A New Tool to Optimize Product Characteristics and Study Population Segmentation

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Study Background

➤ Objectives of consumer investigations

   ➤ Understand consumer expectations

   ➤ Identify potential population segmentation

   ➤ Discover the drivers of consumer perceptions (liking, freshness, moisturization, etc.)

   ➤ Establish products' properties that will optimize consumer perceptions
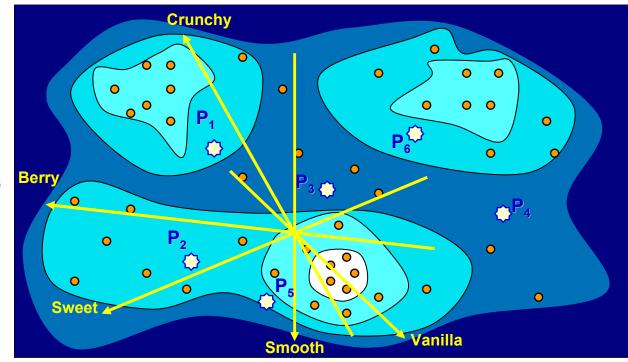
➤ Recently developed methodology:

> *Landscape Segmentation Analysis® (LSA)*

➤ Usually applied to hedonic investigations

➤ This study: Expected **Moisturizing** and **Refreshing** properties of soap bar images

Landscape Segmentation Analysis

- ❖ LSA first "unfolds" liking and creates a space relevant to consumer acceptability
- ❖ Descriptive data are then added by regressing the attributes on the map
  - ❖ Some attributes can be fit on the map and are drivers of liking
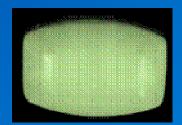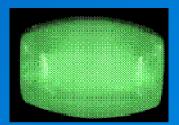 - ❖ Others can't and are not relevant for consumer acceptability

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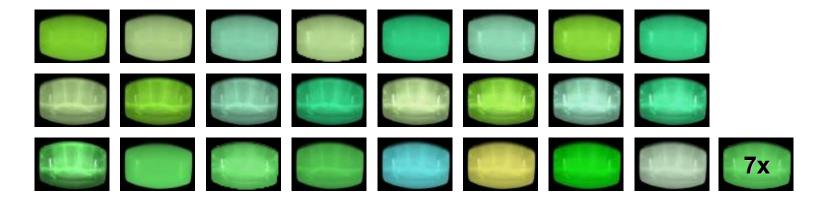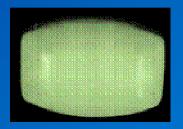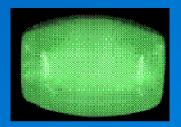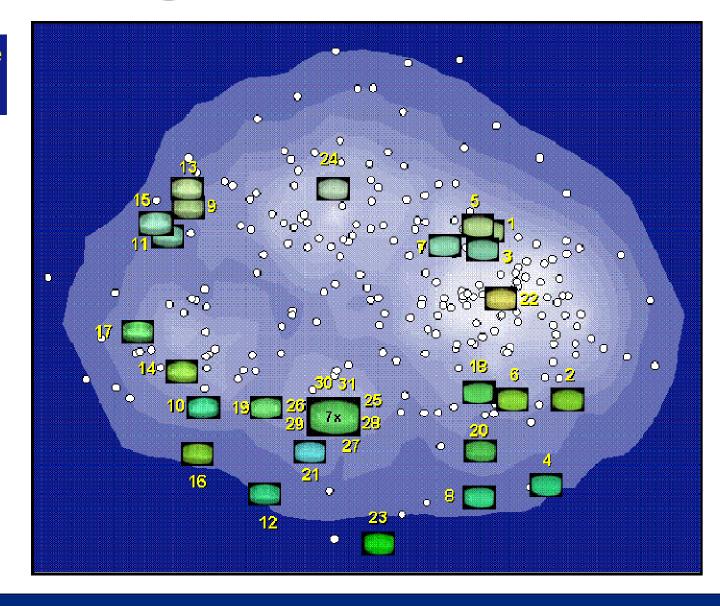# Expected Moisturizing and Refreshing Properties of Soap Bar Images
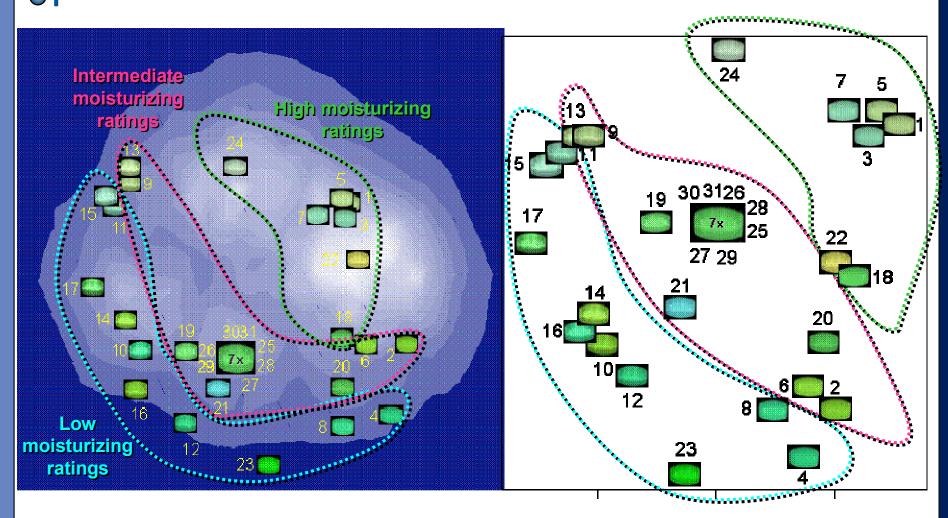
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Study Design

➢ Pictures of bar soaps rated on *moisturizing* and *refreshing* expectation

➢ 25 different pictures, central composite design on 4 variables (Translucency, Shine, Hue and Saturation), 5 levels per variable

➢ Total of 31 pictures (middle point evaluated 7 times)

7x

Study Design *(continued)*

➤ Study conducted in the Tokyo area in Japan

➤ 610 female consumers, split in two groups

    ➤ Group 1: *Moisturizing* (310 consumers)

    ➤ Group 2: *Refreshing* (300 consumers)

➤ Expected Moisturizing and Refreshing properties rated on a 15-point scale

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

➤ Sessions lasted about 30 minutes

Moisturizing LSA

- **Soap image**
- Consumer

Individual points show the location of the "ideal" moisturizing soap image for each consumer
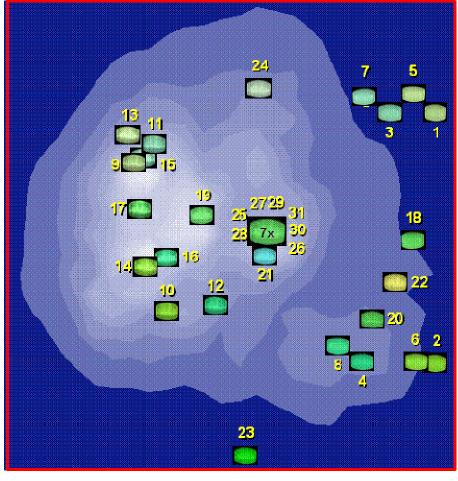

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Moisturizing LSA vs. PCA

❖ Similarity due to the linearity of perceived moisturizing properties

Moisturizing vs. Refreshing LSA's
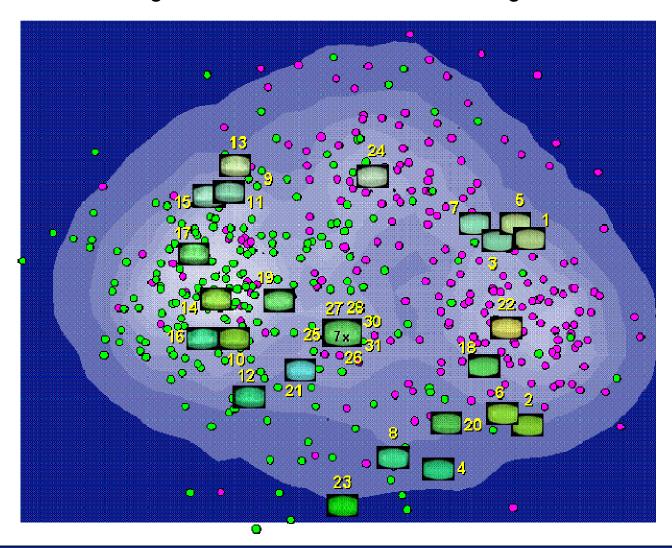
Moisturizing LSA

Refreshing LSA

- ❖ Relative product locations are almost identical
- ❖ But consumer locations are not

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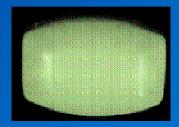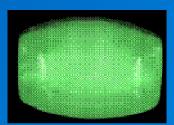# Combined Moisturizing & Refreshing LSA

● Refreshing consumers ● Moisturizing consumers

Moisturizing Perception: Drivers

- Translucency
- Shine
- Hue
- Saturation

Refreshing and Combined LSAs: Drivers

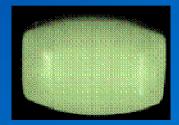**Refreshing LSA**

Combined LSA
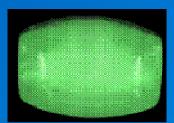
Moisturizing Perception: Optimum

Optimum *(continued)*

Refreshing LSA

Combined LSA

6th Rose Marie Pangborn Symposium
Harrogate, UK
August 7-11, 2005

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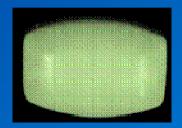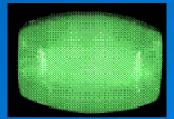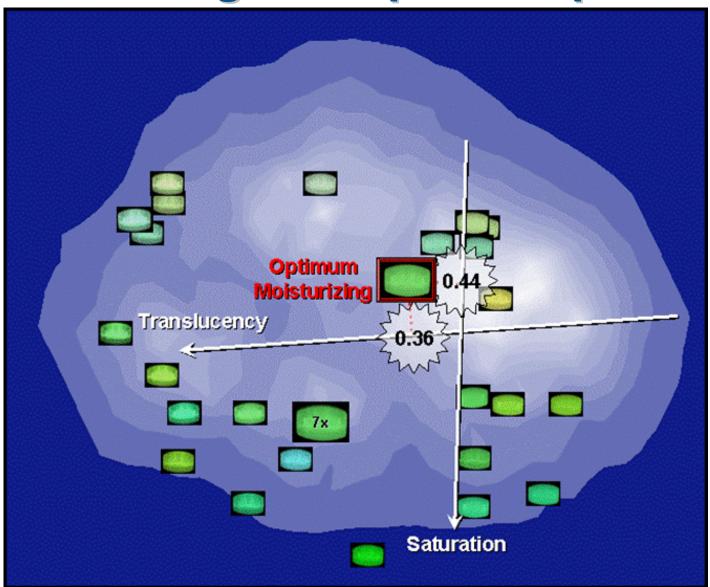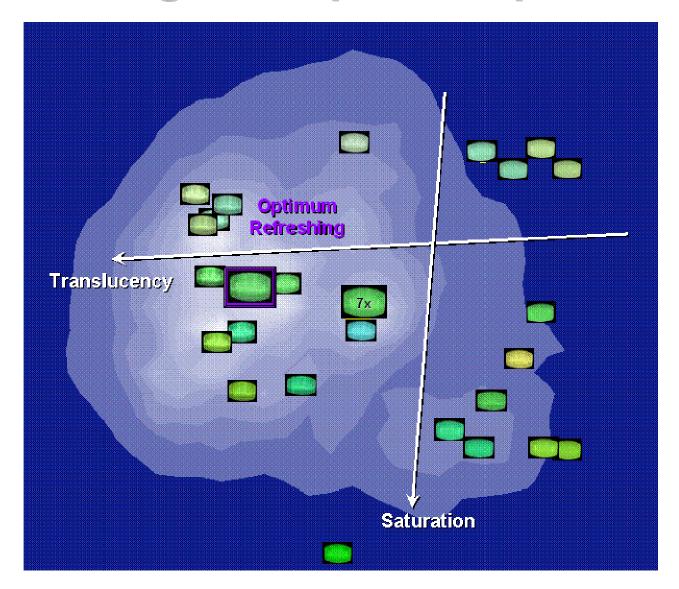
RESULTS

Creating the Optimum Products

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Moisturizing Perception: Optimum

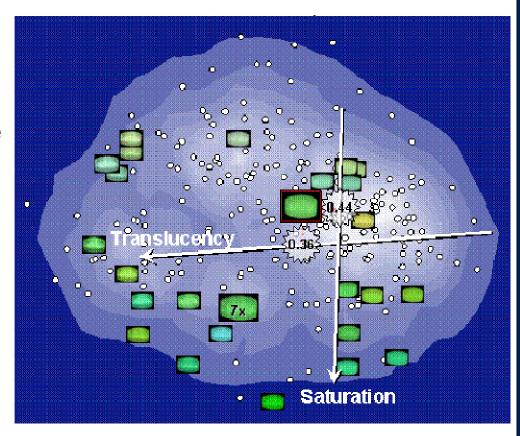# Refreshing Perception: Optimum

Combined Moisturizing & Refreshing LSA

Conclusions

- ➤ LSA was successfully applied to the investigation of perceived *moisturizing* and *refreshing* properties of soap images

- ➤ For the individual as well as for the combined analyses, the population landscape was uncovered

- ➤ Translucency and Saturation were identified as drivers for both properties

- ➤ The location of the mean consumers' optimum images were estimated

- ➤ Using a 'reverse-engineering' approach, the corresponding images were created

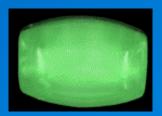- ➤ This approach can be readily applied to other types of consumer investigations such as hedonic and product concept investigations