

# Quantitative studies

## Scope

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Custom measures to understand market characteristics or help you launch a new product or adapt its marketing mix elements are designed to answer to your particular marketing or strategy requirements.

Your specific objectives might concern:

- category usage and attitudes
- in home "up take" of a given formula, features, mix elements
- advertising/campaign effectiveness
- name or brand choice
- packaging, design or format usage
- promotion, subscription or price acceptance
- market testing

## Production

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1WR coordination will recommend the most reliable and cost effective:

- sampling options using either representative population sampling; targeted sampling based upon quota or filter questions; eventual panel formation
- Interviewing modes using separately or combined face to face, internet, postal or telephone

Clients are encouraged to visit field operations or proactively help during briefs.

Once fieldwork is completed, tables with difference tests are produced, eventually with more sophisticated analysis.

## Reporting

Reporting respects scheduling and the various stages of a study.

A typical study comprises:

- a presentation of analytical findings with summary and recommendations, discussed and prepared with you.
- a report introducing the methodology, the study and its objectives, its summary and recommendations, its main analytical/question sections and appendices.
- summary tables are produced either as Excel spreadsheet tables or in Word files which highlight differences through significance tests, as well as for various splits: specific targets, "early adopters", segment groups and other socio-demographics
- listing of the open-ended question verbatim answers and their translation in English
- eventual exports and related project files
- fieldwork details and appendices

### Showcase: Design effectiveness among competition

This is an example of a successfully completed project. Specific parts of the project are retained to protect confidentiality.

#### Objectives

To test a new design versus its current one, and its closest competitors.

*Difficulty: The targeted consumers have a very low general population incidence (1%).*

*Solution: The selection of recent purchasers of this appliance was originally recommended. After interaction with client and desk research, we found that consumers having purchased such an appliance were most likely to justify their previous design choice, and hence not give an unbiased evaluation of the new appliances.*

#### Sampling and methodology

Central location tests were conducted in 4 key markets, cumulating over a 1000 face to face interviews. Methodology addressed preferences, communication as well as likes/dislikes of the various designs.

*Difficulty: Only two respondents could view new designs comfortably at the same time, hence timing was very tight.*

*Solution: 1WR pre-recruited respondents so that interviews were optimally planned.*

*Difficulty: Results needed to be weighted often with some high unweighted/weighted sampling differences.*

*Solution: A specific table base format was developed to indicate "effective sample sizes" of sample indicating if distortion between unweighted/weighted were too high.*

#### Reporting

Reporting included an oral presentation, a report, detailed tables, further statistical analysis, statistical package files (SPSS), QPSMR Reflect software and QPSMR project files.

Advice enabled the client to approve some new designs and helped improve others before their market release.

**Project duration**

Project duration: 10 weeks (1 week preparation, 8 weeks fielding, 3 weeks analysis with 2 weeks overlapping with fielding)

**Quality**

These included:

- Fieldworkers training by supervisor, during a common brief (half a day)
- Fieldworkers were supervised continuously by supervisor

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