

Packaging Influence on Shampoo Purchase Behavior: A Mixed-Method Study of Lumos Hair Care in Urban India (Mumbai)

Researcher:

Yash Gugale

Director of Operations

Anvemark Research Pvt. Ltd.

2. Executive Summary

This research project investigates how packaging elements influence consumer decision-making in the shampoo category, with a specific focus on Lumos Hair Care—a premium hair care brand under P&G. Utilizing a primary research framework grounded in behavioral science and neuromarketing, the study integrates **eye-tracking technology**, **Large scale F2F Interviews**, and **product testing** to understand visual attention, emotional resonance, and rational reasoning behind packaging-driven choices. The outcome will inform packaging strategy, design optimization, and brand differentiation in competitive FMCG markets.

3. Research Objectives

- To evaluate the impact of packaging design on initial consumer attention and selection behavior in the shampoo category.
 - To analyze the emotional and psychological responses consumers associate with Lumos Hair Care packaging.
 - To determine which visual and tactile elements (e.g., shape, color, typography, texture) most significantly influence perceived product quality and brand trust.
 - To assess how packaging influences purchase intent and willingness to pay across different consumer segments (age, gender, income).
 - To compare consumer perceptions of Lumos packaging against key competitors (e.g. Sunsilk, Dove, Tresemmé).
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4. Research Questions

- What packaging elements (e.g., color, bottle shape, labeling) draw the most visual attention and why?
 - How do consumers emotionally respond to Lumos packaging versus other shampoo brands?
 - What associations do consumers form regarding brand values, quality, and benefits based on packaging design?
 - How does packaging influence purchase decisions in the absence of brand visibility (i.e., blind testing)?
 - Are there demographic differences in how consumers interpret or respond to packaging cues?
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5. Hypotheses

- **H1:** Packaging with premium visual cues (e.g., matte finish, minimalist labeling) elicits higher perceived value than glossy or cluttered packaging.
 - **H2:** Eye-tracking heatmaps will show higher fixation duration on Lumos' central visual assets (e.g., logo, claim, color).
 - **H3:** Emotional engagement (measured through self-report and visual cues) will be significantly higher for Lumos packaging compared to mass-market competitors.
 - **H4:** Purchase intent increases when consumers interact physically with Lumos packaging versus viewing digital images alone.
 - **H5:** Younger consumers (18–30) are more responsive to modern aesthetic cues, while older consumers (45+) focus more on text and benefits.
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6. Research Methodology

Approach:

Mixed-Method Design (Behavioral + Qualitative)

Quantitative Methodology:

- **Large scale F2F Interviews:**
Conduct 600 structured interviews with urban consumers
 - (divided across gender and age brackets). Explore values, perceptions, tactile feedback, and packaging influence on decision-making.
 - **Eye-Tracking Tests (Behavioral Neuromarketing):**
Use Tobii eye-tracking glasses and screen-based systems to measure visual engagement across various Lumos and competitor packaging designs. Minimum 40 participants in natural and simulated retail settings.
 - **Surveys:**
N=600 respondents (Mumbai) via stratified random sampling. Capture preferences, willingness to pay, design recall, brand trust.
 - **Questionnaire Design:**
Incorporates Likert scales, visual ranking, conjoint analysis blocks, and open-ended recall questions.
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7. Data Collection Process

Recruitment:

- In-House Panel Recruitment Without Community or Third-Party Help
- Eye-tracking and interview participants selected via purposive sampling based on shampoo buying frequency and brand familiarity.

Collection Procedure:

- **Eye-Tracking:** Conducted in controlled simulated aisle settings with visual stimuli shown for natural scan-paths.
- **Interviews:** 20-25 min sessions recorded (audio/video), conducted face-to-face and remotely.

- **Surveys:** Administered via Qualtrics and offline intercept surveys using tablets at retail touchpoints.

Data Integrity & Ethics:

- Informed consent obtained before all sessions.
 - Data encrypted and anonymized.
 - All participants can opt out at any point.
 - Ethics clearance approved under Anvemark's internal IRB protocols.
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8. Data Analysis Plan

Qualitative Analysis:

- **Thematic Analysis:** Using NVivo to code and cluster participant narratives into themes (e.g., "premium feel," "clinical look," "gendered design").
- **Visual Cue Analysis:** Eye-tracking heatmaps, gaze plots, and fixation duration will be interpreted to determine packaging hotspots.
- **Sentiment Mapping:** Identify emotional valence from facial expressions, verbal cues, and language used in interviews.

Quantitative Analysis:

- **Descriptive Stats:** Demographic profiles, preference frequencies, and average WTP.
 - **Inferential Stats:** ANOVA for design preference comparisons, regression to assess predictors of purchase intent.
 - **Conjoint Analysis:** To deconstruct packaging attributes and assess trade-off decisions.
 - **Software Used:** SPSS, RStudio, NVivo, Tobii Pro Lab.
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9. Timeline

| Phase | Start Date | End Date | Milestone |
|--------------------|--------------|--------------|--|
| Project Planning | Feb 10, 2024 | Feb 15, 2024 | Research protocol approval |
| Recruitment | Feb 15, 2024 | Feb 20, 2024 | Participant pool finalized |
| Data Collection | Feb 20, 2024 | Mar 7, 2024 | Eye-tracking, interviews, surveys done |
| Data Analysis | Mar 8, 2024 | Mar 12, 2024 | Transcription, coding, statistics |
| Report Writing | Mar 13, 2024 | Mar 18, 2024 | Draft and final report prepared |
| Final Presentation | Mar 19, 2024 | Mar 25, 2024 | Presented to P&G stakeholders |

10. Budget Estimate

| Item | Estimated Cost (INR) | Details |
|-------------------|----------------------|---|
| Personnel | ₹12,00,000 | Analysts, interviewers, field coordinators |
| Materials | ₹6,50,000 | Eye-tracking rental, product mockups |
| Data Collection | ₹2,50,000 | Travel, participant incentives, logistics |
| Software Licenses | ₹2,50,000 | NVivo, SPSS, Tobii Pro, transcription tools |
| Miscellaneous | ₹50,000 | Printing, refreshments, contingency |
| Total | ₹24,00,000 | |

11. Ethical Considerations

- All participants will provide informed consent and be debriefed post-study.
- No personally identifiable information will be stored.
- Participation is voluntary and confidential.
- Ethical review and monitoring will be governed by Anvemark Research’s ethics committee and aligned with ESOMAR guidelines.

12. Limitations

- **Urban-Centric Sampling Bias**

The study primarily draws participants from urban centers, which may limit the generalizability of insights to urban populations where purchasing behavior, brand awareness, and price sensitivity may differ significantly.

- **Artificiality of Eye-Tracking Environment**

While eye-tracking provides precise visual attention metrics, the controlled setting may not accurately replicate the real-world distractions and spontaneous choices found in natural retail environments.

- **Social Desirability in Self-Reported Surveys**

Survey responses on brand loyalty, purchase motivations, or satisfaction levels may be influenced by participants' desire to give socially acceptable answers rather than their true opinions or behaviors.

- **Subjectivity in Emotional Response Interpretation**

Emotional and psychological interpretations derived from in-depth qualitative interviews can vary depending on the moderator's probing style, cultural context, or participant openness, potentially affecting consistency in insight extraction.

13. Expected Outcomes and Implications

- Actionable insights into which packaging elements most influence consumer purchase intent.
- Eye-tracking data will inform retail planogram placement and visual merchandising.
- A comparative benchmark of Lumos versus competitors' packaging performance.
- Strategic recommendations for redesign or message hierarchy to increase shelf pull and brand loyalty.
- Potential academic contribution to neuromarketing research in Indian FMCG.