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Custom Research

Case Study #3



ONLINE INTERVIEWS of female consumers across USA reveal clear preference for disbursement method and key product attributes that could increase the appeal of stain removal products.

The Objectives

A manufacturer of stain removal products wanted to better understand the market for stain removers. They were interested in obtaining feedback on a new brush disbursement concept as well as in understanding the role of specific factors in the purchase decision.

The Process

A total of 400 online interviews were conducted using a panel of female consumers across the USA who were between 25 and 55 years old. Respondents had to personally wash laundry at least once a week, think that removing stains is an important issue, and give an item in their laundry special attention for stain removal at least once in a while.

The Outcome

A clear winner was determined among the four disbursement concepts shown. Research uncovered two key attributes that could increase product appeal. A driver analysis clearly indicated the specific types of stains that the product needed to address in order to differentiate itself in the market.

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