

From purchase intent to realistic insights:

Recreating real-life decisions to understand true market potential



Background & Objective

Hedonic scales and traditional purchase intent questions often fail to distinguish between products, making it difficult to identify clear market winners. This study reviewed two methods incorporating real-world consequences to enhance product differentiation.

Authors

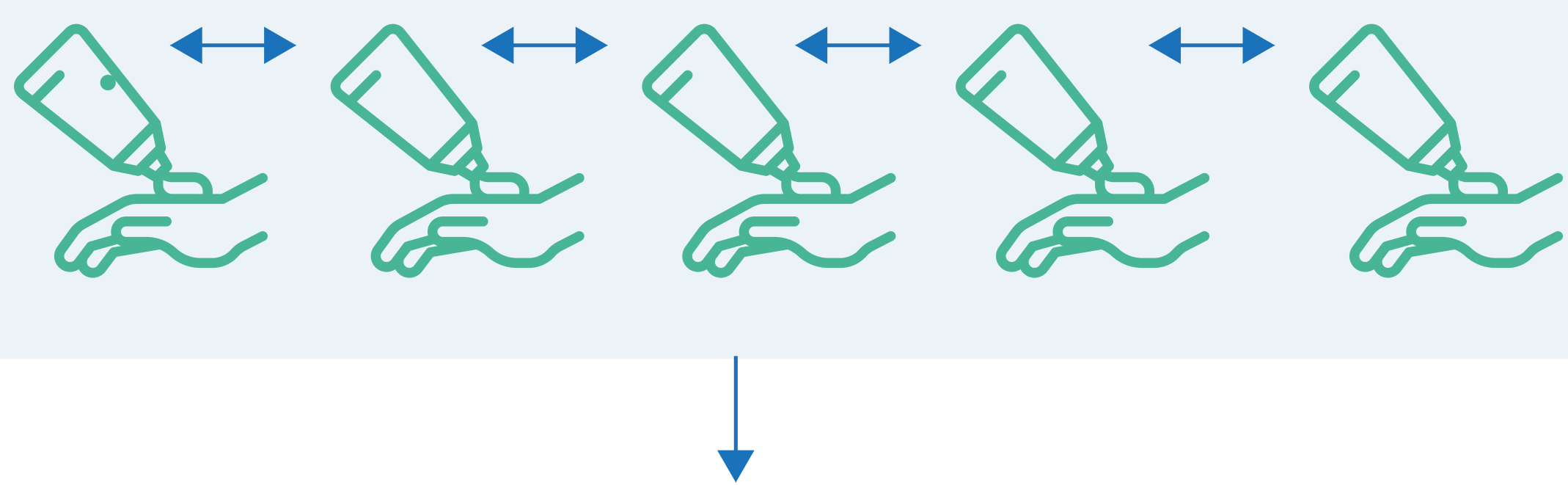
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N=60 consumers completed blind assessment of marketed hand creams in a central location test in the UK, following one of two possible study designs.



Test Design Cell A (n = 30)

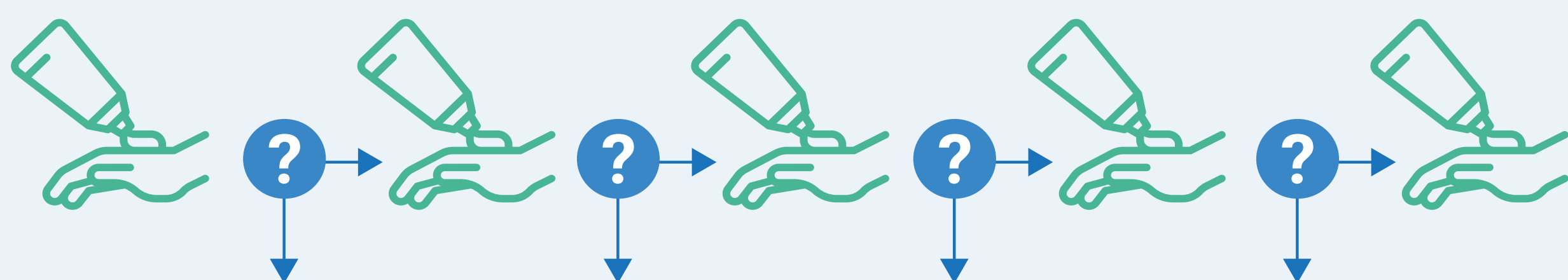
Five traditional sample assessments with hedonic, diagnostic and purchase intent (PI) questions.



Decision point: Is there a product from the test which you would like to take home?

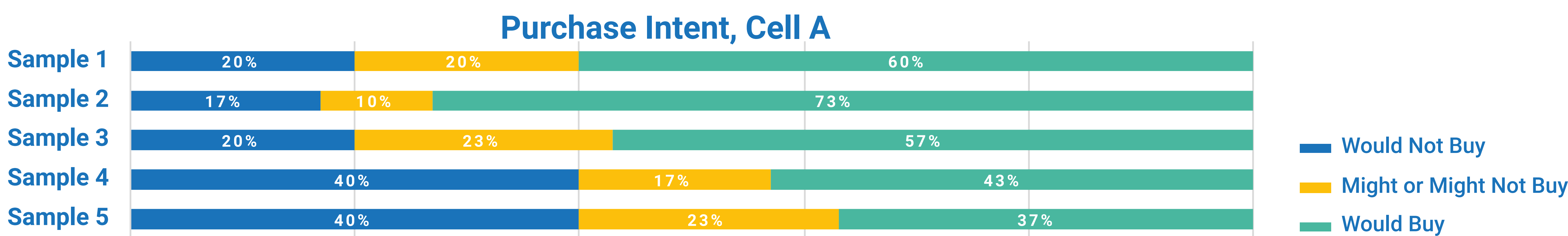
Test Design Cell B (Hedonext¹) (n = 30)

Single sample assessment, then decision point: Would you like to take this product home, ending the test, or continue to the next?



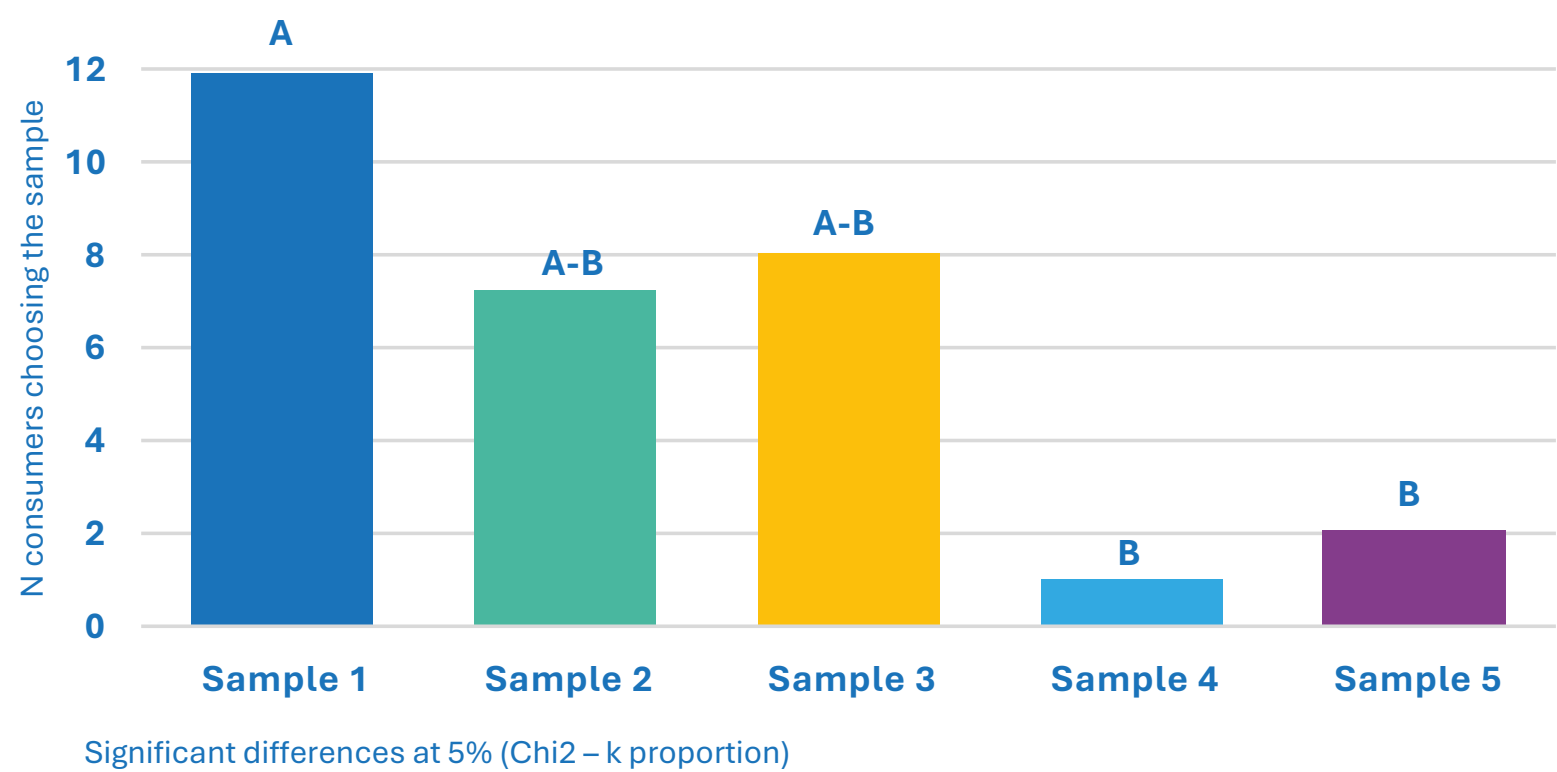
Consumers knew they could not return to previous samples. If they continued to the fifth (final) sample, the test closed and they received the fifth product to take home.

Traditional PI identified Sample 2 as the winning product...



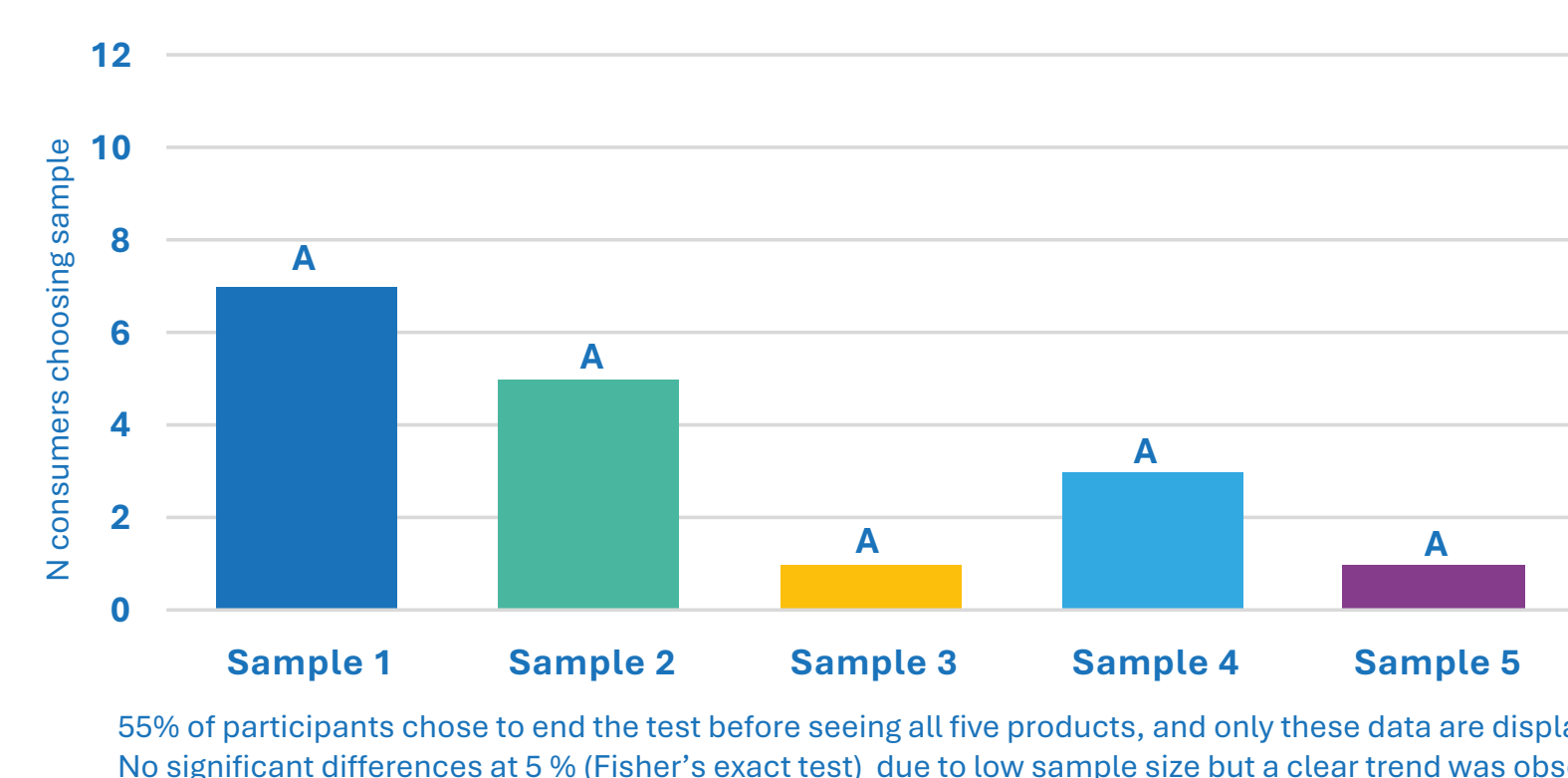
...but when choosing a product to keep, Sample 1 was chosen more often...

Take-home choices, Cell A



Selecting a take home product after testing all samples provided clearer differentiation between the most and least desirable products, compared to traditional PI.

Take-home choices, Cell B



Results trended towards greater discrimination, and there was no significant order effect. However, the base size was low and more data is required.

Key learnings

Designing research with consequences to the choices changed the conclusions drawn compared to the traditional PI measure. These designs enhanced discrimination and identified those samples with universal, and those with minority, appeal.



Conclusion

The placement of the decision point impacted the conclusions drawn. Of the two testing methods the Hedonext method may more closely reflect real-world purchase behaviour but further, larger scale testing is required to understand the benefits of these approaches to predict re-purchase potential.



(1) Wantz, N., Loescher, É., Gazano, G., & Sieffermann, J.-M. (2019). Hedonext®: A review of its evolution and use in cosmetic science. Presented at the 13th Pangborn Sensory Science Symposium, Edinburgh