

CONSUMER RESEARCH

Consumer Research

Qualitative

*TO EXPLORE/
understand*

Quantitative

TO MEASURE

CONSUMER RESEARCH FOR PRODUCT & BRAND MANAGEMENT

RESEARCH

Conceiving to Launching a Brand: Overview

- BG → Big Idea
- Brand concept
- Consumer research
- Technical
 - Prod Dev
 - Pkg
- Supply chain

Concept Test

Formula Test

Pkg Test

Logistic Optimization

Transportation Test

- Commercial Marketing
- Marketing
- Trade Marketing
- Sales

• Launch

**CONSUMER RESEARCH:
EXPLORING CONSUMER INSIGHT**

Mock-up Focus Group Discussion (FGD)

Qualitative Research Techniques

Free Associations

Projective
Techniques

Zaltman Metaphor
Elicitation
Technique (ZMET)

Filter Map

Brand
Personification

Ethnographic and
Experiential
Methods

Free Associations

- Powerful way to profile brand associations
- Without any specific probe, consumers narrate:
 - What comes to their mind when they think about the brand or the associated product category
- Help form a rough mental map for the brand
- Indicate the relative strength, favorability, and uniqueness of brand associations

Projective Techniques

- Diagnostic tools to **uncover** the true **opinions** and **feelings** of consumers when:
 - They are unwilling or unable to express themselves
- Ask “Why”
- Present consumers with ambiguous stimulus and ask them to make sense of it
- Example: Bubble, Brand personification

Zaltman Metaphor Elicitation Technique (ZMET)

- Uncovers **hidden thoughts** and **feelings** which can be expressed using metaphors
- Process
 - Ask consumers in advance to think about a research topic (e.g. stocking/hosiery)
 - Collect a set of image from their own sources (e.g. magazine, photo, etc)
 - Bring back for the interview
 - Story telling, expand meaning, explore sensory modality, integrate the images to create a visual summary
 - Researchers identify key themes/constructs

Zaltman Metaphor Elicitation Technique (ZMET)

- Example : stocking/hosiery
 - Conventional research: hate wearing it
 - Zaltman: love-hate relationship
 - Hate
 - Discomfort/ strangled
 - Run proneness/ embarrassment
 - Love
 - Elegance/ Luxury
 - Thin/ Tall
 - Sexiness

'Filter Map'

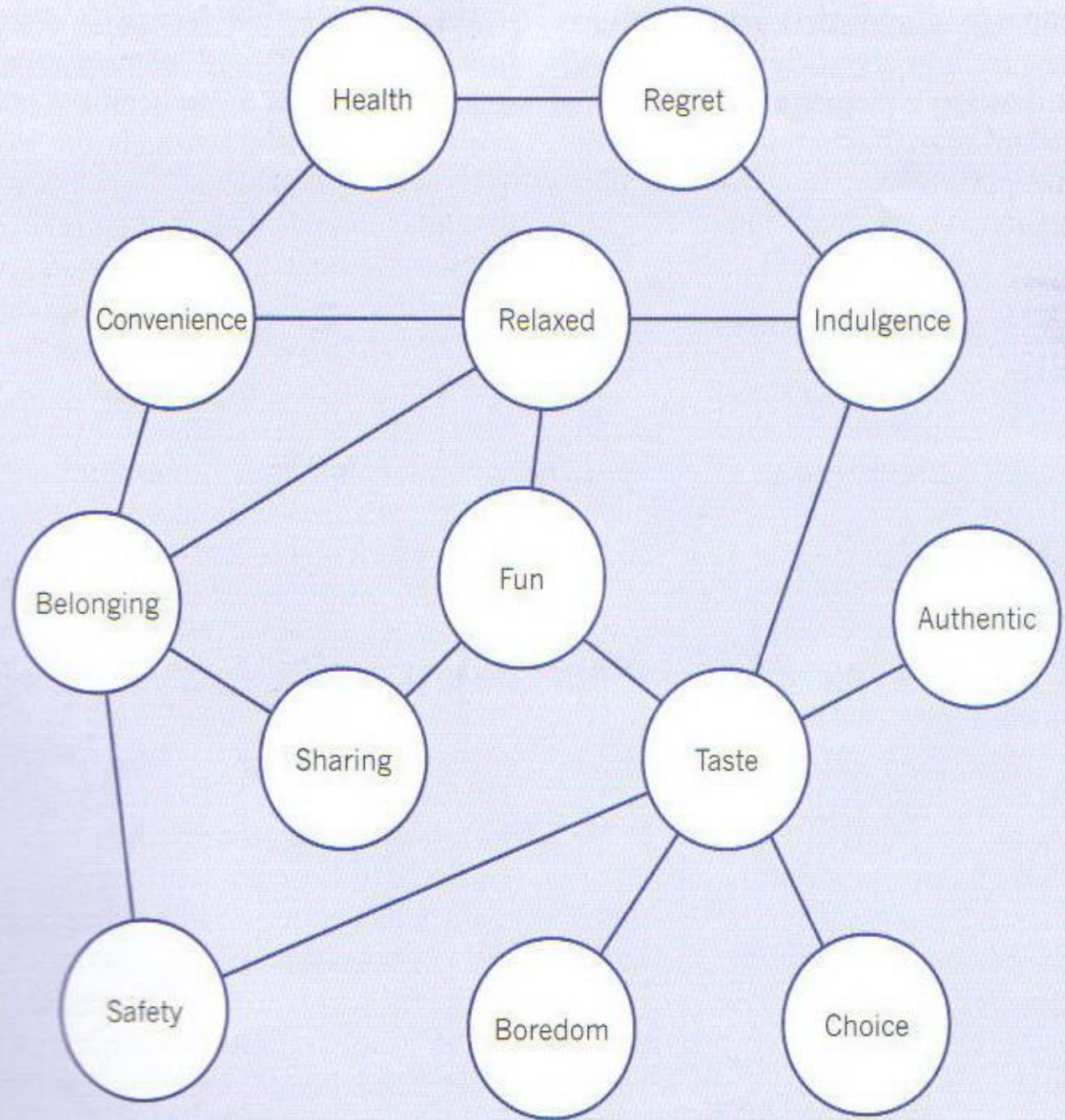
15-30 unstructured in-depth interview to uncover the thinking structure.



With other techniques

- Questioning technique based on NLP (Neurolinguistic programming)
- Story telling
- Images & drawing

Filter map for pizza



Example of
Filter Map

Brand Personification

(Brand Personality and Values)

- Brand personality - Human characteristics or traits that consumers can attribute to a brand
- Methodology includes
 - “If brand ABC were a person, ...”
 - Picture sorting

Ethnographic and Experiential Methods

- Use “thick description” based on participant observation
- Extract and interpret the deep cultural meaning of events and activities
- Methodology:
 - Observing consumers
 - Spending time with them
- Technic example
 - Home visit
 - Accompaniment
 - VDO monitor
 - Mystery shopping



Mock-up research

- 6-8 respondents
 - Bring photo (either from magazine, photo, picture taking, etc.)
 - Participate in the conversation
- Observers
 - Note down questioning techniques

Researcher

- How to ask?
- Gesture
- Costume
- Pre-session
- Post-session

To Sum up...

- Qualitative research techniques ascertain consumer perceptions that are difficult to uncover
- Disadvantages
 - Small sample size may not necessarily generalize to broader populations
 - Due to qualitative nature, data is open to varied interpretations

KAHOOT

**CONSUMER RESEARCH:
MEASURING CONSUMER RESPONSE**

Measuring Consumer Response: Brand, Product, and Advertising Test

- **By content**
 - Product test
 - Advertisement test
 - Brand awareness
 - Brand image
 - Brand responses
 - Brand relationships
 - Brand valuation
- **By data collection time**
 - Tracking
 - Audit

Product Test

Example

- Formula and packaging test
 - Taste
 - Product and packaging reaction

Note: Other relevant tests that do not involve consumers

- Product stability test (product development)
- Shelf life
- Transportation test (packaging)

Advertising Test

Example/ Such as

- Advertising Concept Test (AdCept Test)
- Story board test (STB test)

Brand Awareness

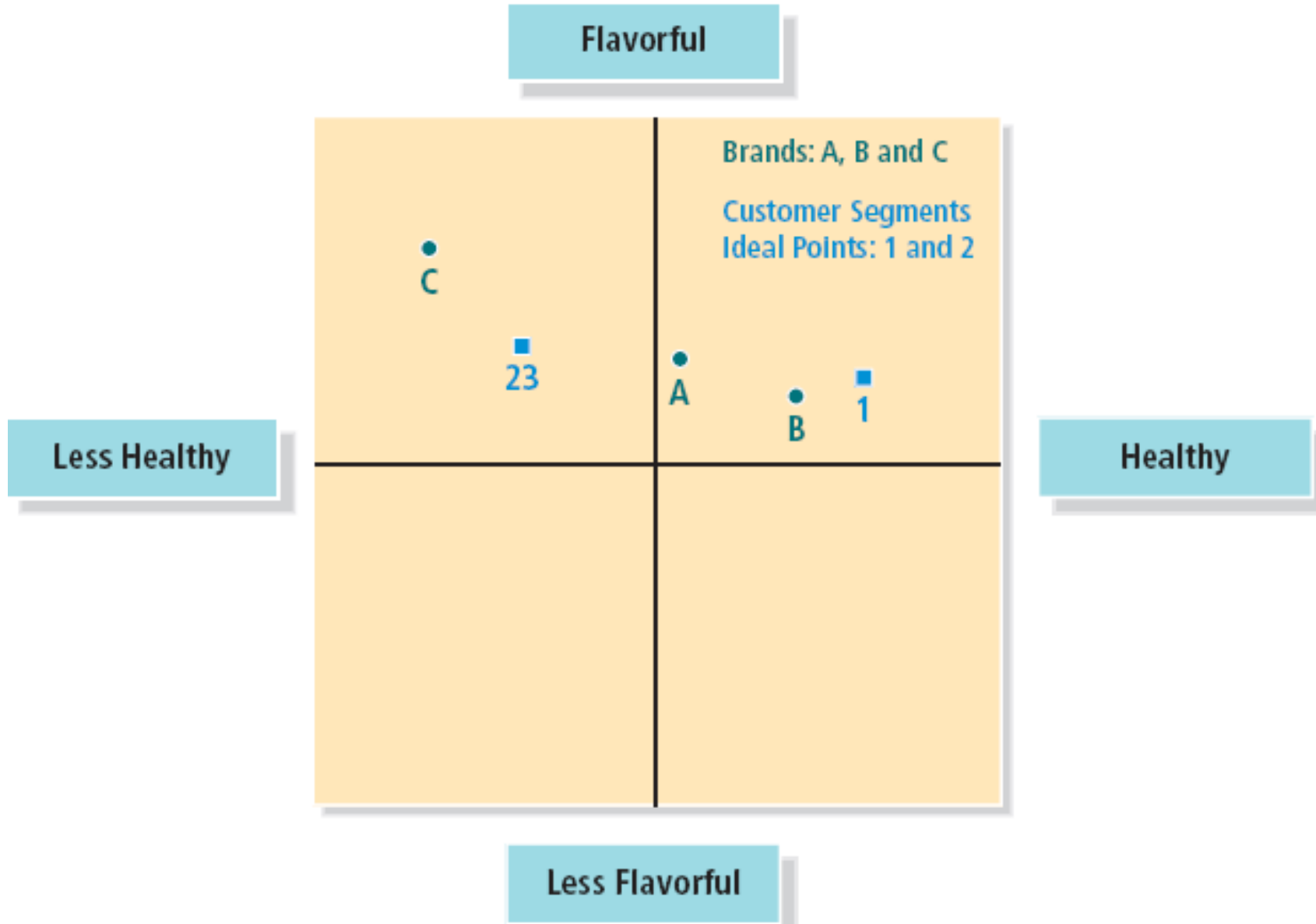
(Strength of Brand in Memory)

- Recognition : “have seen/ heard (of the brand element e.g. packaging)?”
- Recall** : more demanding than recognition because consumers have to retrieve from memory

Brand Image

- Associations that consumers hold for a brand
- Rate the association/ attribute
- Multidimensional scaling/ perceptual mapping (see next slide)

Hypothetical Restaurant Perceptual Map



Brand Responses

Purchase Intentions

Likelihood to
Recommend

Brand Relationships

- Characterized in terms of brand resonance and measures for following key dimensions
 - Behavioral loyalty e.g.
 - What brand of xxx you usually buy/ buy last time/ buy next time...
 - Attitudinal attachment e.g.
 - Brand love scale (e.g. wonderful brand/ makes me feel good/ ...)
 - Sense of community e.g.
 - Identify with other users/ value from interaction with others/...
 - Active engagement e.g.
 - Collect brand info/ participate in marketing activities/ WOM

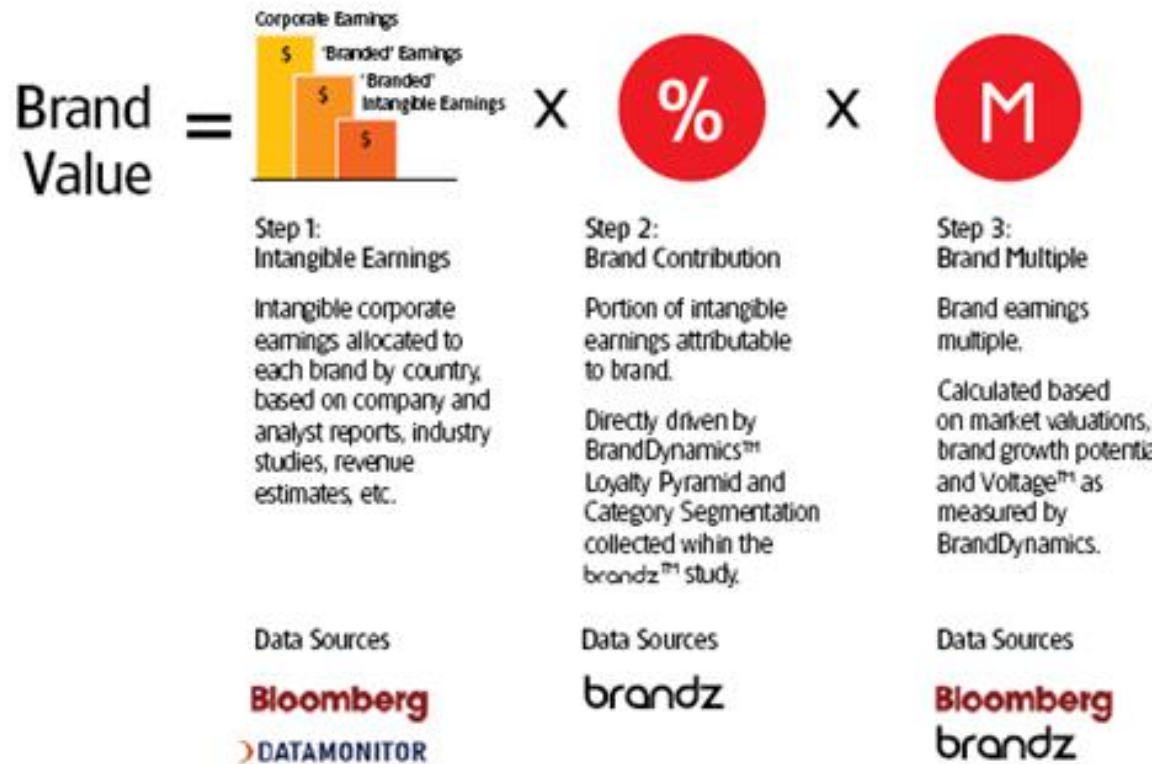
Brand Valuation

- The job of estimating the total financial value of the brand.

GUESS :

What is the most
valuable BRAND ?

Interbrand





#1

\$245,581 M

#2

\$234,671 M

#3

\$143,222 M

#4

\$139,286 M

Interbrand

01



02



03



04



Brand Tracking

Quantitative measures to provide marketers with current information as to how their brands and marketing programs are performing on the basis of a number of key dimensions. It measures “where the brand has been”

Brand Audit

In-depth examinations of the health of a brand and can be used to set strategic direction for the brand.

What questions to ask?

AVATAR:

Awareness

Value

Ask

Trial

Active
Engagement

Recommendation

What to measure:

-Awareness
*General
*Active

-Value/
Consideration

-Ask/ Search

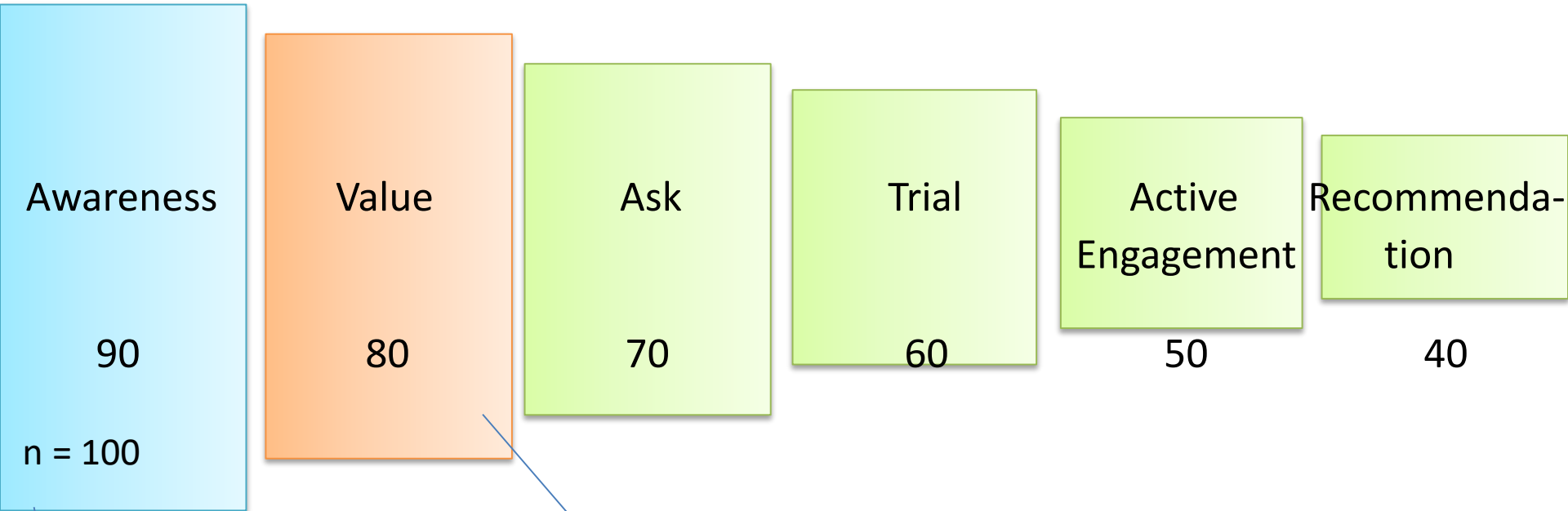
-Trial/ Buy
-Performance
*Satisfied/
*Superior

-Engagement
(e.g. follow;
like, comment;
participate)
-Active
engagement

- Recommendation/
WOM

'AVATAR Brand Health Funnel'

AVATAR:



%Conversion (from Awareness to Consider) = $(80/90) \times 100$
= 88.8%

%Awareness = $(90/100) \times 100$
= 90%

%Value = $(80/100) \times 100$
= 80%

Appendix

Summary of Qualitative and Quantitative Measure

I. Qualitative Research Techniques

- Free association
- Adjective ratings and checklists
- Projective techniques
- Photo sorts
- Bubble drawings
- Story telling
- Personification exercises
- Role playing
- Experiential methods

II. Quantitative Research Techniques

A. Brand Awareness

- Direct and indirect measures of brand recognition
- Aided and unaided measures of brand recall

B. Brand Image

- Open-ended and scale measures of specific brand attributes and benefits
 - Strength
 - Favorability
 - Uniqueness
- Overall judgments and feelings
- Overall relationship measures
 - Intensity
 - Activity