

# An Approach to Integrate Long Term Behavioral Measures to Identify Opportunities for New Products

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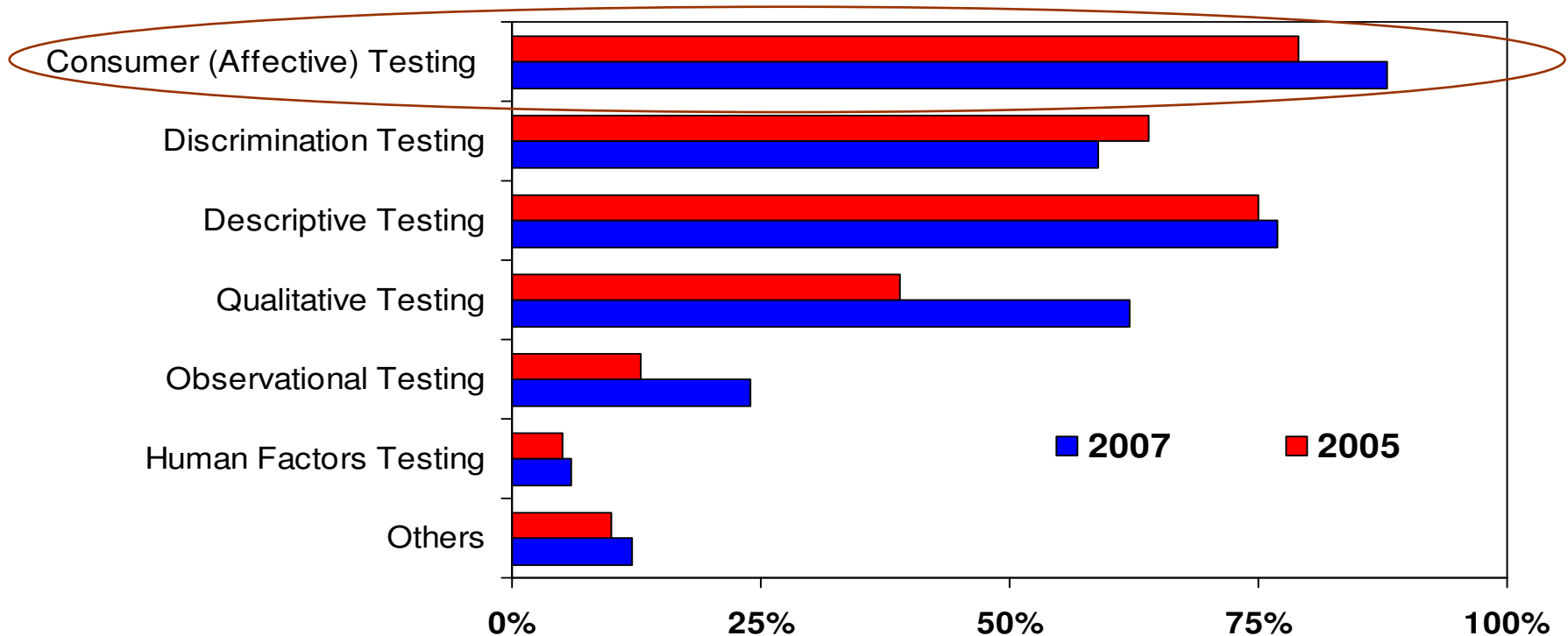


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# Consumer (Affective) Testing

Q: Which of the following methods do you use most often?



Source: A biennial survey conducted by It! Ventures LLC and The Understanding & Insight Group LLC to understand the changing role of the Sensory Professional.

# Consumer Testing – Traditional Approach

- **Central location testing (CLT); Home use testing (HUT)**
- **Hedonic measures: liking, purchase interest, and/or stated preference**
- **Success criteria (from the sensory standpoint):**
  - Average liking > benchmark score
  - Higher stated preference or liking compared to competitors

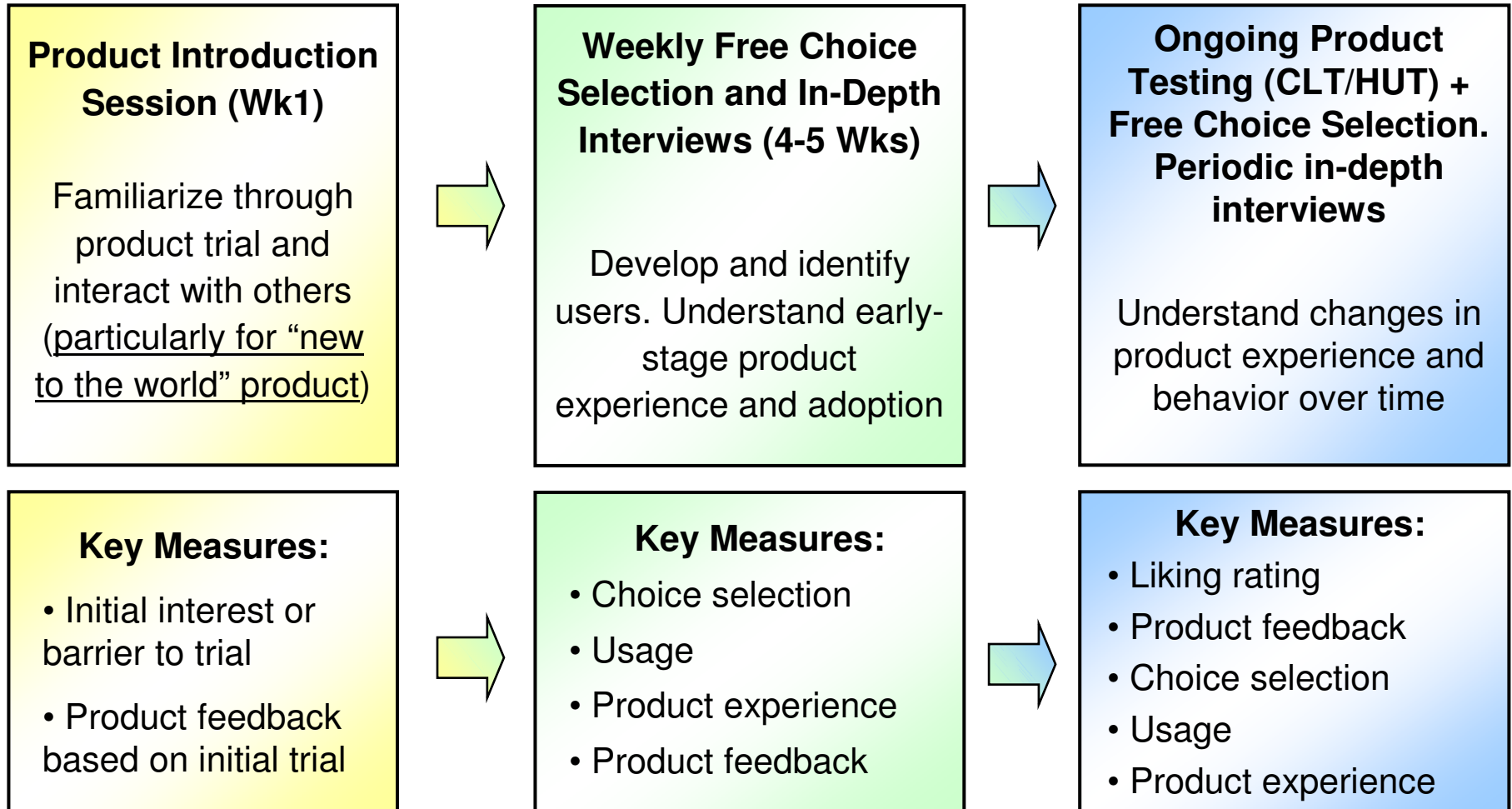
# Consumer Testing – Traditional Approach

- **Despite their popularity and usefulness, we questioned whether these measures are good enough and give us answers we need**
  - How is the benchmark score defined?
    - What happens if there is no benchmark (e.g., for “new to the world” products)?
  - How do we incorporate tradeoffs consumers may be willing to make?
  - Do these measures reflect actual behaviors?
  - Do we know why consumers want the products? What benefits do consumer gain from using the products?

# Extended Use Consumer Panel

- **Capture and track behavioral measures (in addition to hedonic measures)**
  - Product choice selection
  - Product usage
- **Engage with consumers to understand the product experience**

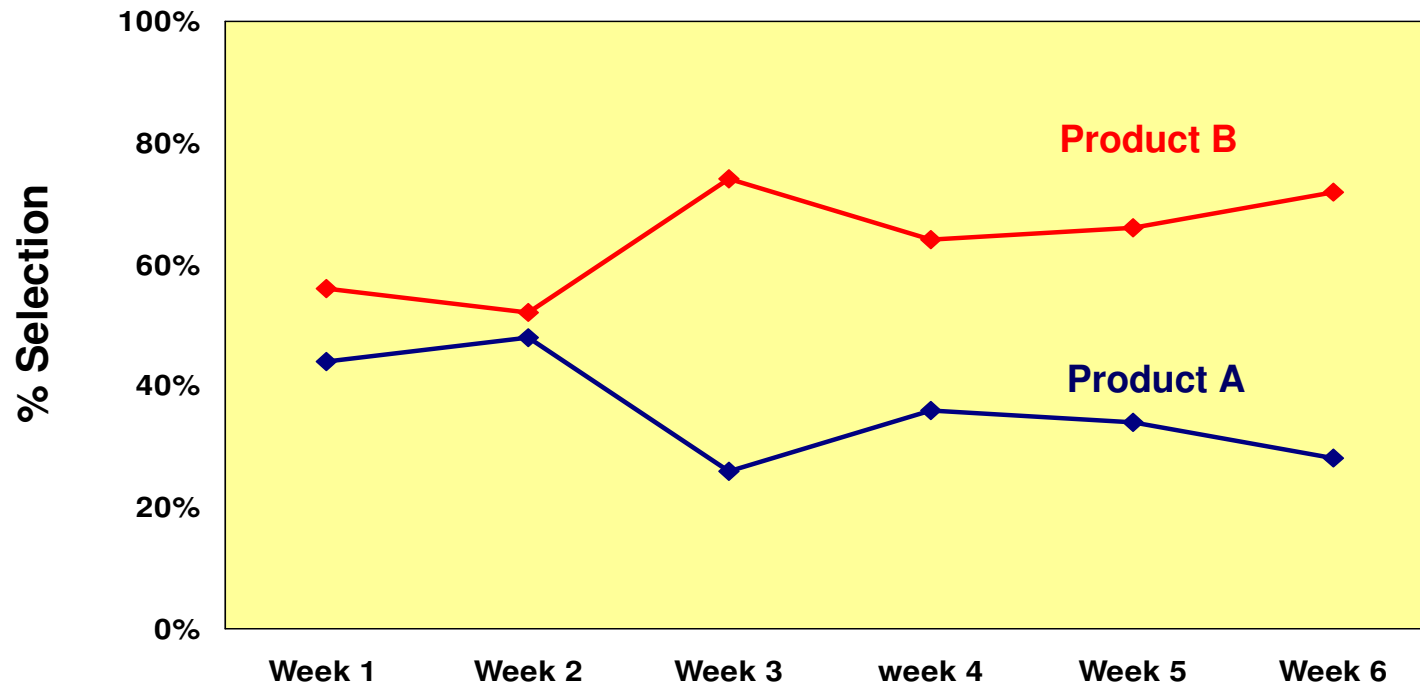
# Setup: Extended Use Consumer Panel



# “Product Choice Selection”

# Tracking product choice selection helps assess sensory performance over time

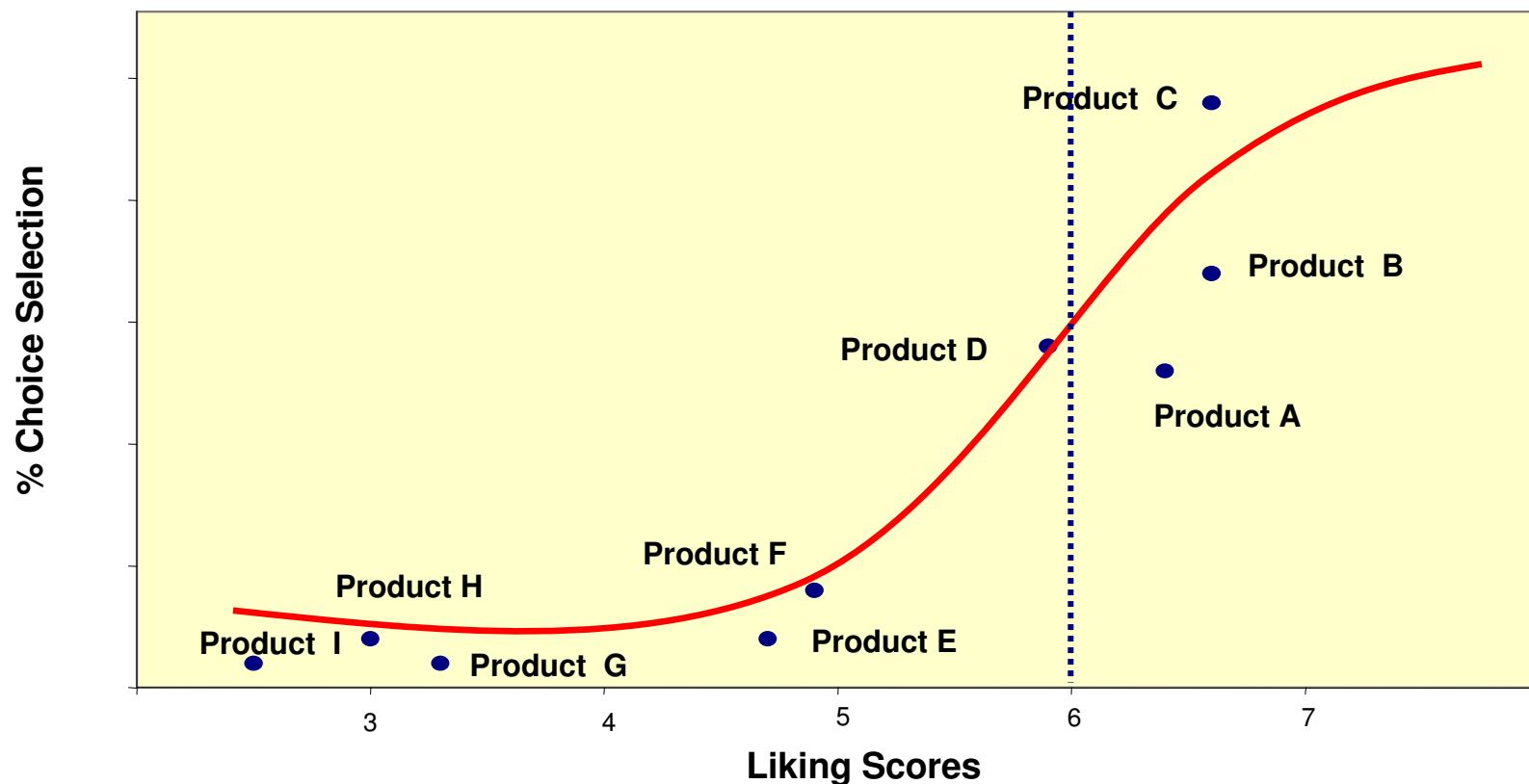
- Initially, both products perform similarly. Tracking product choice over extended period indicates that **Product A** outperforms **Product B** over time.



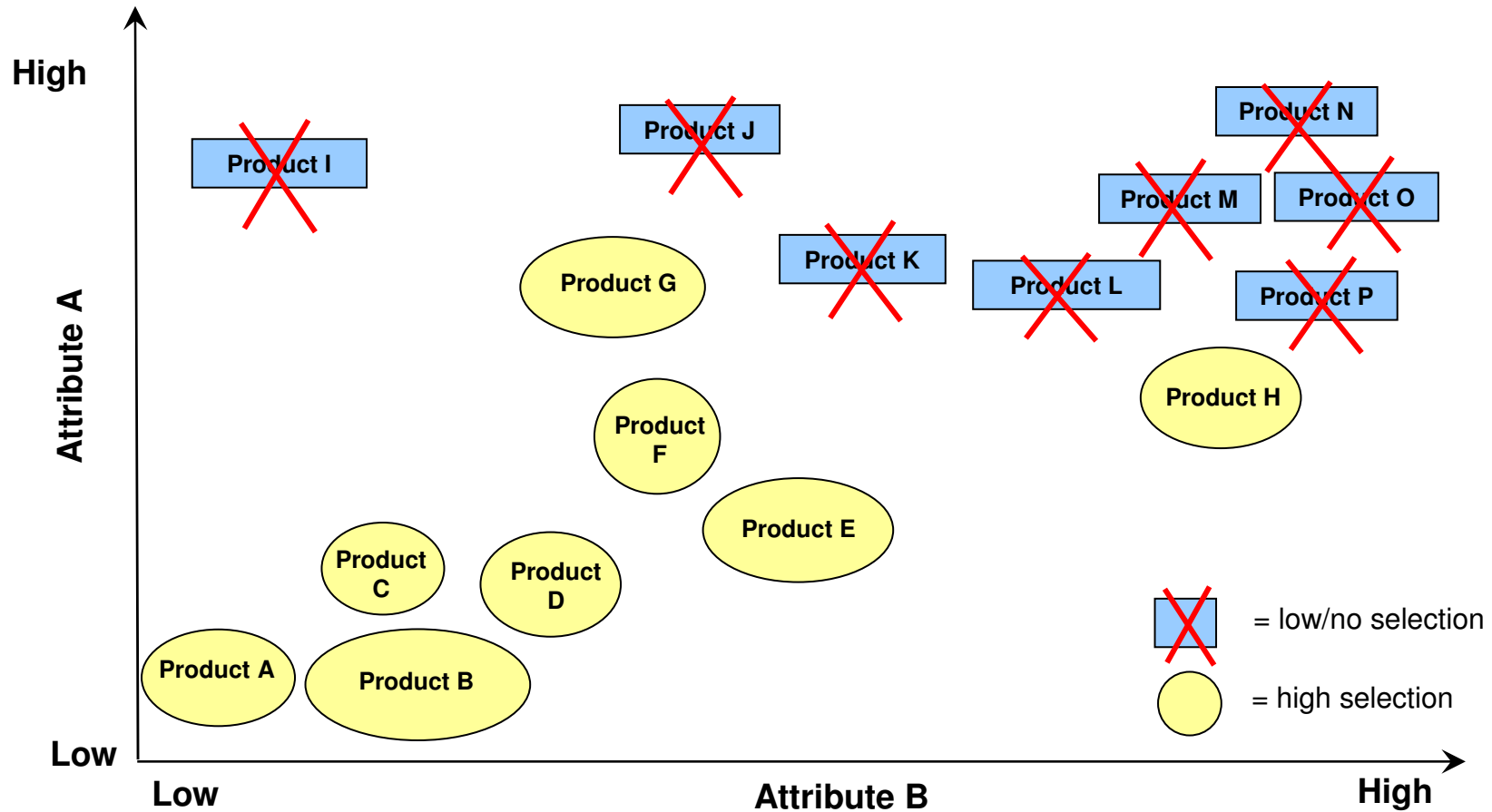


# Tracking choice selection also helps bridge the liking measure to actual behavior

- This approach allows us to connect the liking rating to actual behavior. In this case, we determine to use %6 and 7 liking rating as a proxy for highly acceptable products.

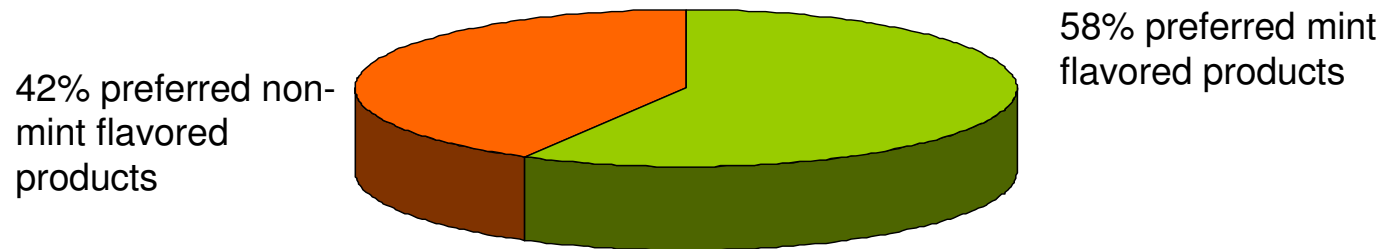


# Product choice selection can be used to identify desired level of key sensory attributes

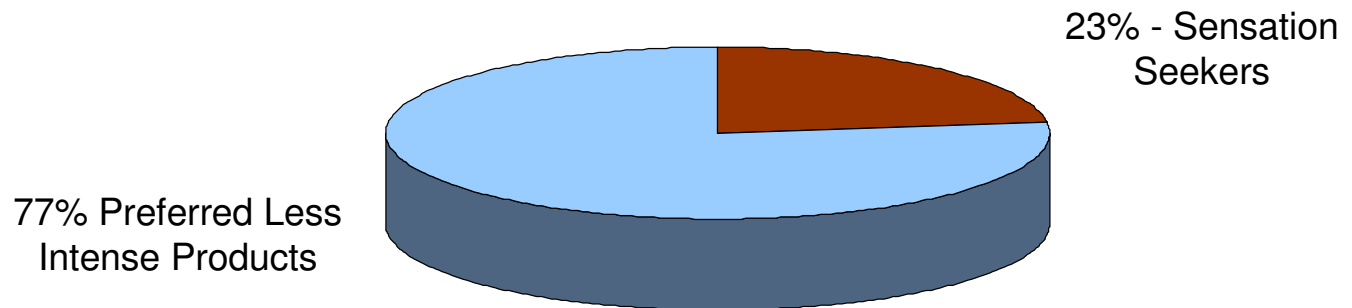


# Tracking product choice selection also helps identify consumer segments based on product preference

## Flavor Preference



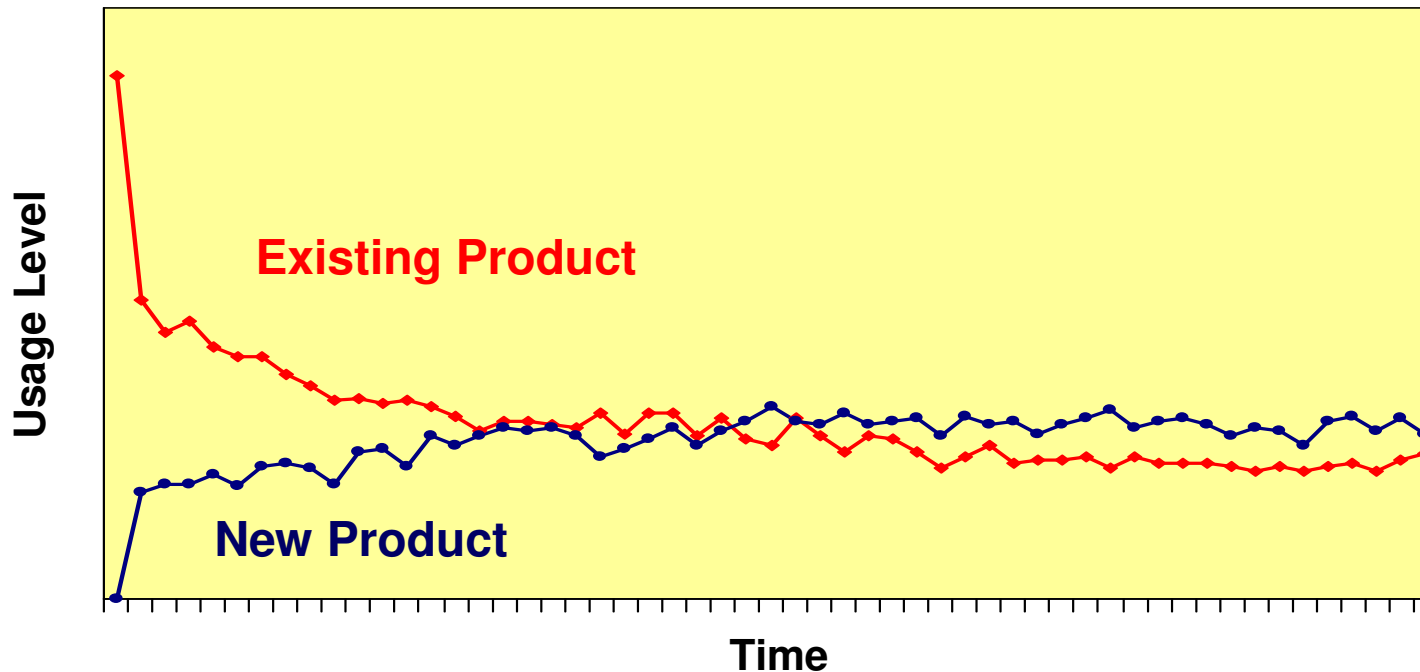
## Preference Based on Sensation Level



# “Product Usage”

# Tracking product usage helps assess short term and long term product performance

- Understand how long it takes for consumers to incorporate the new product to their life
- Assess the impact of new product usage on current product



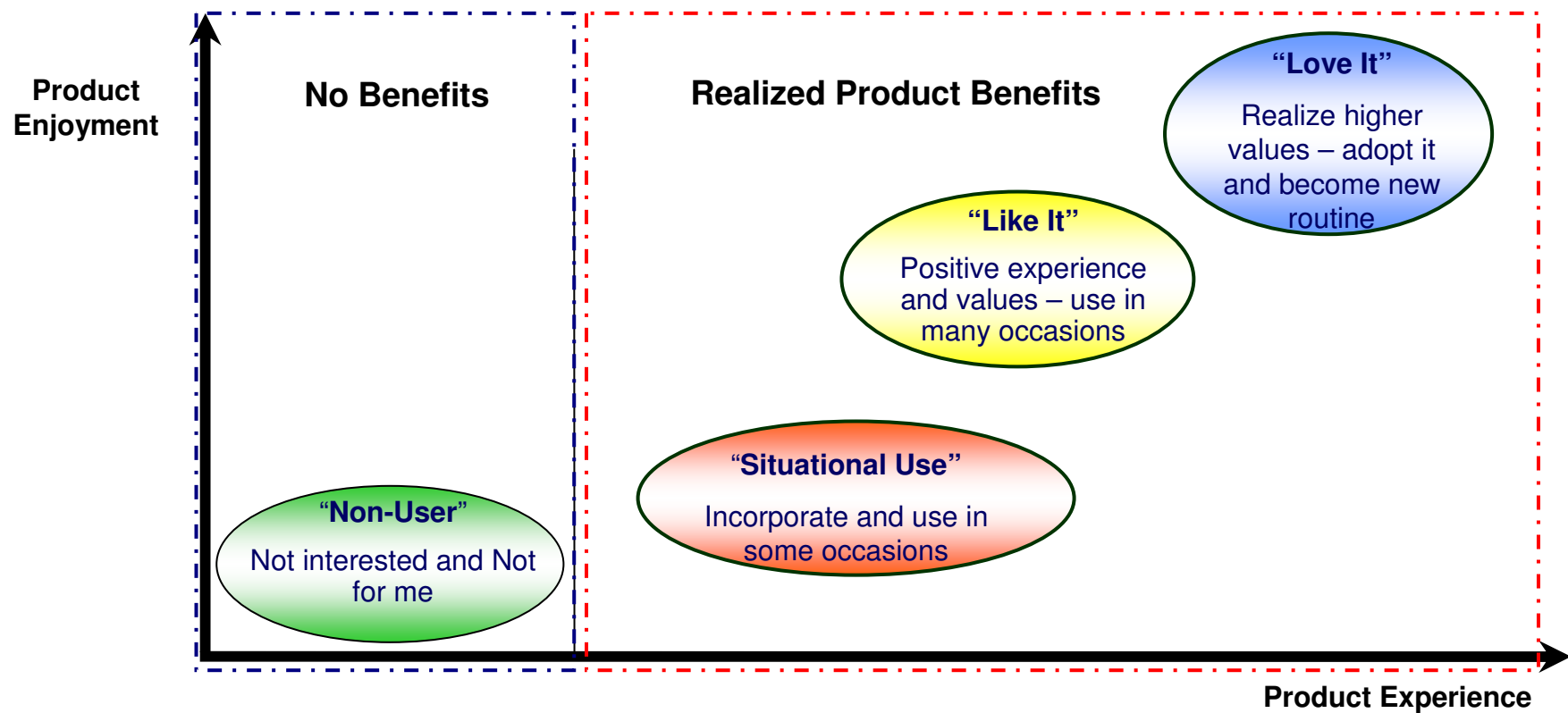
# “Product Experience”

# Product Experience

- Whole product experience = Linking product attributes to benefits (functional or emotional) to values
- Understanding product experience is critical particularly for new product
  - Why would consumers want or need this new product?
  - Why would consumers choose to use this new product?
  - What benefits do consumers gain from using this product?

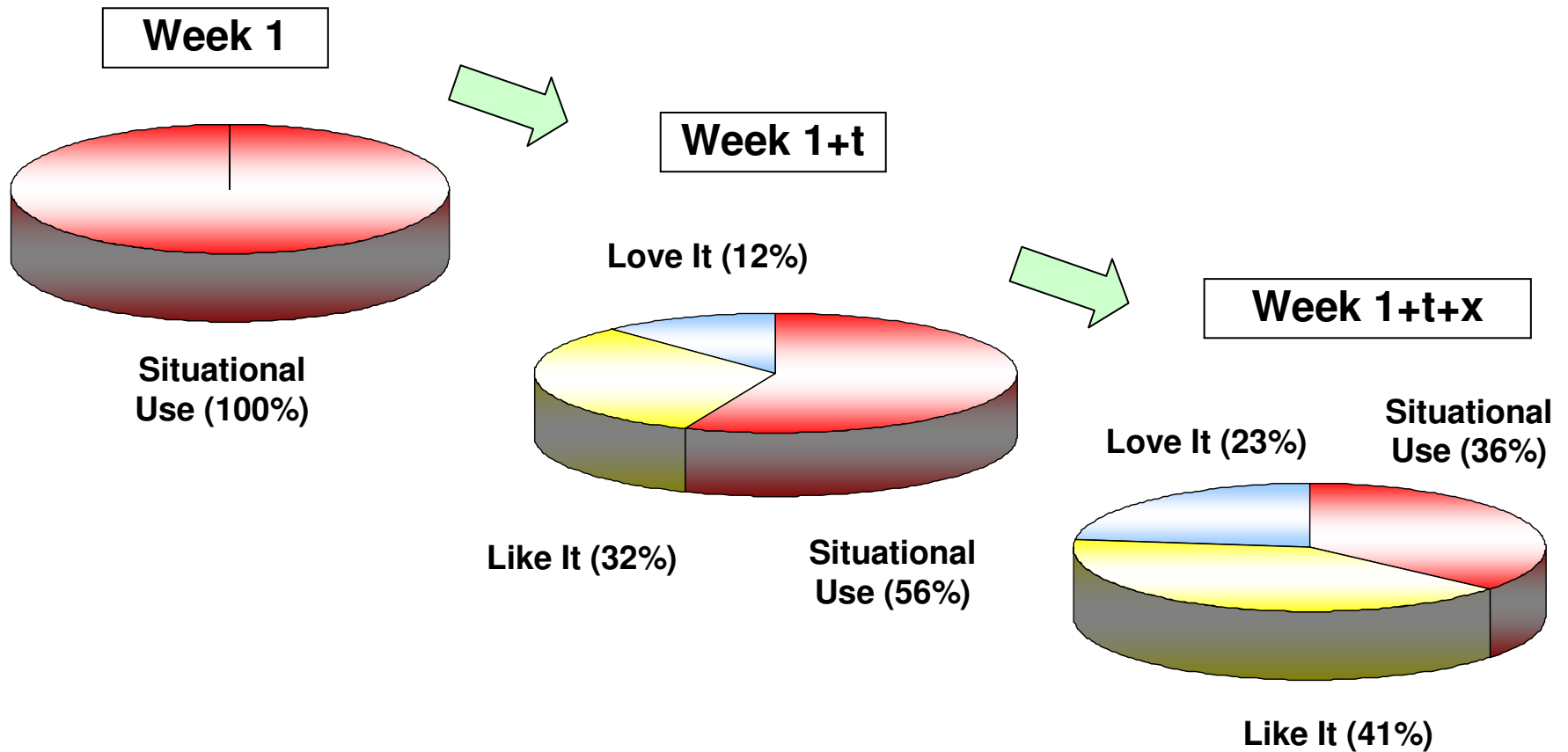
# Assessing overall product experience allows us to identify potential consumer segments

- Through stories consumers share with us regarding their product experience, we can identify different consumer segments.



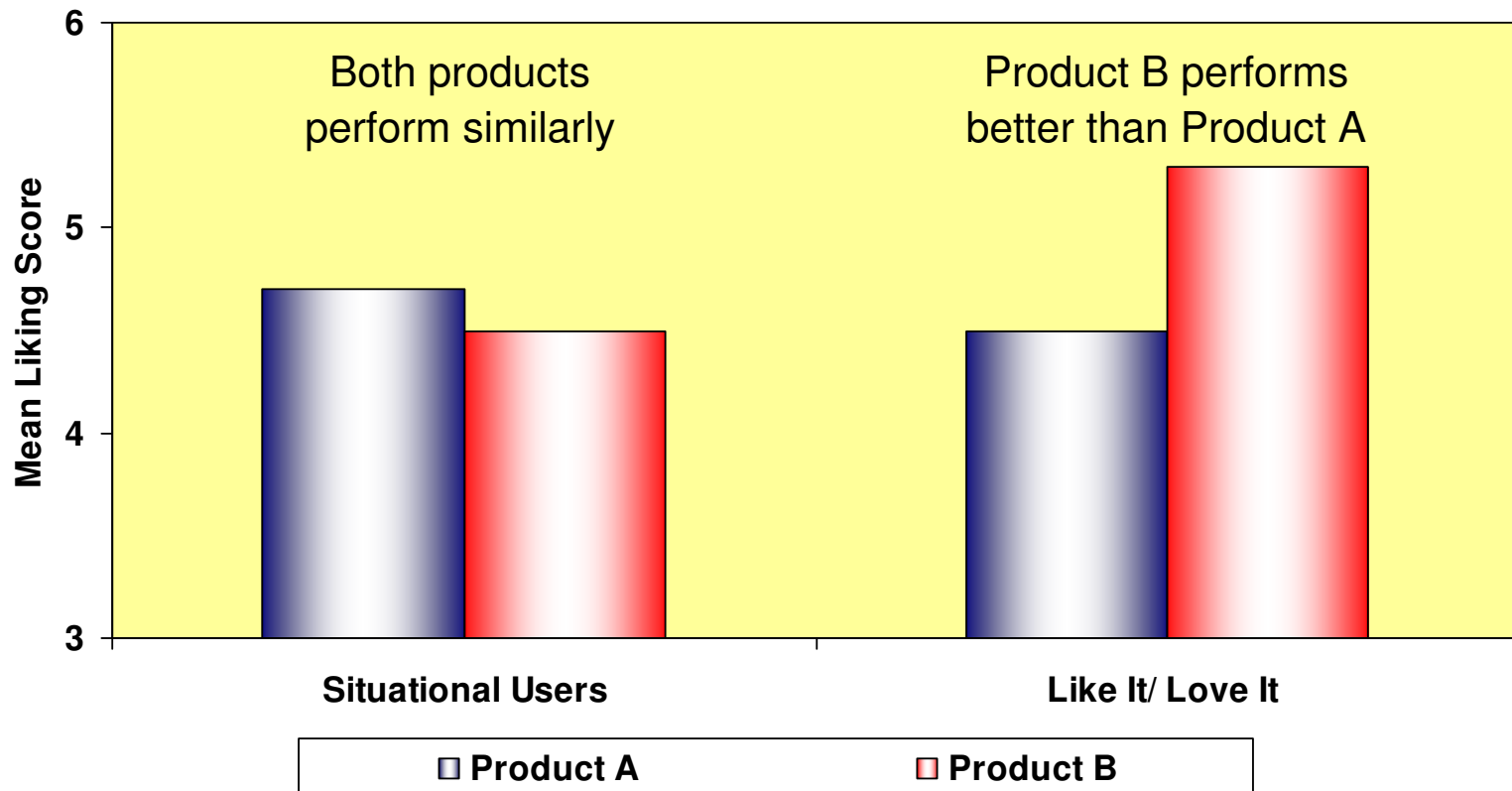


# Tracking product experience reveals that these consumer segments can shift over time



# Understanding consumer segments helps us identify alternative approach to assess product acceptance

- The more interest and excitement with the product, the more discriminating and selective.



# Factors to Consider with Extended Use Consumer Panel

- **A learning laboratory**

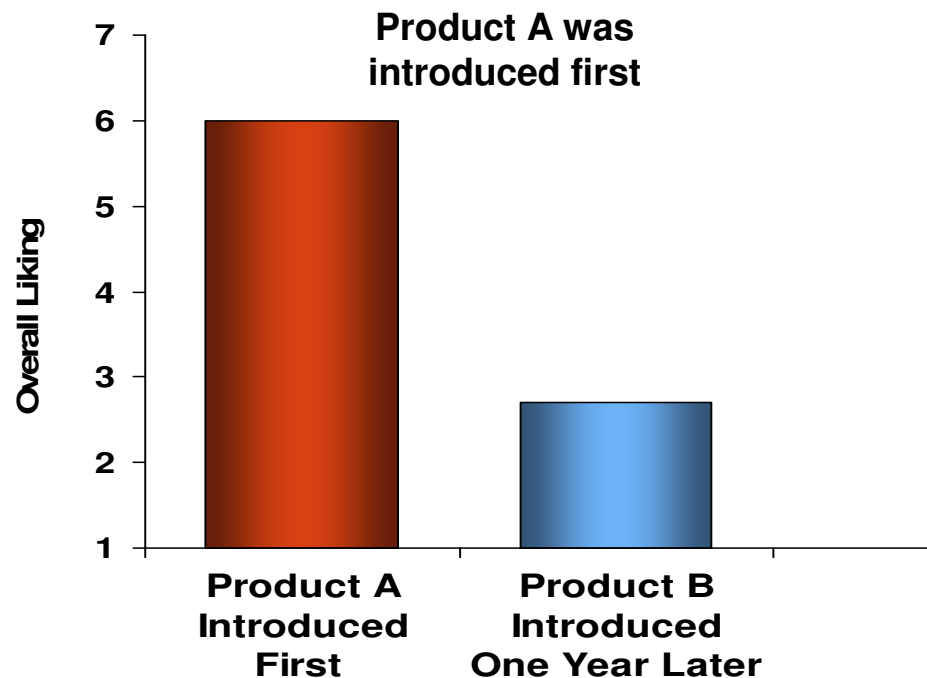
- May not perfectly predict real marketplace performance
- Learnings and insights should be used to form hypotheses that can be validated when products are launched

- **Product adoption - response bias**

- Once a product has been introduced and adopted by consumers, other products tend to be less acceptable
- Consider shortening the length of panel to 3-4 months

# “Product Adoption – Response Bias” can be found in the Extended Use Panel

- Once consumers develop preference for a certain product, they tend to rate that product higher and rate other products lower in liking.



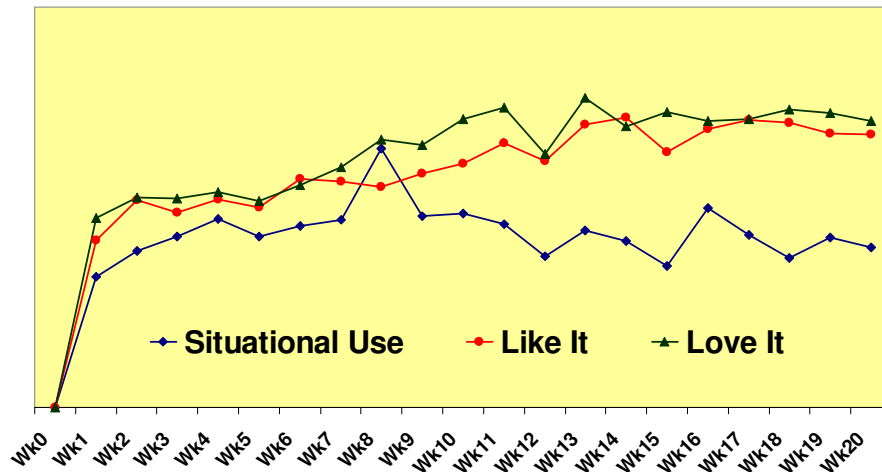
# Summary

- **Extended use consumer panel offers an opportunity to integrate behavioral measures in addition to hedonic measures**
  - Choice selection
  - Product usage
- **Offers different views to assess product acceptance, short term vs. long term performance**
- **Gain deeper understanding of consumer product experience to assess likelihood of product success**

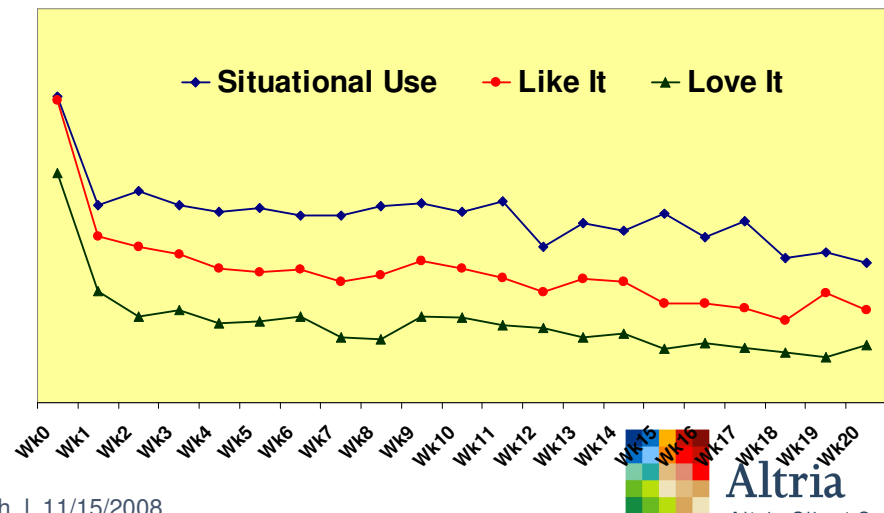
# Backup

# Different consumer segments have different patterns of usage/consumption

## Increasing Trend of New Product



## Declining Trend of Existing Product



# Additional insights can be gained from observing consumer responses to the product over time

- Examples:
  - Product adoption – Response Bias
    - Once a product has been introduced and adopted by participants, other products tend to be less acceptable
  - Sensory segments exist based on flavor and taste preference
    - Participants can be grouped based on their sensory preference. We use different groups to assist the development of different products