**

- It's just a habit — I don't think about it much → THANK & TERMINATE
- It's a small self-care moment I enjoy
- It's part of how I express my personality and style
- It's a struggle; I'm often frustrated with my hair
- It's important to me that I use products that match my values (e.g., eco, cruelty-free)

**Q12. What motivates you most when trying a new shampoo? (SINGLE RESPONSE)**

- Curiosity / love trying new things
- Recommendation from friends or influencers
- A promise of solving a hair problem
- Attractive packaging or branding
- Discounts, offers, or good price

**Q13. How do you react when a shampoo doesn't meet your expectations? (SINGLE RESPONSE)**

- I immediately stop using it and never buy again
- I give it another few tries to see if results improve
- I mix it with other products to make it work
- I tell friends or post reviews about my experience

- I don't really notice or care much → THANK & TERMINATE

**Q14. On a scale from 1–5, how strongly do you associate your shampoo brand with your personal identity?**

(1 = Not at all, 5 = Very strongly) → NUMERIC SCALE

**Q15. Imagine your shampoo brand as a person — which personality trait fits it best? (SINGLE RESPONSE)**

- Caring and gentle
- Bold and adventurous
- Reliable and trustworthy
- Innovative and trendy
- Smart and efficient

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## LOGIC & INTERVIEWER INSTRUCTIONS SUMMARY

Checkpoint	Instruction
Q1–Q3: Consent, name, contact	Must complete; terminate if no consent
Q4–Q5: Gender, age	Only male, 18–45, within quotas
Q6–Q7: NCCS	Only A1/A2/A3; terminate others
Q8–Q9: Usage + brand filter	Only regular shampoo users using key brands
Q10–Q15: EI/PI profiling	Terminate if “none of these” on emotional or “don’t care” attitude