Hi Team,

We have a new study to launch in Delhi & Bangalore, below are the brief requirements:

***Research Objective:***

To develop the Colour Mix for the corresponding iQOO Smartphone and understand the Reasons for Selection among Online Buyers.

***Research Methodology:***

CLT (offline Quantitative (3 x Panels ; 1 for each Colour Variant) (Stimulus will be shared post Go-Ahead)

Sample Size: 100 each in both centers

Research Centres:  Delhi & Bengaluru

***Target Group:***

1. Males, Females – 80:20
2. SEC A1, A2 (Skewness to be more towards SEC A1)
3. Age Group:
	1. 15 - 20 years: 25%
	2. 21 - 25 years: 40%
	3. 26 - 30 years: 25%
	4. 31 - 35 years: 10%
4. Education: All need to be Graduate or above
5. Occupation:
	1. Students (35%)
	2. White Collars (50%)
	3. Self-Employed/ Businessmen (15%)
6. Local resident or have lived there for at least 2 years.
7. Have not participated in any market research in the past 6 months.
8. Have no market research, marketing, advertising or related industry background.
9. Must be an independent Smartphone user and Smartphone should not be a shared Device.
10. Decision maker towards the purchase of Smartphones.
11. The Smartphone should have been purchased by him/her and is not a gifted Smartphone.
12. Price of Current Smartphone
	1. ₹ 10-15K: 30%
	2. ₹ 15-20K: 30%
	3. ₹ 20-25K: 20%
	4. ₹ 25-30K: 20%
13. **Purchase Channel has to be Online (100%).**
14. Current Smartphone Brands:
	1. Xiaomi/Redmi: Min. 30%
	2. Realme: Min. 20%
	3. Samsung & iQOO & vivo(Z1Pro): Min. 25%
	4. OnePlus: Min. 15%
15. **Smartphone intender looking to buy a new smartphone within next 3-6 months.**

***We got the confirmation on EIC from Delhi and looking from Bangalore to assign an EIC so that we could brief the study and accordingly will update the same in PACT.***