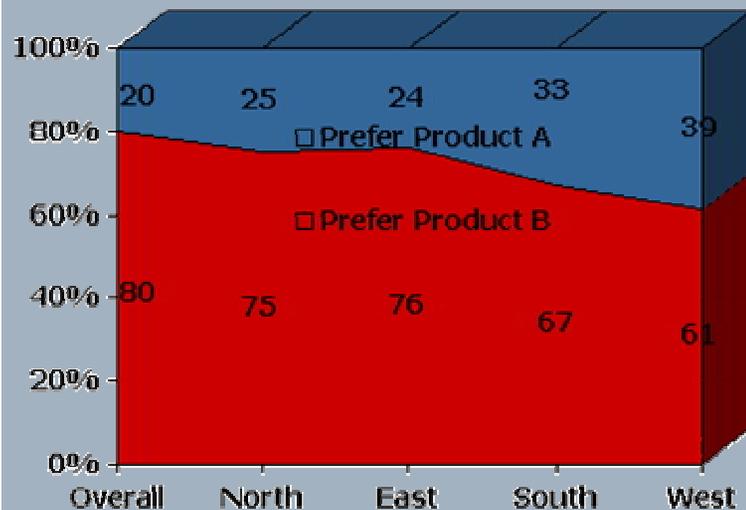




Prod *CAST*

Product evaluation & diagnostic assessment

Benchmarking with competition



Shortlist final product from options developed
Benchmark your product with competition
Track appeal of your product
Early warning on your product

Presenting Prod *CAST*

Scope of Prod CAST

✎ Product testing is one of the most critical research is the research plan of most FMCG clients – **Prod CAST helps in taking stock of your product vis a vis competition and in providing cues for enhancing acceptance**

✎ This approach has 3 key aspects

Overview of product feedback:

- How is your product rated vis a vis other products, overall ?

Product diagnostics

- What attributes are driving product choice/preference ?
- How are different products placed on category relevant attributes ?
- What segment of consumers are liking the respective products?

Cues for enhancing acceptance

- How is the product to be tweaked to increase its acceptance amongst customers?

Product testing methodologies used

- ✎ In Prod CAST, we use a combination of these product evaluation methodologies
 1. **Monadic feedback**
 2. **Sequential monadic feedback**
 3. **Paired comparison**

- ✎ In case where only upto 2 products are being checked, we support it with paired comparison, however, when more than 2 products are being , we use a control product and do a paired comparison vis a vis the control product

- ✎ Often in case of consumable products, we do not do paired comparison if the consumption is heavy for respondent, in this case, we compared exact ratings from respondent to the two products and derive comparative preference

Outputs

✎ Key outputs of Prod CAST are given herewith:-

1. Product overview
2. Category choice drivers
3. Product appeal on attributes
4. Product MAP to check positioning of products
5. Product profile to recommend cues for increasing acceptance
6. Palette segmentation basis consumer's product preferences

Product evaluation & diagnostic assessment

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1) Product overview

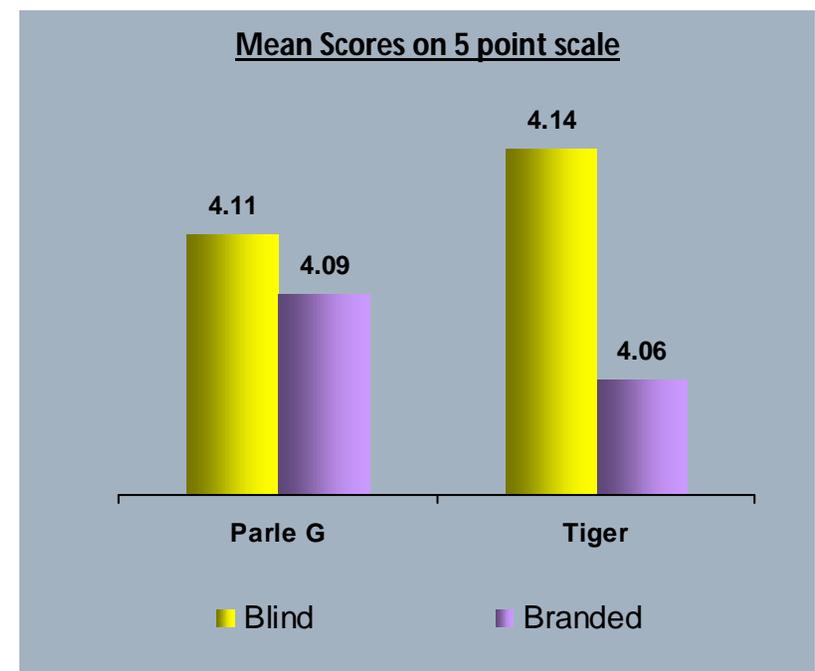
There are 3 variables used to assess overall appeal of the products being

- a) Overall appeal
- b) Intention to buy
- c) Paired preference
- d) Comparison with regular brand

This gives an overview of how is your product doing in absolute sense, vis a vis competition and the customer's memory based perceptions of their regular brand.

Overall appeal on 5 point scale as shown here is taken in both blind and branded forms.

Overall Appeal of each product



Product evaluation & diagnostic assessment

Prod CAST

1) Product overview

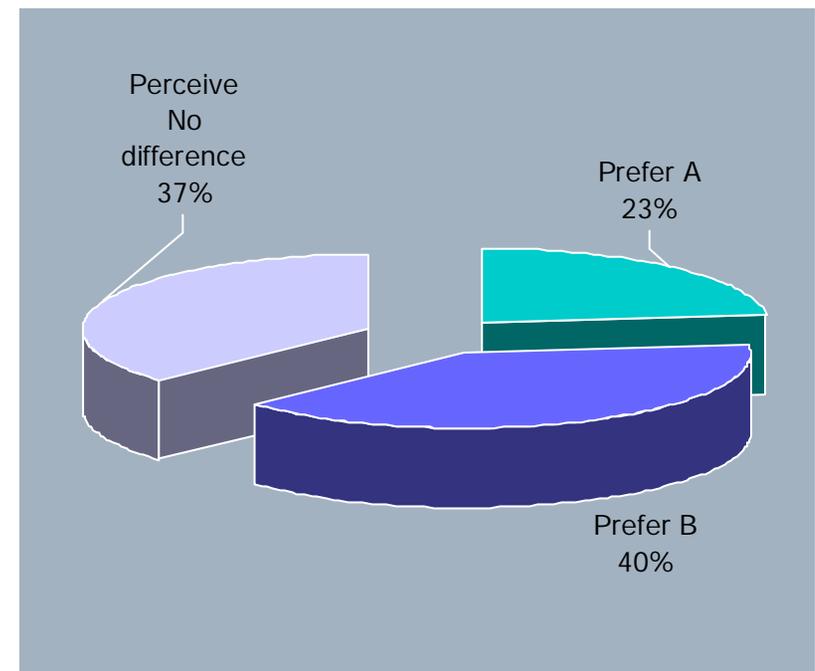
Comparative preference shown here could be derived from

- a) Direct paired preference test
- b) Paired preference test with another control product
- c) Derived from sequential monadic ratings given by respondent to each blend

This comparison with market products gives an overview of how is your product doing vis a vis competition product.

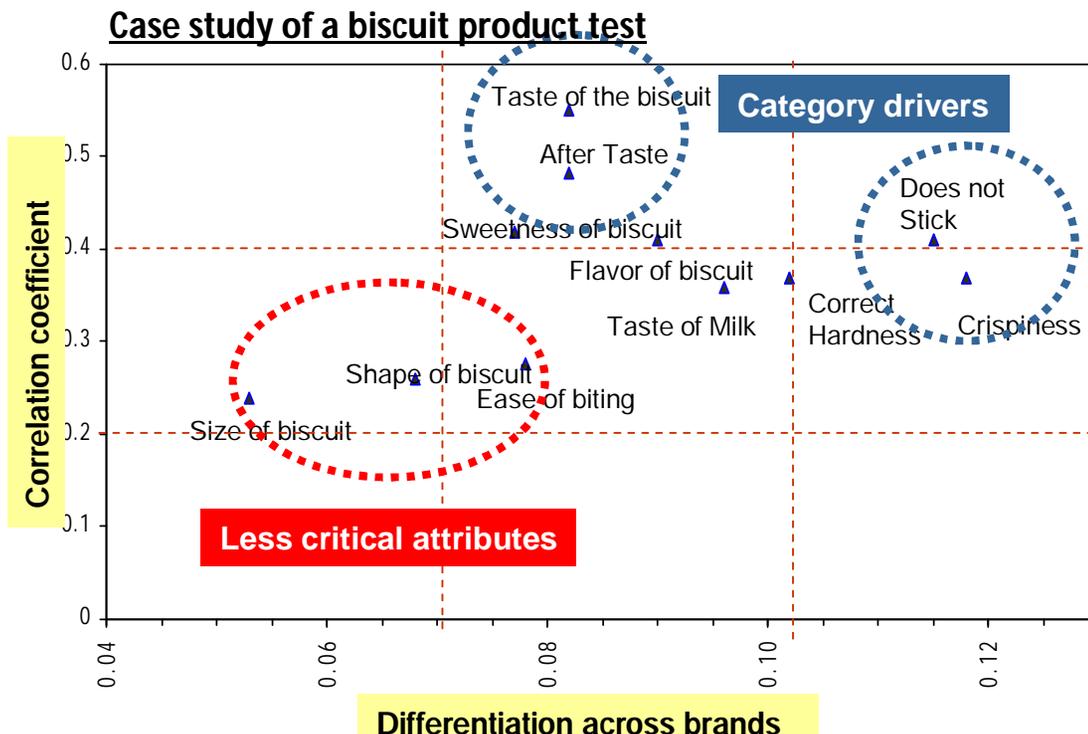
When compared to a benchmark product, it gives a go- no go decision for a new product, depending on action standards pre-set for the brand.

Benchmarking with competition



2) Category drivers

To arrive upon market drivers for the category, it is necessary to understand which attributes are driving preference in the category. Analysis done for this plots attributes in the category on : - **Contribution to overall appeal on one axis AND Differentiation across products on second axis**



- For contribution to overall appeal, correlation of attributes with overall is taken while, for assessing differentiation, standard deviation across blends is taken.
- This identifies attributes, which are contributing towards overall preference **given the current context of product exposure**
- *Caveat :- this applies only for the current product context. In case of a different product basket, a different set of differentiators might emerge*

3) Product appeal on attributes

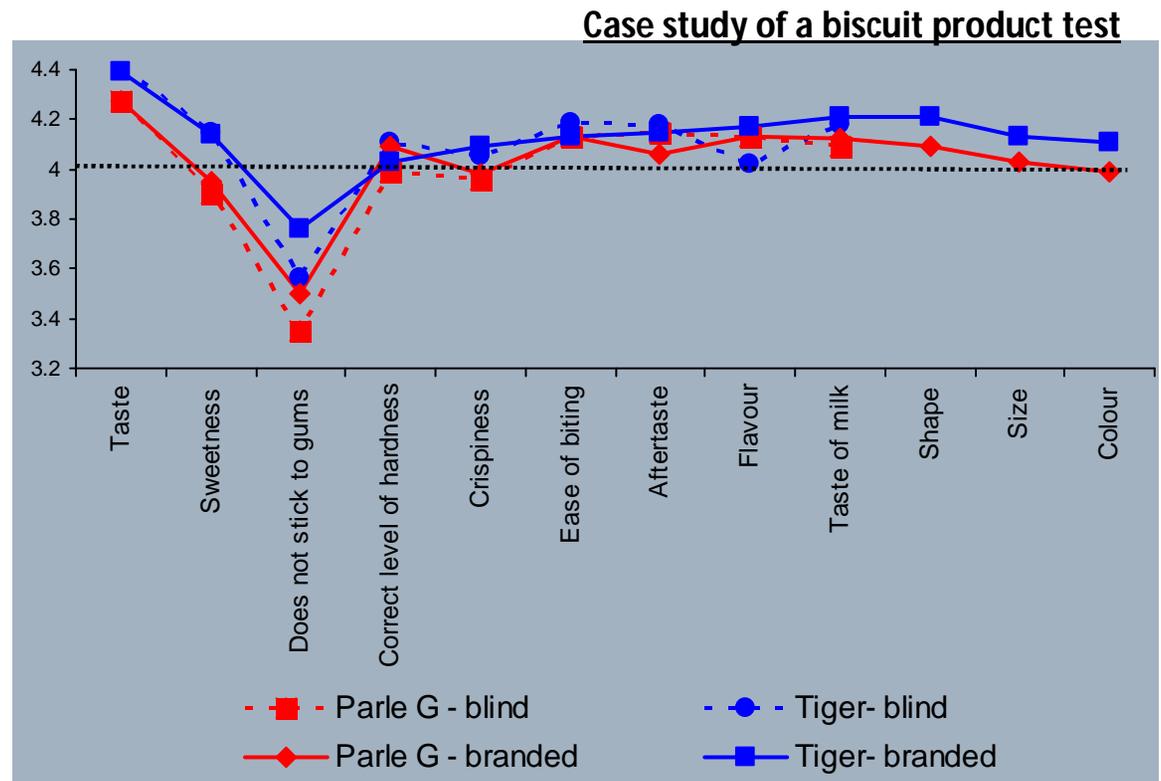
Line Charts are also used to see how are blends placed on attributes in absolute sense.

What to read in Line charts :

- What is specific strength and weakness of different products
- How do products exactly compare on attributes
- In absolute sense, are product ratings acceptable as compared to norms

This highlights specific strengths and weaknesses of respective products and is used for recommending improvements to the current product.

This is done at both blind and branded forms.

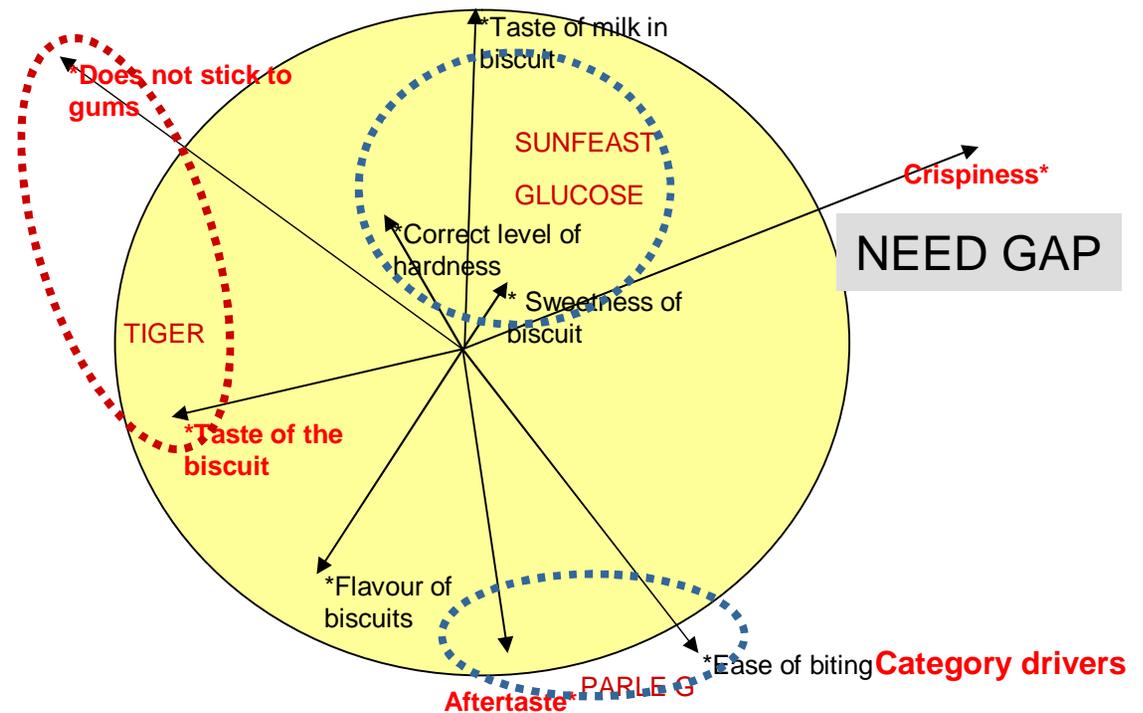


4) Perceptual MAP – to assess positioning

Perceptual Map is a multidimensional map, which plots all attributes and brands as perceived by the consumer

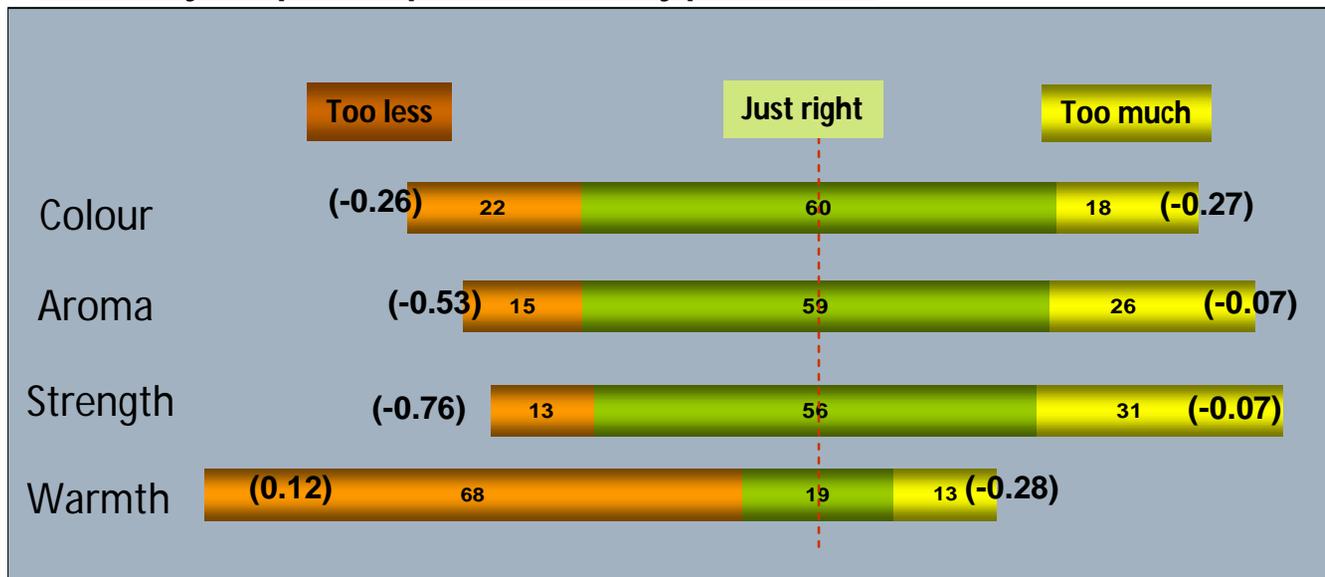
Key take-outs from a Perceptual Map (as shown herewith) are as detailed below:

- What slots are occupied by different products in consumer's mind
- How are different product attributes correlated to each other
- What is the possible need gap in the market – given the current products



5) Product profile for improvement cues

Case study of a product profile for whisky product test



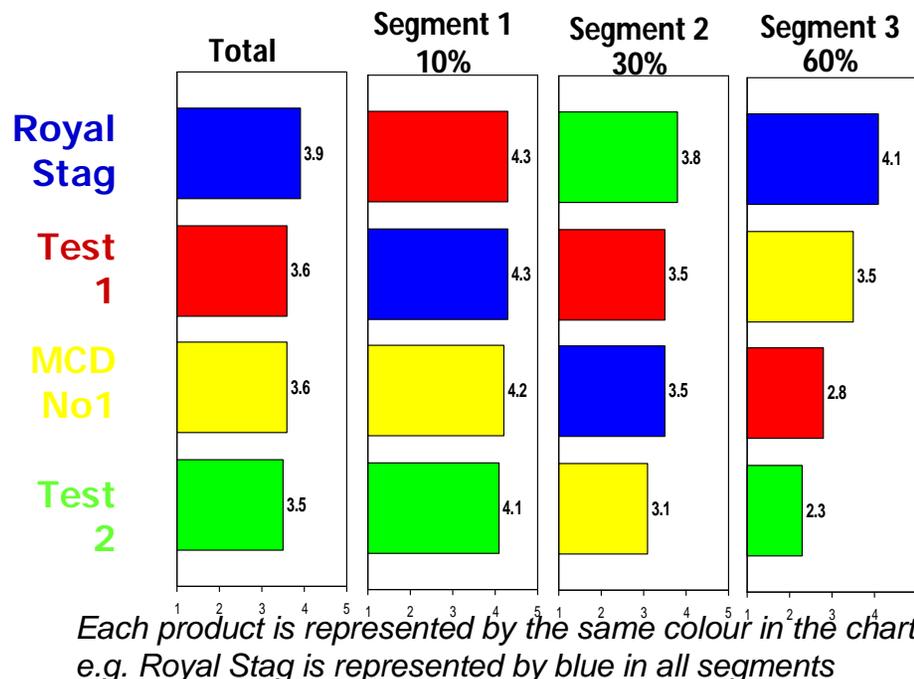
- High just right scores of colour, aroma, strength - overall good product profile
- Strength – Higher % feel that it is more than just right but do not penalize it
- Warmth - Higher % feel that it is less than right but do not penalize it → no change recommended

Profile of a product is generated on all Bi-polar attributes. This shows what % of consumers consider the product as 'just right', 'less than desired' and 'more than desired' on each bipolar aspect.

Additionally, it also gives how much are the consumers penalizing the product on overall appeal for being 'less than desired' or 'more than desired' on these aspects.

6) Palette segmentation

Palette segmentation is one very critical aspect of product test. Most products tested appeal to some consumers. Palette segmentation used techniques like K means clustering to identify clusters of consumers who are similar on product preferences. Isolating these segments and profiling them, helps in targeting products at specific segments of consumers. It also helps in ascertaining that the brand 'schema' of our brand is in fit with the consumer profile that is liking the product.



Shown here is a case in which 3 palette segments were identified.

Test blend 1 appeal to a segment that is only 10% - while this is small but a niche brand can be developed with this product to target this segment. Test 2 can however, target Segment 2. Next step here would be to provide profile of these segments so that product feedback is seen in a holistic fashion. This is very crucial information for new brand mixes being developed.

Product evaluation & diagnostic assessment

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For a detailed presentation on Prod CAST, please contact us

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