

# Quota Table for Primary Research Projects

Project Title: Lumos Hair Care Consumer Insights Study

Client/Organization:Head & Shoulder’s / P&G

Study Objective: To analyze consumer behavior, brand loyalty, and packaging preference in the shampoo market.

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## Research Scope and Methodology

Target Population: Urban shampoo users in Mumbai

Geography: Mumbai(Andheri) (focus on Tier 1 cities)

Methodology: ☒ Quantitative ☐ Qualitative ☐ Mixed

Data Collection Method: ☒ F2F ☐ Online IDI ☐

Sample Size (Total N): 600

## Quota Structure Overview

Segment/Criteria	Quota Variable	Category/Levels	Target (N) AGE/ GENDER	Achieved (N)	Balance (N)
Age	Demographic	18–24 (Male/Female)	150 (60/90)		
Age	Demographic	25–34 (Male/Female)	210 (90/120)		
Age	Demographic	35–44 (Male/Female)	150 (60/90)		
Age	Demographic	45+ (Male/Female)	90 (30/60)		
Purchase Frequency	Behavioral	Frequent Buyers	180		
Purchase Frequency	Behavioral	Occasional Buyers	270		
Purchase Frequency	Behavioral	Infrequent Buyers	150		

Brand Loyalty	Behavioral	Loyal to one brand	300		
B(rand Loyalty	Behavioral	Switches between 2-3 brands	180		
Brand Loyalty	Behavioral	Frequently experiments	120		
Preferred Purchase Format	Behavioral	Sachets	240		
Preferred Purchase Format	Behavioral	Bottles + Sachets	360		
Retail Channel Preference	Behavioral	Supermarkets & Hypermarkets	150		
Retail Channel Preference	Behavioral	Local Grocery Stores	450		
NCCS	Economic	A1	60		
NCCS	Economic	A2	60		
NCCS	Economic	B1	150		
NCCS	Economic	B2	150		
NCCS	Economic	C1	90		
NCCS	Economic	C2	90		

Total Sample Size (N): 600

Soft Quota Flexibility: ☒ Yes ☐ No

Allowed Deviation per Segment:  $\pm 5\%$

## Quality Controls & Notes

Backchecks Plan (% of sample): 20%

Profile Matching Criteria: Age, Gender, Usage Frequency, NCCS Class

Minimum Responses per Sub-cell (if any): 30

Routing logic: Dynamic based on screening responses

Vendor Panel Used (if any): Internal + Accredited National Field Agencies

Comments/Concerns: urban respondents; language translation ensured for clarity