**Recruitment Screener – Silk n Shine**

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| --- |
| SAMPLE STRUCTURE |

Persons to be contacted:

**TG:**

Females: 18-30 yrs

NCCS: AB

Usership:

* Silk n shine serum sachet users at least since past 3 years. Use it at least once a week.
* Silk n shine serum aware non trialists who are users of non-sticky hair oil (PA Jas, Hair & Care, BAD, etc.) at least since past 3 years and use it at least 1-2 times a week.
  + At least 50% to be using this oil post hair wash for hair manageability. Rest can be both prewash, post wash or both as per natural fallout.

**Methodology:**

* Monadic placement.
* F2F FGDs
* Branded product placement for 7-10 days
* At least 4-5 times usage

**Sample: (Product Code will be confirmed Later on)**

|  |  |  |  |
| --- | --- | --- | --- |
| FGD Code | Centre | Usership | Product Code to be Placed |
| K1 | Kolkata | Silk n shine sachet user | Proto |
| K2 | Kolkata | Silk n shine sachet user | Control |
| K3 | Kolkata | Silk n shine sachet user | Proto |
| K4 | Kolkata | Silk n shine sachet user | Control |
| K5 | Kolkata | Serum ANTs + Light Oil user | Proto |
| K6 | Kolkata | Serum ANTs + Light Oil user | Control |
| K7 | Kolkata | Serum ANTs + Light Oil user | Proto |
| K8 | Kolkata | Serum ANTs + Light Oil user | Control |
| C1 | Cuttack | Silk n shine sachet user | Proto |
| C2 | Cuttack | Silk n shine sachet user | Control |
| C3 | Cuttack | Silk n shine sachet user | Proto |
| C4 | Cuttack | Silk n shine sachet user | Control |
| C5 | Cuttack | Serum ANTs + Light Oil user | Proto |
| C6 | Cuttack | Serum ANTs + Light Oil user | Control |
| C7 | Cuttack | Serum ANTs + Light Oil user | Proto |
| C8 | Cuttack | Serum ANTs + Light Oil user | Control |

|  |
| --- |
| RECRUITMENT PROCESS |

Name of respondent: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email (if any): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Place of work: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Tel: |\_\_||\_\_||\_\_||\_\_||\_\_||\_\_||\_\_||\_\_| Mob: |\_\_||\_\_||\_\_||\_\_||\_\_||\_\_||\_\_||\_\_|

Name of RC: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Back Checked By\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| Centre | Code |
| Kolkata | 1 |
| Cuttack | 2 |

Hello, my name is\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I’m from Market Xcel which is an independent research company. At present, we are conducting a study on personal care products. In this regard we would like to have some information and hence would ask you some Questions.

Your contribution is voluntary, and you can choose not to answer any question if you don’t want to answer.

Q1. How long have you been living in this city? *(According to the center for which the recruitment is happening)*?

|  |  |  |
| --- | --- | --- |
| More than 10 years | 1 | Continue |
| 6 to 9 years | 2 | Continue |
| 3 to 5 years | 3 | Terminate |
| Less than 3 years | 4 | Terminate |

Q2. Have you participated in any market research surveys such as focus group discussions, personal interviews, telephone interviews and so forth, in the past 6 months?

|  |  |  |
| --- | --- | --- |
| Yes | 1 | Thank & terminate |
| No | 2 | Continue |

Q3. Do you or any of your family members work in the following industries?

|  |  |  |
| --- | --- | --- |
| Publisher of newspaper/ magazine/Media | 1 | Thank & Terminate |
| Advertising/Market research agency | 2 |
| Public relations | 3 |
| Retailer / seller/ distributor / marker of Personal care products | 4 |
| Manufacturer of Personal care products | 5 |
| Don’t Know / Refused | 6 |
| Banking & Finance | 7 | Continue |
| Govt. organization | 8 |
| Business | 9 |
| None of the Above | 10 |

Q4. What is your age? (Please write down EXACT age) \_\_\_\_\_\_

|  |  |  |
| --- | --- | --- |
| Below 18 years | 1 | Thank & terminate |
| 18-23 Years | 2 | Continue |
| 24-30 Yrs | 3 | Continue |
| More than 30years | 4 | Thank & terminate |

Below 18 & Above 30 years Terminate.

Q5. Gender

|  |  |  |
| --- | --- | --- |
| Female | 1 | Continue |
| Male | 2 | Close |

Q6. Please mention your marital status

|  |  |  |
| --- | --- | --- |
| Single | 1 | Continue |
| Married – no kids | 2 | Continue |
| Married – with kids | 3 | Continue |

Get a good mix.

Q7. Please tell me your current occupation\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |
| --- | --- | --- |
| Student | 1 | **Continue** |
| Housewife | 2 | **Continue** |
| Part time working | 3 | **Continue** |
| Full time working | 4 |

Get a good mix.

8A. Please take a look at this list and tell me which of these items do you have at home? (It could be owned by you, your family or provided by the employer or it could be available in the house you live in; but it should be for the use of just you or your family)

|  |  |  |
| --- | --- | --- |
|  | Electricity Connection | 01 |
| Ceiling Fan | 02 |
| LPG Stove | 03 |
| Two-Wheeler | 05 |
| Color TV | 06 |
| Refrigerator | 07 |
| Washing Machine | 08 |
| Personal Computer/ Laptop | 12 |
| Car/Jeep/Van | 09 |
| Air Conditioner | 10 |
|  | Agricultural Land | 11 |
| TOTAL NUMBEROF STANDARD DURABLES OWNED | |  |

8b Now, I would like to start with knowing something about your household. Please tell me, thinking about the person in the household who makes the biggest contribution to the household expenses, what is the highest level to which he/ she has studied?

|  |  |  |
| --- | --- | --- |
| RECORD EDUCATION |  |  |

POST CODE NEW SEC IN THE GRID BELOW

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Total Number of Standard Durables Owned  (TRANSFER FROM Q8) |  | Illi-  Terate | School  Upto  4 yrs | School  upto  5-9 yrs | SSC/  HSC | Some college but not Grad. | Grad. /  PG  - Gen. | Grad. /  PG  - Prof. |
|  |  | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| NONE | 0 | E3 | E2 | E2 | E2 | E2 | E1 | D2 |
| 1 | 1 | E2 | E1 | E1 | E1 | D2 | D2 | D2 |
| 2 | 2 | E1 | E1 | D2 | D2 | D1 | D1 | D1 |
| 3 | 3 | D2 | D2 | D1 | D1 | C2 | C2 | C2 |
| 4 | 4 | D1 | C2 | C2 | C1 | C1 | B2 | B2 |
| 5 | 5 | C2 | C1 | C1 | B2 | B1 | B1 | B1 |
| 6 | 6 | C1 | B2 | B2 | B1 | A3 | A3 | A3 |
| 7 | 7 | C1 | B1 | B1 | A3 | A3 | A2 | A2 |
| 8 | 8 | B1 | A3 | A3 | A3 | A2 | A2 | A2 |
| 9+ | 9 | B1 | A3 | A3 | A2 | A2 | A1 | A1 |

Continue only for below.

|  |  |
| --- | --- |
| SEC A1/A2/A3 | 1 |
| SEC B1/B2 | 2 |

9. Are you suffering from any of the following?

|  |  |  |
| --- | --- | --- |
| Cold | 01 | CLOSE IF ANY OF THESE CODED |
| Blocked nose | 02 |
| Skin/ Scalp allergies | 03 |
| Any other ailments that affect smelling ability | 04 |
| Severe dandruff | 05 |
| Severe itchy scalp | 06 |
| Severe hair loss | 07 |
| None of these | 08 | CONTINUE |

10. Do any of these apply to you?

|  |  |  |
| --- | --- | --- |
| 1. You have allergies related to your skin, or that give you symptoms on your skin. 2. You are currently using prescription dermatological treatments. 3. You are currently using prescription products for your hair or scalp. 4. You suffer from medically diagnosed severe hair loss (e.g., any form of Alopecia) 5. You are currently on immunosuppressant medication. 6. You are undergoing cancer treatment or have had cancer treatment in the last 12 months. 7. You suffer from thyroid disease. 8. You suffer from Eczema or Psoriasis 9. You are currently pregnant. 10. You are currently breastfeeding or have given birth within the last 12 months | | |
| Yes | 01 | CLOSE |
| No | 02 | CONTINUE |

11. Which of the following best describes your role in the purchase of your hair care products? Single code

|  |  |  |
| --- | --- | --- |
| I choose and buy my product myself | 01 | CONTINUE |
| I choose the product I like and somebody else from my household buys it | 02 | CONTINUE |
| Somebody else chooses the product and buys it for me | 03 | CLOSE |

1. When you apply Oil on your hair. Single Code

|  |  |
| --- | --- |
| Before Hair Wash | 1 |
| Post Hair Wash | 2 |

For FGD K5 to K8 & C5 to C8, make sure we have 50% respondents who apply Hair Oil Post Hair wash.

1. Which of these are you….
2. Aware of?
3. Which of these you are used in last 1 year?
4. Which of these you are using currently?
5. Mention the brands of product you are using currently.
6. What is the using frequency of mentioned brands?
7. Since when are you using these brands?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Code** | **Hair care Products** | **A. Aware of** | **B. Used in past 1 year** | **C . Using currently** | **D. Brand** | **E. Using Frequency** | **F. Using Since** |
| 1 | **Hair Oil** |  |  |  |  |  |  |
| 2 | Non sticky Hair Oil |  |  |  |  |  |  |
| 3 | Hair mask |  |  |  |  |  |  |
| 4 | Leave-in Solution |  |  |  |  |  |  |
| 5 | Mousse |  |  |  |  |  |  |
| 6 | Hair Serum |  |  |  |  |  |  |
| 7 | Hair gel |  |  |  |  |  |  |
| 8 | Hair Spray |  |  |  |  |  |  |

Must Select Hair Serum (5) for K1 to K4 & C1 to C4.

Must Select Non-Sticky Hair Oil for K5 toK8 & C5 to C8.

**User ship Segment questions**

|  |  |
| --- | --- |
| 14 a. Which Non-Sticky or normal hair oil brand are you using currently? |  |
| 14 b. What is the SKU size or Pack Size you use for your hair oil? |  |
| 14 c. Since when are you using above mentioned brand? (Must Use at least for last 3 years) |  |
| 14 d. Oiling frequency in a week |  |
| 14. E Prev oil brand if any |  |
| 14. F Since when |  |
| 14.G. SKU |  |
| 14 H. Current serum brand |  |
| 14 I. Since when |  |
| 14 J. What is the SKU size or Pack Size you use for your hair serum. |  |
| 14.K. Prev serum brand if any |  |
| 14. L.Since when |  |
| 14. M. Occasions of applying serum |  |
| 14. N Serum frequency in a week / month |  |
| 14 O.. How much do you spend each month on your hair serum? |  |
|  |

For FGD K1 to K4 & C1 to C4 - Must Silk n shine serum sachet users at least since past 3 years & Use it at least once a week

For FGD K5 to K8 & C5 to C8 – Respondent Should be Silk n shine serum aware non trialists who are users of non-sticky hair oil (PA Jas, Hair & Care, BAD, etc.) at least since past 3 years and use it at least 1-2 times a week.

At least 50% to be using this oil post hair wash for hair manageability. Rest can be both prewash, post wash or both as per natural fallout.

14.Are you open to try new Hair Care products?

|  |  |
| --- | --- |
| Yes | Continue |
| No | Terminate |
| Don’t Know | Terminate |

15. you carry your personal & Hair care product while travelling?

|  |  |
| --- | --- |
| Yes | Continue |
| Sometimes | Terminate |
| No | Terminate |

**INVITATION TO RESPONDENT**

We would like to invite you for a Product testing and feedback discussion for 90 to 120 Mins. This interaction is for research purposes and your details like Name, address etc will be kept confidential. Only your views during the discussion will be used by us and shared with the client on aggregated level. Are you interested in participating in the discussion to be held on \_\_\_\_\_ (date and time) at \_\_\_\_\_\_(place)?

YES 1 RECRUIT

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NO 2 THANK AND TERMINATE

|  |  |
| --- | --- |
| INTERVIEWER DECLARATION  This declaration covers the recruitment interview on this project. You should sign it after successfully recruiting a respondent.  You must complete this section neatly for this interview to be valid.  I declare that I have conducted this interview within the MRS Codes of Conduct, the respondent answered all parts of the questionnaire & he/she was previously unknown to me.  I also declare to hold in confidence any information about the products that may be disclosed to me directly or indirectly by participating in this research.  I will not discuss any of the information disclosed to me with anyone other than the respondents participating in the test. – this includes verbal discussions, texts, blogs, twitter or any other medium about the products. | |
| NAME (PRINT) |  |
| SIGNATURE |  |
| INTERVIEWER NO |  |
| DATE OF RECRUITMENT |  |
| THANK YOU FOR WORKING ON THIS PROJECT | |
|  | |