Household shopping study brief

Prepare a comparable fieldwork budget for a household shopping study. All figures are fictional training inputs, not market quotations.

Study design

Conduct 180 face-to-face interviews of 30 minutes each: 60 in Bengaluru, 60 in Chennai, and 60 in Hyderabad. Use the same questionnaire in all cities.

Recruit adults who share responsibility for household grocery purchases. Balance gender within each city. The purpose is to understand shopping trips and purchase decisions.

Budget requirements

Compare Options A, B, and C for the same scope. All amounts are INR. The total planning ceiling is INR 350,000.

Budget INR 300 per completed interview for participant incentives. Incentives are paid separately by the study team and must not be counted twice.

Illustrative planning rules

Use an illustrative 18% tax on service costs only. Do not apply it to participant incentives. This is a training assumption, not tax guidance.

Add a 10% contingency on pre-tax service costs, including any travel allowance. Keep tax, contingency, and incentives separate.

Workbook requirements

Keep sample counts, incentive rate, tax rate, contingency rate, and budget ceiling editable. Preserve quoted rates separately from planning assumptions.

Show city costs, option totals, cost per completed interview, headroom, scope gaps, and source references. Include a comparison chart and formula checks.