

Scope of Work (SOW)

Market Research Project – Primary Research Focused

Project Title:

Understanding Packaging Influence on Shampoo Purchase Behavior: A Case Study for Lumos Hair Care (P&G)

Prepared By:

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1. Project Overview

This project explores consumer behavior and purchase decision-making in the hair care industry, with a specific focus on shampoo packaging. Conducted for **Procter & Gamble (P&G)**, the research investigates how visual design elements influence purchase choices and brand loyalty. By combining **eye-tracking technology**, **post-purchase Large scale F2F Interviews**, and **real-world product testing**, the study provides a layered understanding of both conscious and subconscious influences on consumer behavior in a controlled yet naturalistic shopping environment.

2. Research Objectives

- Examine how packaging design elements (color, typography, imagery, etc.) affect shampoo selection.
- Understand the role of brand perception and loyalty in influencing consumer behavior.
- Explore subconscious drivers of consumer attention through eye-tracking analysis.
- Compare the effectiveness of newly designed packaging against existing market leaders.
- Identify decision-making hierarchies in the shampoo category (brand familiarity, pricing, packaging).

- Generate actionable insights to guide packaging redesign and marketing strategies.
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3. Research Methodology

Data Collection Method:

- **Quantitative Research:**
 - F2F Interviews with 600 participants (20 mins each).
- **Behavioral Research:**
 - Eye-tracking study on 240 participants.
 - Real-world retail purchase exercise.
- **Product Testing:**
 - A/B comparison of new vs. existing packaging in-store.

Sampling Strategy:

- **Purposive Sampling:**
 - Diverse representation across age, gender, income, and usage patterns.
- **Location:**
 - Controlled research setting adjacent to a live grocery environment.

Data Collection Tools:

- Eye-tracking devices
- Semi-structured interview guides
- On-site purchase tracking

Data Analysis Techniques:

- **Qualitative:** Thematic analysis of interview transcripts.

- **Behavioral:** Heatmaps and gaze-path analysis for visual attention patterns.
- **Comparative:** Evaluation of purchase conversion in product testing scenarios.

4. Project Deliverables

Deliverable	Description	Due Date
Preliminary Report	Initial findings from purchase behavior and eye-tracking data	Day 25
Final Report	Comprehensive analysis with visualizations and strategic recommendations	Day 30
PowerPoint Presentation	Summary deck for stakeholder presentation	Day 35
Raw Data Files	Eye-tracking heatmaps, interview transcripts, and product testing logs	Day 40

5. Timeline

Task	Start Date	End Date	Deliverable
Initial Planning and Research Design	Day 1	Day 5	Research Plan
Participant Recruitment & Screening	Day 6	Day 10	Participant List
Data Collection (Purchase + Eye-Tracking)	Day 16	Day 25	Eye-Tracking & Purchase Dataset
Large scale F2F Interviews	Day 16	Day 30	Interview Transcripts
Data Cleaning & Preparation	Day 31	Day 33	Cleaned Data
Data Analysis	Day 34	Day 38	Thematic & Eye-Tracking Insights
Product Testing in Retail	Day 16	Day 25	Comparative A/B Effectiveness
Final Report & Presentation	Day 36	Day 40	Final Report & Presentation

6. Scope of Work and Exclusions

In Scope:

- Eye-tracking analysis in a semi-natural retail setting.
- Large scale F2F Interviews consumer interviews on brand perception and packaging.
- Real-world product testing of packaging designs.
- Strategic recommendations based on data insights.

Aspect	In Scope	Out of Scope
Research Technique	Eye-tracking analysis in a semi-natural retail setting	No secondary data review or competitor benchmarking
Consumer Interaction	In-depth consumer interviews on brand perception and packaging	No longitudinal tracking of brand loyalty post-study
Testing Type	Real-world product testing of packaging designs	No digital ad campaign evaluation
Output/Deliverable	Strategic recommendations based on direct data insights	No pricing sensitivity testing
Data Source	Primary data collection through observation and interviews	No use of pre-existing data (secondary research)
Time Frame	Snapshot study based on current consumer behavior	No long-term tracking beyond study duration
Focus Area	Focused on packaging and brand perception in a retail environment	Not focused on ads, pricing, or long-term brand metrics

7. Budget and Resource Allocation *(Indicative figures – customizable)*

Resource	Estimated Cost
Research Analysts (3)	₹4,00,000
Eye-Tracking Equipment (Rental & Setup)	₹6,50,000
Participant Incentives (600 @ ₹400)	₹3,50,000
Interview Moderators & Logistics	₹4,50,000
Data Analysis & Reporting	₹5,50,000
Total Estimated Budget	₹24,00,000

8. Reporting and Communication

- **Weekly updates** via email summarizing progress and interim findings.
 - **Bi-weekly virtual review meetings** with client stakeholders.
 - **Final presentation** delivered as an in-person or virtual walkthrough of key findings and recommendations.
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9. Data Privacy and Ethical Considerations

- All participants signed informed consent forms.
 - Eye-tracking and interview data are anonymized before analysis.
 - Data securely stored in compliance with GDPR-equivalent protocols.
 - Study complies with ethical research guidelines and internal DCCR policy.
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10. Approval and Sign-Off

Research Manager: Yash Gugale
Client/Stakeholder: [Client Name – P&G Representative]
Date: [To be filled upon agreement]

