# Integrating qualitative and quantitative methods to build a dynamic narrative for product optimization

Cindy Ward[1], Darla Hall[2], Anne Hasted[3], Thierry Worch[3]

[1]Sensation Research; [2]Research Vibe, LLC;
[3]QiStatistics Ltd.

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# Multi-phase Approach For Drivers of Liking Research



## Phase I Qualitative Focus Group Interviews

- Series of 4 focus groups conducted to identify potential product drivers and understand consumer terminology for product category
- Gained additional insight on usage, purchase behaviors, motivations, and attitudes for the category



## Phase II Descriptive Analysis Mapping

- Highly trained sensory panel profiled 20 competitive samples resulting in a PCA map of product space.
- Revealed the most differentiated products based on unique sensory characteristics that divide the product category



## Phase III Consumer Drivers Of Liking CLT

- 15 representative profiles from descriptive analysis selected for Consumer Test using guidance from qualitative insights.
- Created predictive liking models using sensory profiles and consumer responses to understand performance of all products and guide future product development efforts.

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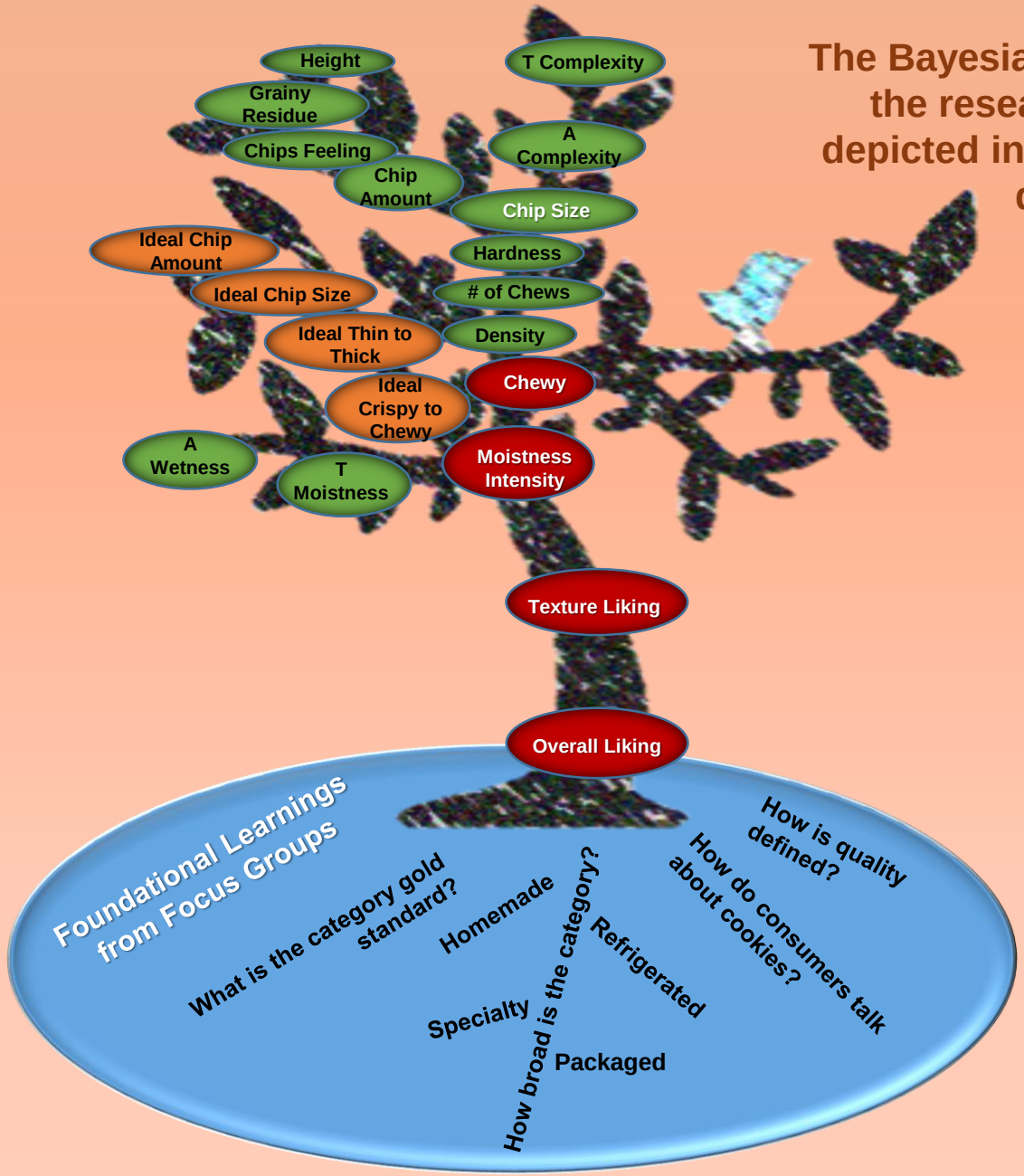
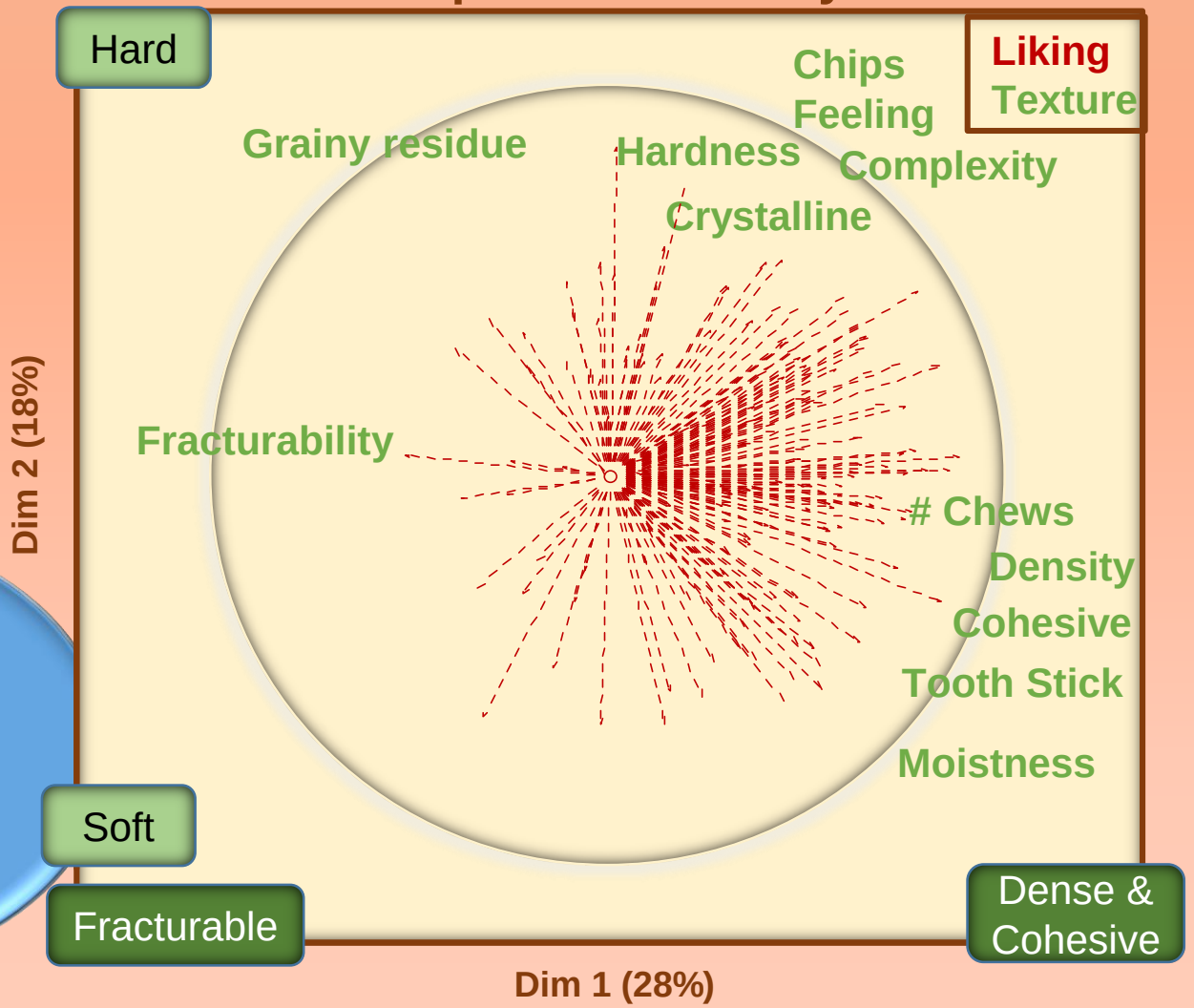


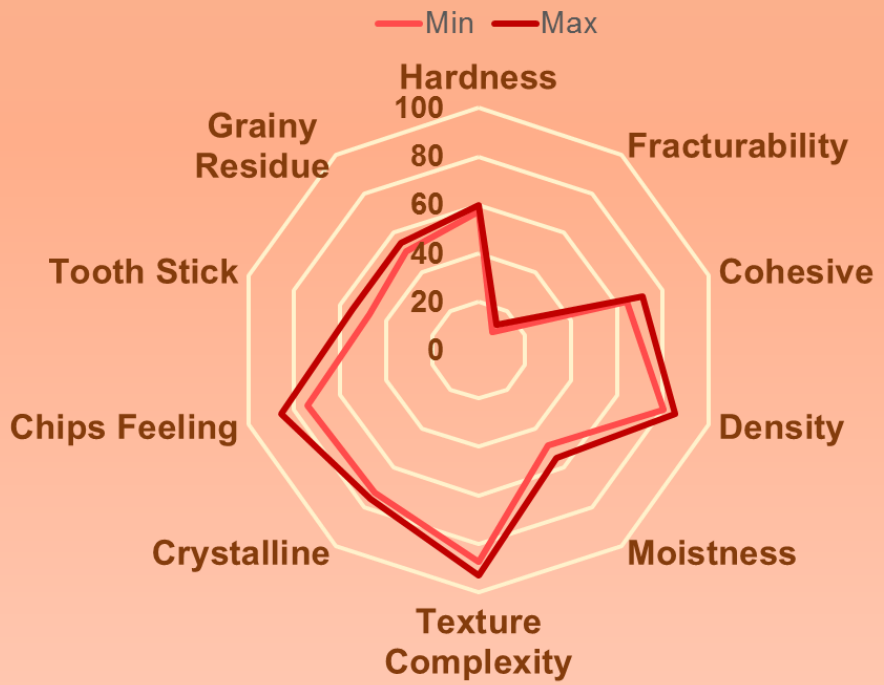

**The Bayesian network between the research elements is depicted in this Chow and Liu diagram.**

# Relationship of Texture to Liking
## Multiple Factor Analysis




**Consumers called dense, cohesive, complex texture "satisfying", "rich", filling". Dry and fracturable cookies were equated with "eating sand".**

# Ideal Estimated Cookie Product




**Consumers want a moist cookie; not so moist that it falls apart in your hand. Complexity relates to crispy edges, moistness, denseness AND the amount of other ingredients added.**