Rapid category understanding: an alternative approach for competitive assessment using consumer-generated CATA

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Research overview

objective

To determine the efficacy of a rapid assessment approach combining several standard methodologies in a qualitative environment as an alternative to a traditional drivers study

methodology



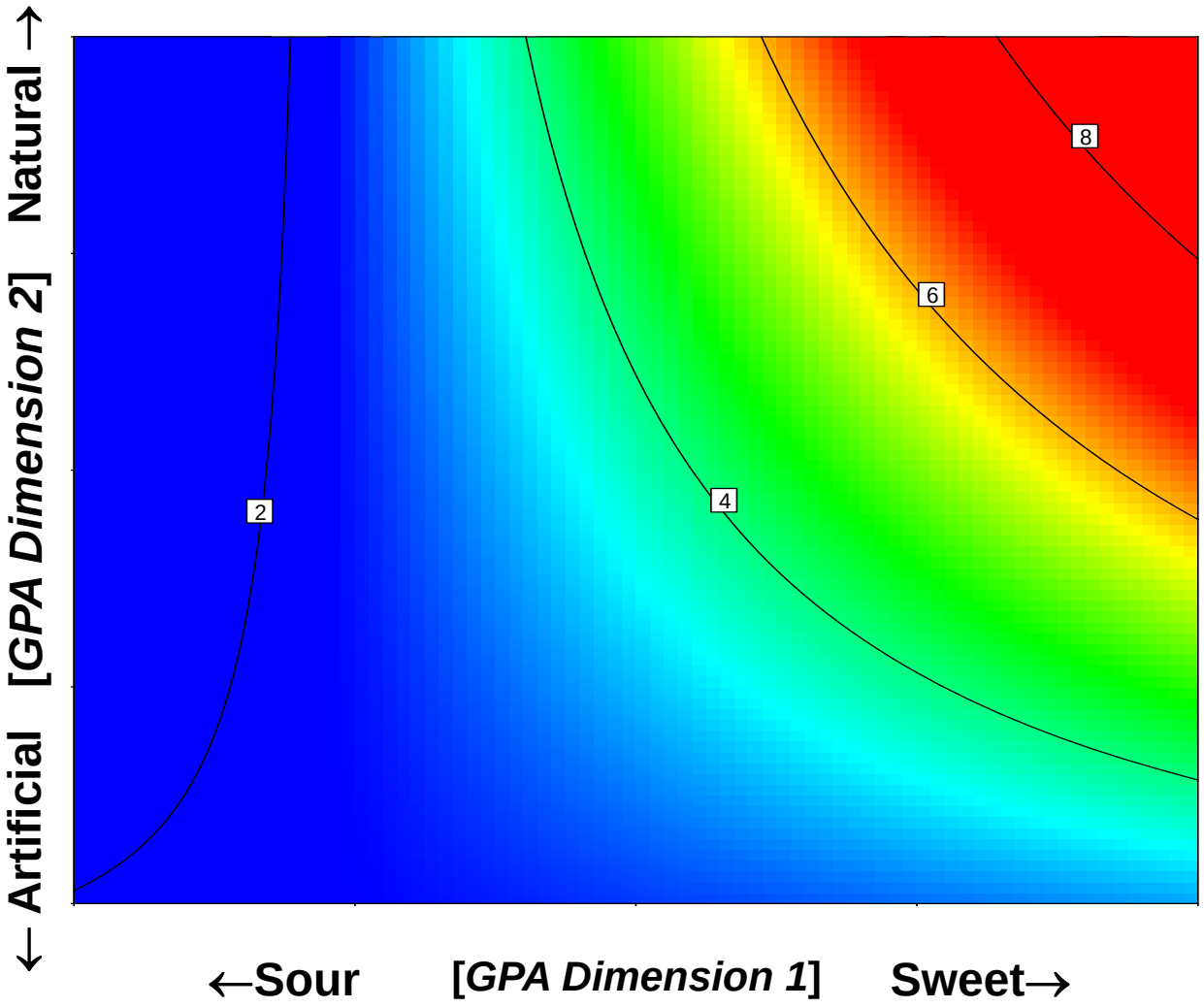
method understanding

- Samples from previous study
- Compare results
- Understand utility of the approach

Results: Response surface of liking

ANALYSIS

- GPA using CATA frequency counts
- R^2 = 85%
  - o Dimension 1: Increase in liking
  - o Dimension 2: Increase in liking
  - o Dimension 3: Quadratic effect



Conclusions

- Voice of the consumer
- Understand positive and negative drivers
- Quick to plan and execute
- Results may not be easily explained
- Inability to cluster consumers
- Panelist fatigue