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| **Date** | 8/2/2024 | **Version** | | V1 | **Copy of this FBN to be sent to DA , PMT & QC** | | | | |
| **NAME OF THE PROJECT** | | | Flower | | | **Job no#** | XA.0000001.324 | | |
| **HH or Non HH** | | | HH | | | **Product Category** | Sunflower & Palmolein Oil | | |
| **Adhoc / Track** | | | Ad hoc | | | **If Track (Total Number of wave):** | | |  |
| **CAPI / PAPI** | | | CAPI | | | **If Track (mention frequency of wave)** | | |  |
| **PMT Executive In charge** | | | Tanvi Shirsat | | | **PMT Manager In charge** | | Kaushal Sharma | |
| **CS Executive In charge** | | | Vaibhav Tiwari | | | **CS Manager In charge** | | Shalini Gupta | |

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| **Target Respondent Profile – (Mention target respondent PROFILE and also include THE DEFINITION and respective question numbers from the final link or Qre.)** | | | | | | | | | | | | |
| **Particulars** | | | | **Details** | | | | | | | **Reference Q. No** | |
| **Respondent definition/ Target Group** | | | | Female  In the age group of 20 to 50 years  Women in the age group of 20-50 years (20 - 30: 20%, 31 - 40: 20%, 41-50: 20% - remaining natural fallout)  Belonging to SEC ABC household for sunflower oil  Belonging to SEC ABCD household for palmolein oil  Minimum quotas would be applied on SEC : 45% sample would be fixed (minimum 15% for each SEC A,B,C) and rest 55% would be natural fallout for sunflower oil and Minimum quotas would be applied on SEC : 60% sample would be fixed (minimum 15% for each SEC A,B,C,D) and rest 40% would be natural fallout for palmolein oil    Sunflower Oil/Palmolein oil users purchasing packaged/branded Sunflower/Palmolein oil  Consuming Sunflower/Palmolein oil at least 2-3 times or more weekly                Decision maker of the brand consumed | | | | | | |  | |
| **Working Status** | | | | NA | | | | | | |  | |
| **Category Usership** | | | | Users of packaged/branded sunflower/Palmolein oil | | | | | | | Q12, Q14 | |
| **Brand Usership** | | | | NA | | | | | | |  | |
| **SEC of respondent** | | | | NCCS A,B,C, D | | | | | | | Q7, Q8 | |
| **Age of respondent** | | | | 20-50 yrs | | | | | | | Q11 | |
| **Gender of respondent** | | | | Female | | | | | | | Q4 | |
| **Any Others details** | | | |  | | | | | | |  | |
| TG will be recruited through route – Delete which is not applicable | | | | | | | | | | | | |
| Household Interview |  |  |  | |  |  |  |  |  |  |  |  |
| **Others :** |  | | | | | | | | | | | |

| **Basic Details of the study** | |
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| **Starting points to be picked up through Random Sampling or Purposive?** | Quasi Random |
| **Random Sampling unit will be electoral roll / Voter or polling booth list?** | NA |
| **Right Hand Rule ( RHR) to be followed within Starting points ( SP) ( Yes / No)** | Yes |
| **Zonal spread of starting points to be maintained or natural fall out as per sampling :** | Zonal spread |
| **If sampling unit is Polling Booth from where the first HH will be knocked?** | NA |
| **If sampling unit is area purposive from where the first HH will be knocked?**   1. Once you reach the area look for the mid-point of that area. Slight here & there is ok. 2. Once you reach the mid-point , HH which is at the nearest Xing of the road or lane of mid-point | Once interviewer reach the area look for the mid-point of that area. Slight here & there is ok. |
| **Contacts to be maintained in each SP? ( Yes / No)** | Yes |
| **Area Summary sheet / General Contact sheets to be maintained? ( Yes / No)** | Yes |
| **Contacts to be given any serial number? ( Yes / No)** | Yes |
| **If Area Summary sheet / General Contact sheets needs to be maintained, needs to be dispatched? ( Yes / No)** | Yes |
| **Listings: If there is any Fixed number of listings in each SP? ( Yes / No)** | NA |
| **Listings: If there is any maximum number of listings in each SP? ( Yes / No)** | NA |
| **Listings: Which is non-qualifying for main to be given any serial number by SP ? ( Yes / No)** | NA |
| **Listings: Which is non-qualifying for main to be maintained & dispatched? ( Yes / No)** | NA |
| **Main / Detail Interview: If there is any Fixed number of Main / Detail Interview in each SP ? ( Yes / No)** | Yes |
| **Main / Detail Interview: If there is any maximum number of Main / Detail Interview in each SP? ( Yes / No)** | Yes |
| **LOI Listing** | 30 mins |
| **LOI Main** |
| **Is there any skipping ? ( Yes / No)** | Yes |
| **If Yes for Skipping , then is it after valid listing or valid main ?** | Main (Successful Interview) |
| **If Yes for Skipping , Number of HH needs to be skipped** | 2 |
| **Kish Grid to be followed? ( Yes / No)** | NA |
| **For Kish Grid , which serial number to be followed , Listing or Main/Detail** | NA |
| **If any quota? If yes please mention in the grid below. ( Yes / No)** | Yes |
| **Quota to be maintained center wise or state wise or zone wise?** | Center wise |
| **Product Usage : Number of product** | NA |
| **Product Usage : Number visit** | NA |
| **Define working days a week and Non-working a week – If Applicable** | All days |

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| **Centre and sample size:** | | | | | | | | | |
| **DA office name** | **Fieldwork Center** | **Number of SP** | **Listing Sample** | **Main sample** | **Booster sample** | **Contacts / SP** | **Listings / SP** | **Mains / SP** | **Booster / SP** |
| Bangalore | Bangalore |  | NA | 204 | NA | NA | NA |  | NA |
| Bangalore | Mysore |  | NA | 154 | NA | NA | NA |  | NA |
| Bangalore | Mangalore |  | NA | 102 | NA | NA | NA |  | NA |
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| **Quotas – Please mention the question number also.** |

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| Market Xcel | **Module 1** | | **Module 2** | | **Module 3** |
| **Centres** | Sunflower Oil |  | Palm olein Oil |  | Retailer |
|  | Random | Booster | Random | Booster |  |
| Bangalore | 95 | 9 | 82 | 10 | 8 |
| Mangalore | 75 | 7 | 59 | 8 | 5 |
| Belgaum | 50 | 5 | 37 | 5 | 5 |
|  | 220 | 21 | 178 | 23 | 18 |

| **Team Composition** | |
| --- | --- |
| **If any tele callers required?** | No |
| **Profile of the interviewer?** | HH |
| **Gender of the interviewer? Male / Female / Mix** | Mix |
| **Any additional checker is required?** | No |

| **FW Materials / Schedule** | **Frequency / Schedule / date / Remarks** |
| --- | --- |
| Final translated live link or Qre | 5th August |
| Images or videos folder if applicable | NA |
| OE Link | NA |
| Translated Show cards | NA |
| Translated OE sheets | NA |
| Budget | 5th August |
| LOI calculator | 5th August |
| Concept | NA |
| Stimulus | NA |
| Photo cards | NA |
| Who will print Concept / stimulus / Photo cards | NA |
| Concept / Stimulus / Photo card: To be returned? | NA |
| Show Cards | NA |
| Products | NA |
| Tele calling script | NA |
| Database by centers and segments if any | NA |
| Quota sheet |  |
| Contact sheet | NA |
| Others (please specify) | NA |

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| Early Warning Note ( EWN) Sent On |  |
| Date of field briefing to EIC’s | 5th August |
| Briefing /Mock calls of Freelancers - *(In case of lengthy and complex Qnr it is mandatory to provide one additional day for training / mock calls)* |  |
| Date of team briefing : ( should be a gap of one day post sharing of Final material) | 5th August |
| Date of Mock call : |  |
| Fieldwork Start Date: ( should be a gap of one day post Mock call) | 7th August |
| Fieldwork End Date: | Will confirm. |
| First Sync / Dispatch |  |
| Final CE data to be synchronized on / Dispatch to be done on |  |
| Final OE entry to be done |  |
| Confirmation on QC complete by Field Team |  |
| Confirmation on QC complete by IQC team |  |
| Final CE Data to CRDC/GO |  |
| Final OE Data to CRDC/GO |  |

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| Frequency of Synchronization of interview (if CAPI) | Everyday |
| Frequency of OE Entry & Synchronization (if CAPI) | Everyday |
| Frequency of Status update ( If CAPI) | Everyday |
| Frequency of Status update (if PAPI) |  |
| Frequency of Dispatch (if PAPI) |  |
| Dispatches to be sent to? Name & Office |  |
| Feedback Qre to be sent to Name & Office |  |
| Feedback Qre to be sent within number of days of launching? | NA it’s CAPI study |
| Date of launch of each center to be confirmed ( Yes / No) | Yes |

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| **DA Feedback & Queries ( If any)** |
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|  | **Problems faced** | **Possible Reasons** | **Way Forward** |
|  | **DA Level** |  |  |
| 1A | Inconsistency in aided Brand question  **AIDED AWARENESS**  (Q20) | Different interviewers administer the question differently | * Consistency needs to be restored. Every brand should be asked separately. * CAPI Team will implement Photo-cards in CAPI machine, so interviewer does not need to carry separate photo cards. * Each of the brand variant will be shown to the respondent individually. * CAPI team will record Start time & End time for Aided Brand Awareness question. DA and QC will track this time and variations will be scrutinized. |
| 1B | **EVER USED, CURRENTLY USED**  (Q21, Q21A) | * Only the variants selected in aided awareness will be shown to the respondent. * Every brand should be asked separately. |
| 3 | **CATEGORY NEED / EXPECTATION**  (Q36)  **AND**  **IMAGERY**  (Q32) | Straight-lining of data | * Need to ensure that all attributes are read out properly * Ensure that there is no rushing through the attribute list * The category needs will be recorded on 5 pt scale to understand the degree of importance of different attributes. * Only attributes that are extremely important should be coded as “5” * In Imagery questions – 1 brand, multiple brands, none can be selected for each of the attributes. Interviewer to make it clear to the respondent. |
| 4 | **PANTRY CHECK** |  | * Pantry check is compulsory for “Other” brands * Interviewers to ensure proper pantry check is done * Images to be clear and no data fudging to be done * Images would be checked by QC and CS team |