664.072 MOS

•

Table of Contents

| How the Book Was Born—Sebastiano's Tale Preface | | ix xi |
|--|--|-------------|
| 1 | The Business Environment and the Role of Concept Research in that Environment | 3 |
| Par | t I Nuts and Bolts, Raw Materials, and Ratings | 19 |
| 2 | Single Benefits Screening (Promise Testing) and More Complex Concept Testing | 21 |
| 3 | Ideation Strategies and Their Deployment in Concept Development | 37 |
| 4 | From Questions and Scales to Respondents and Field Execution | 53 |
| Par | t II Experimental Designs, Graphics, Segments, and Markets | 75 |
| 5 | Systematic Variation of Concept Elements and the Conjoint-analysis Approach | 77 |
| 6 | Concepts as Combinations of Graphics | 105 |
| 7 | Segmentation Approaches, Results, and the Differential Importance of Categories | 123 |
| 8 | International Research and Transnational Segmentation Chapter written with the help of Bert Krieger | 143 |
| Part III Advanced Analytics | | 159 |
| 9 | Believing the Results: Reliability and Validity | 161 |
| 10 | Response Time as a Dependent Variable in Concept Research | 175 |
| 11 | Children Compared with Adults | 187 |
| 12 | Pricing Issues in Early-stage Concept Research | 1 97 |
| 13 | Analyzing a Study: Casual-dining Restaurant | 211 |
| 14 | Creating Products from Concepts and Vice Versa | 229 |
| 15 | Exploratory Modeling and Mapping, Simulating New Combinations, and Data Mining | 247 |

vii

| Pa | rt IV Putting the Approaches to Work | 281 |
|-----|---|-----|
| 16 | Package Concepts | |
| | Chapter written with Alex Gofman | 283 |
| 17 | Deconstruction and Competitive Intelligence | 323 |
| 18 | Bottom-up Innovation: Creating Product Concepts from First Principles Chapter written with the help of Roberto Cappuccio | 343 |
| 19 | Creating a Cyberspace Innovation Machine Chapter written with the help of Laurent Flores and Andrea Maier | 369 |
| Par | rt V Databasing | 407 |
| 20 | Creating an Integrated Database from Concept Research: The It! Studies Chapter written with the help of Hollis Ashman and Jacqueline Beckley | 409 |
| 21 | Highlights and Insights from the It! Studies: Crave It! and Eurocrave Chapter written with the help of Tracy Luckow | 431 |
| 22 | Highlights and Insights from the Drink It! Study Chapter written with the help of Angus Hughson | 447 |
| 23 | Understanding Brand Names in Concepts | 471 |
| 24 | Emotion in Concepts Chapter written with the help of Hollis Ashman | 497 |
| Par | rt VI The Grand Overview | 513 |
| 25 | Concept Development and the Consumer-insights Business Chapter written with the help of Jeffrey Ewald | 515 |
| 26 | Scientific and Business Realpolitik: Insights from Selling New Ideas for Concept Research | 537 |
| 27 | Two Views of the Future: Structured Informatics and Research Unbound | 561 |
| Ind | ex | 577 |

•

664.072 MOS

Index

Acceptance, 431 benefits screening, 21-22, 25 color and color combinations, 194 cultural differences, 441 and end use, 344 FACT scale for, 419 first principles studies, 347-348 liking and, 343-344 maximizing, 237 Acceptors, linking responses to external variables, 273-277 Accept/reject response, 84-85 Accomplishment, vs. process, 541--542 Accountability, 541-542 Actionability, data, 520 Adaptive enterprise, 392 Added-value analytic systems, 568-569 Additive model, interest and response time, 176-183 Administrators, attitude toward knowledge providers, 526 Adults brand sensitivity, 478, 483 concept testing, 60 Advertising deconstructing, 500-502 and emotion in concepts, 497-506 strategies, 244, 518 Advertising agency brand planners, consumer insights research, 519-532 and concept development, 8 as insights providers, 517-518 Advertising Research Foundation (ARF), 554 Age and concept testing, 65

and interest, 348 and study participation, 355 Ah-ha experience, 343 All-or-none rule, 270 Analysis of variance (ANOVA), benefits screening, 27-29 Analytic systems, added-value, 568-569 ANOVA, benefits screening, 27-29 Anxiety, dealing with, 507-510 Appearance, and food selection, 435 Appropriateness, and sensory attributes, 233-234 Argumentation, 543 Aroma, and food selection, 435 Artificial intelligence, 393-394 Artificial neural networks, 126 Artisan products, 489 Ashman, Hollis, 396, 507, 532 ASP (application service provider), 290 Assignment problem, 278-279 Attitudes, to predict concept responses, 275 Attractiveness, end uses, 348 Attribute creep, 34 Aufgabe questions, 371, 373, 381, 402 Average, weighted, 267-269

Bacardi, 460, 462 Back translation, 145 Bagel pricing study, 198 Barrie, James M., 46 Base size appropriate, 64 concept evaluation, 11 and individual variability, 163 solid, 314 Basis variables, 125 Bauhaus, 124

Beckley, Jaqueline, 396, 532 Beer, Drink It! study, 459 Behavior, self-reported vs. actual, 432-433 Bell Laboratories, 78 Benchmark concepts, IdeaMap, 100 Benefits screening, 21-22 data analysis, 22-24 results, 25-30 statistics, 25-30 use of, 24-25, 34-35 Best practices, 539-540 Beta coefficients, 182 **Beverages** alcoholic, 458-467 marketing, 447, 469-470 nonalcoholic, 447-458 Bias in brand name research, 474 market, 65 and social issues, 507 **Binary transformation** conjoint analysis data, 81-82, 84-85 ratings, 147 Blind rating, 324 Boredom, and interview dropout rates, 310 Boring, E.G. (Garry), 547-548 Bottled water study, 372-378 Bottom-up concept development, 101, 229, 230 Bradley, Terry, Luce (BTL) model, 270-271 Brainstorming, 41 Brand as an end use, 475-478 coffee brand name study, 476-478 as concept element, 336-342, 474-475, 478-483 and concept evaluation, 12 consumer-developed, 471 corporate social responsibility and, 472 cross-product, 488-489 and dollar value, 204 equity, 472-473 Eurocrave! studies, 483-488 extendability, 472 importance of, 471 label name, 472 loyalty, 473-474

management-developed, 471 mapping, 247 personalities, 472 role in beverage choice, 470 role of conjoint analysis, 474-475 soft drink study, 475-476 sports drinks, 457 universally positive, 483 Brand concepts functional benefits, 471-472 key features, 471 BrandDelphi, 42, 372 Branded rating, 324 Branding country, 488 emotional, 438-440 Brand name specific, 491-494 vs. no brand, 489 well-known, 334-336 Brand planners, consumer insights research, 519-532 Brand-positioning statement, 518 Brand sensitivity adults, 478, 483 cultural differences, 486-487 gender and, 486 healthy foods, 490 teens, 478, 483 Brand value competitive analysis, 323-324 Eurocrave! studies, 483-489 Healthy You!, 489-494 Breezers, 460 Buckets, deconstructed elements, 326-327 Burger King, 354, 364-365, 476 Business environment, and concept research, 3-6 Buying styles, insights, 543-544 Buy It! 205-209 Café latte, 448 Candy, frequency of selection, 432 Candy study, 193-194 Capital, intellectual, levels of, 561-569 Capuccino, 448

Caracappa, Roger, 107

Carbohydrates, 431 Carbonated beverage study, 345-353 Carroll, Doug, 78 Casual-dining restaurant, case history, 211-227 Categories deconstructed elements, 326-327 importance in segmentation, 136-140 missing, 309 patterns across subgroups, 219 performance, 217 relative importance, 138-140 Category appraisal, 40, 233-236, 383 competitive analysis, 323 Central location interviews, 68 Certified Packaging Professional (CPP), 107 Cheese, country as brand, 488 Chicken, fast-food, 487-488 Children age and visual concepts, 193-194 cognitive ability, 187 concept testing, 60, 188-192 Chocolate, 431, 432 Choice analysis, 269-273 Choice estimation, simulators, 269-272 Christensen-Foley method, 440-441 Classic consumers, 438, 440 cola drinkers, 453 Close in elements, 232 Closest neighbors, 131 Clustering methods, segmentation, 134-135 Coca-Cola, 445, 472, 475-476, 488 Coffee brand name study, 476-478 Drink It! study, 447-450 emotion elements, 498 first principles study, 353-365 international study, 152-157 concept simulator, 261-272 response time and concept elements, 176-178 package design study, 114-118 Cola drinks cross-country comparison, 444-445 Drink It! study, 451-455

Collaboration in consumer research, 401-402 and idea selling, 546 Collaborative filtering, ideation, 42-44, 372 Colocation, 8 Comfort zone, corporate, 383, 384 Communication competitive analysis, 323 deconstructing, 325-326 elements, 88-94 hot buttons, 427 legal constraints, 333 measuring methods, 184 tonality of, 328 Competitive analysis category appraisal, 323 concepts, 323-324 paired-comparison method, 323 products, 323-324 response to, 382-383 Competitive intelligence, 323 Competitive messages deconstructing, 325-326 legal constraints, 333 middle-of-the-road, 333 new products, 333 well-known products, 334-338 Competitive scan, 212 Complete concepts, testing, 30-32 Complexity-driven delay, 283 Computer, as interviewer, 393-394 Computer-assisted personal interviews (CAPIs), 68 correlation with Internet-based studies, 171-172 Concept boards, 31-32 country-to-country differences, 145-146 Concept development, 7-8 as art or science, 14-15 bottom-up, 101, 229, 230, 343-367 consumer insights and, 519-520, 522-528 experimental design and, 14 fuzzy front end, 382-390 ideation strategies, 37-51 innovation, Internet-based, 382-403 and logic, 89 popcorn study, 88-101

Concept development (continued) strategies, 13-15 top down, 229, 230 up-front activities, 13-14 Concept-element model, 255 Concept elements absolute utility value of, 300 appropriate vs. inappropriate, 364-365 brand as, 336-342, 474-475, 478-483 building bottom up, 212-214 combining, 232 communication, 88-94 creating, 345, 396-399 descriptor, 433-434 detailed analyses, 223-225 dollar value, 204 driving power of, 219 exemplar, 256 fast-to-process, 178 IdeaMap, 88-94, 98 It! studies, 418-423 mapping, 248-254 missing, 309 pairwise restrictions, 94-98, 315-318 price as, 197-198 rating, 100 and response time, 176-183 responsivity to, 219 segmentation algorithm, 130-131 selection frequency, 374-375 semantic differential profile, 94 signature of, 248 slow-to-process, 178 solid base size, 314 text, 178-180 tonality of, 251 translation of, 145, 442 winning, identifying, 214 Concept evaluation. See Concept research Concept-mapping model, 255 Concept optimization, Delphi-like studies, 399-401 Concept optimizer differential weighting, 269 forcing in categories, 264 input data, 262

maximizing semantic scales and utilities, 266--269 selecting subgroups, 264-265 study restrictions, 262 weighted average, 267-269 Concept research age and, 60, 65 audience, 60 base size, 11, 64 brand name and, 12 business environment, 3--6 concept board, 31-32 concept similarity, 62 confirmatory, 283 consumer preferences, 242 developmental, 283 directionality, 242 early-stage, pricing issues, 197-209 field execution, 60-66 focus groups, 49-50 future of, 575-576 gender and, 60, 65 honesty in, 63 international accepting new ideas, 143-145 coffee study, 152-157 concepts presentation, 145-146 cultural issues in ratings, 146-147 language issues, 145, 148 practical considerations, 143 research partners, 147-148 strategies for, 158 time zones, 148 translation of elements, 145 Internet-based, 320-321 validity of, 170-172 iterative approach, 284 measurement task, 48-51 media, 66--67 monadic approach, 9-10, 59 norms, 163 one vs. many concepts, 59-60 packages testing, 110-111 pairwise restrictions, 262 poor performance, 12-13 price and, 12 probity, 284

processization of, 568-569 and product development, 58 qualitative, 49-50 quantitative, 50 questionnaires, 34 questions, 10-11 ratings analysis, 11-12 reliability, 162-164 response data, 33-34 response time, 175-184 restaurant study, 211-227 risk aversion in, 537 role of researchers, 225-226 segments and, 126-128 self-authoring, 570-572 selling IdeaMap, 548-554 and simultaneous product testing, 238, 244 speed in, 283-284 test conditions, 163 testing concepts, 8-13 traditionalists vs. knowledge transacters, 573-574 transaction-oriented, 571-576 transnational differences in, 144-145 tried first position, 59 tried second position, 59 types of concepts, 10 types of ratings, 10 up-front issues, 53-60 validity, 60-61, 165-169 volumetric projections, 50-51 white card/board, 30-32 within-subjects design, 9-10, 244 Concept response, linking to external variables, 273-277 Concept-response segmentation, 131–134 IdeaMap, 101 identification of stronger ideas, 378-380 Concepts close-in, 388 complete, 30-32 deconstruction of. See Deconstruction; Deconstruction studies emotional elements, 497-506 format of, 4, 53 graphics and, 53-54

importance of, 4 innovation system, 385-386 interpreting, 15 language of, 53 mapping, 247-260 narrow, 239 positioning, 6-7, 8 product, 6-7 segmentation algorithm, 130-131 selecting, 21 sensory aspects, 58-59 sensory preference segments, 241-242 synthesizing, 260-273 weak signals for, 380 white board, 30-32 white-card, 30-32, 53 Concept simulator, 260-273 Concept-strategy fit, 58 Concept testing. See Concept research Condiments study, relative importance, 139 - 140Conditional probability, 84, 85, 86 Conjoint analysis, 24 as an iterative, PC-based tool, 284-285 brand as an element, 478-483 brand as an end use, 475-478 branding and, 474-475 Crave It! 411-416 data analysis binary transformation, 81-82, 84-85 probit analysis, 85-86 recoding, 84-85 regression modeling, 82-84 in early development stages, 283 evaluating idea strength, 371-372 full-profile, 80-81, 299 history of, 77-78 IdeaMap, 86-101, 548-549 identifying winning elements, 376-378 insights buyers, 521-528 Internet-based, 68, 382-390, 394 multiple linear regression in, 81 number of concepts tested, 61 ordinary least squares, 82--84 package design, 107 pairwise interactions, 314-318

Conjoint analysis (continued) partial profile, 299 popcorn study, 88-101, 209 pricing, 197, 204-209 bagel study, 198 Italian condiment study, 199, 204 price as a description, 205-209 surimi study, 199-203 reliability, 169 and response time, 176 restaurant concept study, 211-227 self-authoring, It! studies, 410 and self-profiling, 418-423 social issues, 507 text-based, 309 trade-off procedures, 78-80 use of, 77 validity, 169 visual. See Visual conjoint analysis Construct validity, 167-168 Consumer insights competitive advantage, 517-518 consultants, 531 data-based, 518-519 insights buyers, 521-522 key factors, 516-517 and management, 519-520 research approach, 522-528 role of process, 531-532 segmentation, 526-528 Consumer mind, methods for understanding, 409-410 Consumer preferences, and concept research, 242 Consumer research; See also Market research alternative methods, 542-543 collaboration in, 401-402 competitive environment, 515-516 data vs. insights, 518-519 history of, 537-538 knowledge-based, 403 practitioner vs. academic buying styles, 543-544 processization, 538 in product development, 390-391 professionalization of, 561

strategic, 561 syncretism, 401-402 tactical, 561 Consumer researchers consumer insights research, 519-532 innovation and, 403 rating data, 518 role of, 403, 528-531 Consumer research toolbox foundations for, 391-392 new car product case history, 394-403 paradigm, 392-394, 402-403 popularity of, 402 role of, 403 Consumers classics, 438, 440, 453 creative, 40, 46, 381 Delphi method, 370-371 elaborates, 438, 440 health-conscious, 451, 453, 455, 456-457 imaginers, 438, 440 impressionables, 448, 453, 457, 462, 464, 466 no frills, 448, 451, 464-465, 467 product chocies, 469 traditionalists, 448, 457-460, 462-467 variety seekers, 448-451, 457-459, 462-463, 465, 467 Consumption patterns, and craveability, 434-435 Content analysis, 324 Context-sensitive help system, 289 Continuous variables, 234 Conway, Foy, 40 Co-op payments, 71 Copying, ideas, 39 Corporations importance of knowledge-based consumer research, 403 learning and memory, product development, 235-236 social responsibility and brands, 472 Correctness, conjoint measurement, 169 Cost, and research method, 541 Country branding, 488 Craveability cola, 444-445

and day part, 435-438 defined, 416 and emotion, 497-498 frequency of, 432, 434-435 intensity of, 432 and product description, 433-434 Crave It! 395 attributes, 431 brand value studies, 478-483 categories, 433-434 conjoint analysis, 411-416, 418-423 creating innovation, 440-441 database, 435-446 day part, 435-438 foods selected, 432 gender representation, 69 goal of, 432 hamburger study, 418-429 intensity of craveability, 432-433 issues and opportunities, 445-446 market patterns, 65 meta-analyses, 423 participation, 417 results, 416-417 segments, 438-440 self-profiling, 417-423 study wall, 411 total craveability, 432 Cravings, self-reported vs. actual behavior, 432-433 Creative consumers, 40, 46, 381 Creativity experts and, 46-47 increasing, 47-48 and new ideas, 45-46 CRM Metrix, 42 Cronbach alpha, 162 Cross-function teams, 8 Cumulative gross ratings points (GRP), 547 Curiosity factor, 348 Customers, purchase motivation, 125

Data

actionability, 520 cost of, 541 reliability, 162–165 satiety, 567

storing, 226 validation of, 165-169 Data acquisition, self-authoring systems, 570-572 Data analysis benefits screening, 22-24 different approaches to, 144 Databases: See also under individual studies Crave It! 435-446 brand values, 478-483 cross-sectional, 566-569 Eurocrave! 441-446 brand value studies, 483-489 Healthy You! 489-494 It! 423-429 product development, 235 query-based, concept-response, 572-573 systematized, 410 Databasing conjoint analysis, 418-423 field execution, 411-416 meta-analyses, 423 participation, 417 and product development, 423-426 self-profiling, 417-423 Data-mining procedures, 278–279 Data validation, conjoint analysis, 169 Day part analysis acceptance, 344, 345 craveability, 435-438 flavor sorts, 349-351 needs of, 349 Dead time, 191 Deal With It! 507-510 Decision models, 161 Decision trees, 136 Deconstruction, 40 advertising copy, 500-502 defined, 323 Deconstruction studies food preservation, 324-334 respondents, 329-334 toothpaste study, 334-342 Delphi approach, 370-371 Delphi-like method, element creation, 396-399 Democracy, and research, 571

Demographics, segmentation, 123-125 Demonstrations, impact of, 547 Designers consumer insights research, 519-532 package, 106 Design(s) consolidation, 108-109 isomorphic, 298 package. See Package design Desirability, consumer, 232 Dettman, Dave, 105 Dimensionalization, 101, 134 nonevaluative semantic differential scales. 327 - 328red wine study elements, 248-251 Dimensionalizers, 131 Discrete choice analysis, 283 Discrete variables, 234 Discriminant function analysis (DFA), 276-277 Distribution analysis, benefits screening, 25 - 27Do-not-call legislation, 67 Door-to-door interviews, 67, 149-150 Double dissociation, 273–275 Down-rating country-to-country differences, 146-147 incomplete concepts, 310 Dream Society, 438-440 Drink It! beer, 459 coffee, 447-450 cola drinks, 451-455 emotion elements, 498-506 gender representation, 69 juice, 457-458 low-alcohol flavored drinks, 459-462 marketing, 469-470 objective of, 248 red wine, 248-260, 462-466 sports drinks, 455-457 tea, 450-451 tequila, 467 white wine, 465-466 Dropout rates, interviews, 310 Dr Pepper, 453-455

Dummy-variable regression analysis, 82, 169, 300 package testing, 117-118 Dunkin' Donuts, 354, 364-365, 476 Early alerts, 380 Elaborates, 438, 440 Elements. See Concept elements Emotion and craveability, 497-498 and end use, 355-356 in food products, 506-510 importance of, 497-498 in product concepts, 497-505 segmentation, 502-504 End use attractiveness of, 348 brand as, 475-478 context and, 353 and emotions, 355-366 fit of element to, 349-350 mind-set and, 382 pairs, 356 and product acceptance, 344 role of, 353 situation and, 355-366 varying, 344 ESOMAR, 143, 153 Estée Lauder, 107 Ethics, in concept research, 63 Ethnographic observation, 396 ideation, 42 Ethnography, 393 Eurocrave! cross-country cola comparison, 444-445 design, 442 element translation, 442 issues and opportunities, 445-446 marketing opportunities, 443-444 objective, 441-442 segments, 442-443 European Society of Marketing Research (ESOMAR), 143, 153 Ewald, Jeffrey, 45 Executional statements, 87 Exemplar elements, 256

Exit interviews, 63–64 Expectations, fitting, 237 Experts, ideation by, 46–47, 370–371 Eye-tracking, 109

Face validity, 166-167 FACT (food action) scale, 275-276, 416, 419 Factor map, red wine study, 254-260 Failure rates new food products, 6 truly new products, 39 Fair price, rating, 204-205 Far out elements, 232 Fast-food restaurants chicken in, 487-488 deconstructing commercial advertising, 500-502 Feasability analysis, 380 Fechner, Gustav Theodor, 79 Feedback innovative process, 389 respondent-oriented, 304-305 technology and, 385 Field house, e-mail, 411 Field services, international variation in, 148-150 Field work, concept research, 60-66 Findability packages, 110 response time, 175 First principles and appropriateness, 343-344 carbonated beverage study, 345-353 coffee study, 353-365 creating the product from, 344-345 defined, 343 Fisher Boy, 494 5-point purchase-intent scale, 55-57 Flavors, cultural differences, 441 Flavor sorts, 349-351 Flores, L., 42 Focus groups, 49-50 consumer mind and, 409-410 package testing, 108, 113 use of, 574

Folger's, 476-478 Food consumption, in-car, case history, 394-403 Food preferences, cultural differences, 441 Food preservation methods, deconstruction study, 324-334 Food products acceptance, 431 consumerism, 507 failure rate, 6 genetically engineered, 508-509 key attributes, 435 and mood, 497-498 social issues in, 506-510 Form, Platonic notion of, 387 Forroch, Heiner, 63 Foundation study, 566-560 as baseline, 395 defined, 393 Fourth-generation process, 380 France brand name studies, 484-489 Eurocrave! 441-446 Frankenfoods, 508-509 Frankfurters, package design study, 113-114 F ratio, 28 Frito Lay, 440 Full compensation condition, 309 Full-profile conjoint analysis, 80-81 Functional information, product-related, 471 Function-form relation, 392-394 Future studies, assessing, 370-371 Fuzzy front end, 13 combining concept development methods, 390-403 concept development, 382-390 and consumer insights, 519 defined, 37-38 ideation, 370-382 and product failure, 37 Gallo, 462 Gatorade drinkers, 457 Gender and brand sensitivity, 486

and concept testing, 60, 65

Gender (continued) and interest, 348 and Internet-based interviews, 69, 71 and response time, 180, 182 Geodemographic data, 274-275 Germany brand name studies, 484-489 Eurocrave! 441-446 Gibbs, Andy, 21–22 Godiva, 491 Goodness-of-fit, 169 Google, 409 Grapefruit juice study, concept-response segmentation, 131-134 Graphics combinations, 298 concepts and, 53-54 design template, 111 package design, 113-114 response of children to, 190, 192, 193-194 Graphics designer, consumer insights research, 519-532 Green, Paul, 78 Hamburger study, Crave It! 418-429 Haribo candy, 488 Health-conscious consumers colas, 453, 455 juice, 457 product choices, 469 sports drinks, 456-457 tea, 451 Healthy foods, brand sensitivity, 490 Healthy You! and brand value, 489-494 gender representation, 69, 71 Hershey's, 491 Heuristic, new element identification, 374-375 Homework, in product development, 233, 235-236 Honesty, in concept research, 63 Hoover, David, 21 Hot buttons, 427 Human resources (HR), and new product development (NPD), 41

Ice cream, frequency of selection, 432 Idea evaluation, judgment and, 371 Idealets, 45 IdeaMap, 48 base size, 554 benchmark concepts, 100 concept elements, 88-94 concept-response segmentation, 101 conjoint analysis, 86-87 cost per interview, 554 data transformation, 100 development of, 548-549 experimental design, 98-99 orientation concepts, 99-100 pairwise restrictions, 94-98 popcorn case history, 88-101 response to, 549-556 stages in adopting, 556-559 steps in, 88 untested elements, 100-101 IdeaMap.Wizard, 285 Ideas changing, 49 copying, 39 enhanced sourcing of, 381-382 evaluating, 48-51 function and form, 392-394 nature of, 45 origin of, 38-39, 45 snippets of, 385 utility value of, 45 Idea selling, 538-548 not so new approach, 542 Ideation bottled water study, 372-378 brainstorming, 41 by experts, 46-47, 370-371 collaborative filtering, 42-44, 372 and conjoint analysis, 371-372 consumer involvement, 40, 46 context in, 392-394 copying with modifications, 39 deconstruction, 40 defined, 37-38 design consolidation, 108-109 early-stage, 369 ethnographic observation, 42

function/form relation, 392-394 homework and, 47, 372 increasing creativity, 47-48 Internet-based and consumer insights research. 522-528 weak signals research, 372-378 lead users, 40-41, 381 nature of participants, 45-47 positive side, 343 process, 39, 45 session length, 48 suggestion box, 41 trend studies, 40 Imaginers, 438, 440 Impressionables coffee. 448 colas, 453 product choices, 469 ready to drink products, 462 sports drinks, 457 wine, 464, 466 Incentives, Internet interviews, 71-73 Indirect method of subjective measurement, 79 Informatics, structured, 561-569 Information acceleration, 22 access to, 561 corporate employees and, 562-563 landmark/foundation studies, 566-569 in studies/projects/reports, 563-566 electronic formats, 561 Information processing children vs. adults, 187-194 response time, 175-176 Information technology (IT), 526 Innovation bottom-up, 343-367 close-in concepts, 388 consumer researchers and, 403 defined, 369 far-out concepts, 388 Internet-based concept development, 382-403

integrating tools, 390-403 weak signals, 370-382 iterativity in. 389 and recombination, 440-441 risk and, 388-389 scalability in, 390 second-generation process, 390-403 supportability in, 390 sustainability in. 389-390 sustained episodic, 381-382 and technology, 383-385 and trends, 370-382 Innovation study, tooth-cleaning product, 386-390 Inside Research, 73 Insights. See Consumer insights business, 5, 6 providers. 515 Institute of Packaging Professionals, 107 Integer optimization, 261 Integrated concept database, creating, 410-411, 427-429 Interest and age, 348 analysis of, 25 children vs. adults, 188-192 correlation to response time, 180-183 and gender, 348 international variation in, 176-184 optimizing, 184 and response time, 176, 220 and text length, 181-183 International concept research. See Concept research, international Internet and concept research, 320-321 international, 150 validity, 170-172 conjoint analysis via, 382-390 ideation, 370-382 and innovation, integrating tools, 390-403 Internet interviews, 68-73, 149, 393-394, 572 gender and, 69, 71 incentives, 71-73 in-depth, 396 length of, 69

Internet interviews (continued) measuring pleasantness of, 305-308 number of, 348 refusal rate, 72 Interrespondent distance, 135 Intersubjectivity, 49 Interviews by mail. 66-67 computer-assisted personal (CAPIs), 68, 171-172: See also Internet interviews door-to-door. 67, 149-150 dropout rates, 310 exit, 63-64 focus of, 61 international issues, 148-150 Internet. See Internet interviews length of, 61, 69 mail, 66-67 mall intercept, 68, 150 telephone, 67 validating, 63 Intrigue factor, 348 Invitation screen, 304, 328, 411 Isomorphic designs, 298 Italian condiment study, 199, 204 Iteration, defined, 284 It! studies conjoint analysis, 418-423 emotional components, 498-506 field execution, 411-416 idea behind, 410 information obtained from, 426-429 key features, 410-411 mapping, 248 meta-analyses, 423 participation, 417 results, 416-417 self-authoring conjoint analysis, 410 self-profiling, 417-423 Jackknifing approach, 164-165 JAR scale, 58-59 Jensen, Rolf, 438-440 Juice, Drink It! study, 457-458 Just about right (JAR) scale, 58-59

Kentucky Fried Chicken, 487 Kitchen table research, 63 K-means clustering, 134 Knowledge business environment and, 5, 6 and consumer research, 515-516 corporate knowledge base, 563-566 of experienced professionals, 562-563 and ideas, 45 landmark/foundation studies, 566-569 traditionalists vs. transacters, 573-574 Kruskal, Joseph, 78 Kuczmarski and Associates, 6 Label, package and, 106 Label name, 472 Lactaid, 491 Landmark studies, 566-569 Land O'Lakes, 493 Language, emotional vs. descriptive, 53 Latency, 175 Latent class models, segmentation, 126 Laundry-list creep, 34 Lead users, 40-41, 46, 381 Lean Cuisine, 491 Lexis/Nexis, 409, 573 Library, visuals, 302-303 Lifestyle, brand and, 471 Liking and concept acceptability, 343-344 drivers of, 220, 239 scales, 56 and sensory attributes, 233-234 Line extensions, 39 Lipton, 493 List brokers, 67 Listerine, brand design, 518 Locke, John, 45 Logic, and concept development, 89 Logical individuals database, 361 Logistic regression, 86 Longevity, value of, 547-548

McCain, 488–489 McElroy, Neil, 471 Maier, A., 42 Mail interviews, 66–67

Mall intercept interviews, 68, 150 Management, and consumer insights, 519-520 Managers attitude toward knowledge providers, 526 response to IdeaMap, 555 Map, factor-based, 254-259 Mapping concept elements, 248-254 concepts, 247-260 defined, 247 dimensions, 251 exploratory data, 251-252 principal components factor analysis, 254-260 univariate, 251-254 Marketing 5 P's, 197 attitude toward knowledge providers, 526 and concept measurement, 9 conservative strategies, 244 country-based, 488 segmented. See Segmentation Market launch, predictive value, 168 Market research; See also Consumer research concept testing criteria, 64-66 history of, 569 relevance of, 570 toolbox, 391-403 Market researchers and concept development, 7-8 consumer insights research, 518-532 ratings analysis, 11 response to IdeaMap, 556 role of, 528-531 Markets beverages, 447 testing, 65 Market segmentation. See Segmentation Market share, new products, 35 Mass-market strategy, 124 Maxwell House, 476–478 Measurement tasks, 48-51 and concept testing, 8-9 Mega-studies conjoint analysis, 418-423

emotional issues, 506-510 issues and opportunities, 445-446 meta-analyses, 423 results, 416-417 self-profiling, 417-423 Mental invention, 392 Messages, performance of, 337-338 Meyer, Hannes, 124 Mind-set comparing, 357 and mood, 357-364, 502-504 needs segmentation, 125 segmentation, 353, 438, 502-504 shifting, 382 Mocha, 448 Mock-ups, package, 108 Modeling goal of, 540 and mapping, 254-260 Mood; See also Emotion and food, 497-498 and mind-set, 357-364, 502-504 Multidimensional segmentation, 125 Multiple discriminant analysis, 136 Multiple linear regression, in conjoint analysis, 81 Name recognition, children vs. adults, 190, 192 Needs spotting, 392, 393 Nesting, 64 New, fear of, 542 New ideas creating, 549 general reactions to, 549-556 hidden agendas, 545 response to, 537 and risk aversion, 541-542 selling, 538-548 selling IdeaMap, 548-559 stages of, 559 total rejector, 544-545 Wyatt Earp syndrome, 5454 New product development (NPD) front-end activities, 37-38 and human resources (HR), 41 poor concept performance, 13

New product development (NPD) (continued) success of, 5 up-front activities, 13-14 New products, 123 competitive messages, 333 market share, 35 NFO Infratest Germany, 148 Nike, 472 9-point hedonic scale, 55, 57 No compensation condition, 309 Noelle-Neuman, Elizabeth, 63 No frills consumers coffee, 448 product choices, 469 tea, 451 tequila, 467 wine, 464-465 Norms, in early stage development, 540 Not so new approach, idea selling, 542 Obesity, 510 Observation, 393 **Omnibus testing**, 67 One-off studies, 446 Open ends, 59 Optimization concept, 261-272 concept elements, 232, 234 factor-based map, 255-259 integer, 261 Internet-enabled, and consumer insights research, 522-528 Optimize, defined, 264 Oral cleaning device, innovation process, 386-390 Ordinary least squares (OLS), 101, 300 conjoint analysis, 82-84 visual conjoint analysis, 312-314 Organic Valley, 491 Orientation concepts IdeaMap, 99-100 package testing, 116 Orientation screen, 329 Overview, concept research, 226 Package design 3-D features, 114-118

case histories, 113-118 category, 112 conjoint analysis, 107 and consumer insights, 519 experimental, 111-112 eye-tracking, 109 features, 298 feedback, 112-113 graphics features, 113-114 iterative approach, 319 process, 108-109 self-authoring systems, 296-321 tea package case history, 302-318 template, 111, 298 Package designers, consumer insights research, 518-532 Packages components of, 107 findability, 110 label, 106 mock-ups, 108 prototypes, 108 recognizability, 110 single base, 115 single-portion, 107 size and pricing, 198 Package testing, 108-109 as concept testing, 110-111 early-stage, 108 eye-tracking, 109 orientation concept, 116 regression analysis, 117-118 T-scope research, 109-110 voice of the customer, 108 Packaging research, 106-107 role of, 105-106 Paired-comparison method, 79 competitive analysis, 323 Pairwise restrictions concept elements, 94-98 concept research, 262 conjoint analysis, 314-318 Partial compensation condition, 309 Particularization, products or services, 152 Pearson correlation coefficient, 169, 356 conjoint analysis, 82-83

Pepsi drinkers, 453, 455 Performance, competitive analysis, 323 Pictures; See also Graphics and concept interest, 53-54 file size, 302 response of children vs. adults, 190, 192 Pioche, Alain, 138 Pioche RII, 138–140 Pizza, frequency of selection, 432 Plackett-Burman screening design, 98-99, 100, 238-239, 308-309 Plato, 45 Pleasantness, measuring, 305-38 Point of purchase, 105 Political correctness, 507 Popcorn study, conjoint analysis, 88-101, 209 Population, general, 64 Positioning concept, 6-7, 8 Post hoc segmentation, 125 Predevelopment, and product failure rates, 6 Predictive models, discriminant function analysis (DFA), 276-277 Predictive validity, 168-169 Predictors, combining, 222 Preference boundaries, 150-151 Price as a concept element, 197-198 as a description, 205-209 fair, 204-205 importance of, 199, 204 and purchase intent, 12, 56, 197 responsivity, 207-209 Price sensitivity, children vs. adults, 190, 191 Pricing studies bagels, 198 Italian condiment, 199, 204 surimi, 199-203 Principal components factor analysis, 254-260 **PRIZM**, 125 Probability conditional, 84, 85, 86 conjoint analysis, 83, 84, 85 random sampling, 66 Probing, in-depth, 393-394 Probit analysis, conjoint analysis data, 85-86

Probity, in research, 284 Process, vs. accomplishment, 541-542 Processization, consumer research, 538, 568-569 Product concept, 6-7 Product development concept element multiplicity, 243-244 and concept testing, 58 consumer research in, 390-391 context in, 353 corporate learning and memory, 235-236 creating concepts and products simultaneously, 236-244 and databasing, 235, 423-426 directionality, 240-242 early stage, 369; See also Fuzzy front end experimental design in, 234-235 fourth-generation process, 380 front-end activities, 37-38; See also Fuzzy front end homework, 233, 235-236 product-based guidance, 242-243 scope, 235 sensory segments, 240-241 Southwestern cracker, 229-236 stage-gate process, 380 sweet condiment study, 236-244 systematized approach, 229-236 third-generation process, 380 "Product Development Funnel", 13 Product failure fuzzy front end and, 37 predevelopment and, 6 Product prototype, predictive value, 168 Product(s) category, 116 description and craveability, 433-434 emotional issues, 506-510 existing, 123 fitting to a concept, 233-236 Internet-based innovation, 382-390 mapping, 247 name, 472 new. See New products performance, 50-51 preference boundaries, 150-151 success of, 5, 517

Product(s) (continued) value added, 473 Product testing, simultaneous concept testing, 238, 244 Professionalization, of research, 539, 561 Promise testing, 21-30 **Psychometrics**, 78 Psychophysics, 79 Publication, benefits of, 546-547 Pupil dilation, 184 Purchase groups, 125 Purchase-intent and concept acceptability, 343-344 and price, 12, 56, 197 and response time, 176 scales, 55-57 Purchase motivation, customers, 125 P value, 83

Query system, 572–573 Questionnaires concept, 34 self-profiling, 416, 417–423 Questions open-ended, 371, 373 stock, 10

R & D professionals benefits screening and, 29-30 and concept development, 8 ratings analysis, 11 response to IdeaMap, 556 Random sampling, 66 Rating data, consumer research, 518 Ratings blind, 324 branded, 324 children vs. adults, 188 concept evaluation, 10-11 cultural differences, 146-147 fair price, 204-205 patterns, 23 Rating scales concept testing, 54-58 FACT, 275-276, 416, 419 use in interviews, 61-62

Reaction time, 175 Reading, vs. tasting, 241 Ready to drink (RTD), 459-462 Recognizability, packages, 110 Recombination, innovative, 440-441 Red wine study Drink It! 463-465 mapping and modeling, 248-260 principal components factor analysis, 254-260 segmentation, 252-254 Reference level, 112 Refusal rate Internet interviews, 72 telephone interviews, 67 Regression modeling, 300-301 conjoint analysis, 81, 82-84 package design, 112 package testing, 117-118 semantic scaling and utility value, 254-260 Rejectors, 11-12 linking responses to external variables, 273-277 total, 544-545 Relative importance categories, 138-140 condiments study, 139-140 restaurant concept study, 217-223 self-explication approach, 140 Relaxation method, 549 Reliability, 162-164 in conjoint analysis, 169 defined, 161 jackknife strategy, 164-165 split-half, 162 test-retest, 162 Report, concept studies, 226 Reproducibility, defined, 161 Research; See also Concept research; Consumer research ad hoc, 531 contractual, continuous, 531 method and cost, 541 primary, 410 probity in, 284 processization of, 568-569

professionalization of, 539 publication benefits, 546-547 qualitative, 409-410 self-authoring, 570-572; See also Selfauthoring systems selling, 546 statistics in, 540 systematized, 410 and technology, 5 value of, 6 zeitgeist in, 539 Research and development. See R & D professionals Respondents acceptance data, 273-275 comprehension of, 62-63 concept evaluation, 9-11 deconstruction studies, 329-334 individual variability, 128-129 number of, 11 rejectors, 11-12 selection criteria, 64-66 study participation, 355 Response rate, Internet interviews, 69 Response-surface methodology, 166, 234 Response time children vs. adults, 187-194 combining predictors, 222 and concept elements, 176-183 and concept length, 222 and concept testing, 175-176 and conjoint analysis, 176 and gender, 180, 182 and interest, 220 international variation in, 176-184 modeling, 312 optimizing, 184 and text length, 181-183 Restaurant concept study background, 211-212 complexity, 211 concept element development, 212-214 element analyses, 223-225 meta-analyses, 217 relative importance, 217-223 segmentation, 214-217

use of research, 226 winning elements, 214 Restaurants, fast-food, 500-502 Results linking to external variables, 273-277 storing, 226-227 RII. 138-140 Risk aversion in concept research, 537 and new ideas, 388-389, 541-542 Rolls Royce, 472 Salespeople, 526, 546 Samples random, 66 representative, 64 Scales anchored vs. unanchored, 56 balanced vs. unbalanced, 57 bipolar, 54, 57 descriptive, 57-58 directional, 58 FACT, 275-276, 416, 419 5-point purchase-intent, 55-57 just about right (JAR), 58-59 liking, 56 9-point hedonic, 55, 57 point direction, 57 rating, 54-58 semantic differential, 94, 101, 213 short vs. long, 56-57 simplicity of, 54 unipolar, 54 Scenarios, assessing, 370-371 Schopenhauer, 559 Scouting time, 41 Screening, active vs. passive, 49 Screen shots, self-authoring systems, 289-290 Second-generation innovative process, 390-403 Segmentation artificial neural networks, 126 category importance, 136-140 competitive analysis, 324 concept elements, 130-131 and concept evaluation, 49

Segmentation (continued) concept-response example, 131-134 first principles study, 358-364 identification of stronger ideas, 378-380 visual elements, 311-312 and conjoint analysis, 372 consumer insights research, 526-528 criteria, 124, 135-136 deconstruction study respondents, 332-334, 338-342 defined, 124 demographics, 123-125 direct, 134 of emotion elements, 502-504 external data, 568-569 failure of, 126 first principles studies, 347, 348 global boundaries, 150-151 international coffee study, 152-157 underlying principles, 151-152 It! studies, 410-411 latent class models, 126 and mapping, 252-254 methods, 123 mind-set, 358-364, 438 multidimensional, 125 needs, 125 pattern-based, 134 post hoc, 126 practical considerations, 134 preference patterns, 231-232 a priori, 124-125 response-based, 128-129 restaurant concept study, 214-217 role of, 137-138 sensory-preference, 129-131 supersegments, 359-364 Segments competing, 232 complementary, 358 concept-response, 219 defining, 123 emotion, 503 mind-set, 353 newly emergent, 568

sensory, 240-241 underlying patterns, 136-137 worldwide, 151-152 Selection frequency, 374-375, 432 Self-authoring conjoint analysis, It! studies, 410 Self-authoring systems help system, 289 interest in, 285-288 Internet-based, 288-289 package design considerations in, 301-305 contributions of, 318-324 issues in, 299-301 results, 305-318 statistics, 308-315 steps in, 296-299 pairwise interactions, 314 process, 290-296 quality control, 289 scalability, 290 template, 288 user friendliness, 289 Self-explication approach, relative importance, 140 Self-profiling, mega-studies, 417-423 Selling, vs. collaborative problem solving, 546 Semantic differential profile, 94 Semantic differential scales, 94, 101, 213 concept interest and subgroup patterns, 219-220 dimensionalization, 327-328 and utilities, maximizing, 266-269 Semantic goal, 256 Sensory analysis history of, 569 relevance of, 570 Sensory analysts and consumer insights, 517, 518 as a product, 532-536 response to IdeaMap, 556 role of, 529, 532-533, 574 Sensory attributes and appropriateness, 233-234 concepts, 58-59 and liking, 233-234

Sensory e-group, 532 Sensory level and liking, 220 optimal. 240 Sensory-liking curve, 129, 239 Sensory peripherals, interactive, 288 Sensory preferences, and consumer wants, 236-237 Sensory-preference segmentation, 129-131 Sequential monadic method, 59 Services, preference boundaries, 150-151 Setup stimulus, 386 7-Up, 475-476 "Share of stomach", 447 Shepard, Roger, 78 Signal-to-noise ratio, 23 Silos, 411 Simulated study, benefits screening, 26 Simulators business value of, 272-273 creation and use of, 261-269 estimating choice, 269-272 importance of, 260-261 "Sitting at the management table", 520 Situations anxiety-producing, 507-510 and end use, 355-366 Sizzle, selling, 546 Smell, interpersonal variation, 128-129 Smirnoff, 460 Smith, Nancy, 6 Snippets, 385 Social issues, in food, 506-510 Society of Competitive Intelligence Professionals (SCIP), 323 Software, rule-based, 393-394 Solution spotting, 392, 393-394 Southwestern cracker, bottom-up development, 229-236 Spearman rho correlation coefficient test, 162 Split-half reliability, 162 Sports drinks, Drink It! study, 455-457 Stage-gate process, 380 Standard error and base size, 163 regression coefficient, 83

Standard Industrial Classification (SIC) groups, 124 Starbucks, 354, 364-365, 476 success of, 447 Statistical tests, of reliability, 162-164 Statistics benefits screening, 25-30 incidence, 11, 64 inferential, 11, 540 in rating scales, 55 within-subjects design, 163 Stevens, S.S., 172, 506, 540, 548 Stouffer's, 494 Strategic partners, 541 Strategic statements, 87 Structured informatics, 561-569 Subgroups, benefits screening, 23-24, 28-29 Subroutines, recombination of, 391-392 Subsequent consumer tests, predictive value, 168 Suggestion box, 41 Sum of squares, role of, 218-224 Supercategory, 410 Supersegments, 359-364 Suppressions, element interactions, 318 Surimi pricing study, 199-203 Surveys, consumer mind and, 410 Sweepstakes, 73, 328-329 Sweet condiment, product development study, 236-244 Syncretism, consumer research, 401-402 Synergisms, element interactions, 318 Systat, 77

Tachiscope testing, 109–110, 175 Taste cultural differences, 441 and food selection, 435 interpersonal variation, 128–129 Taster's Choice, 476–478 Tasting, vs. reading about, 241 Tea, Drink It! study, 450–451 Tea package, visual conjoint analysis, 302–318 Technology and innovation, 383–385 and research, 5

Teens brand sensitivity, 478, 483 cognitive ability, 187 concept testing, 60 Telephone interviews, 67 Telephone numbers, unlisted, 67 Template package design, 298 trial, 302 user-designed, 302 Tequila, Drink It! study, 467 Test-retest reliability, 162 Text, response time, 178-180, 190, 192 Texture, and food selection, 435 Third-generation process, 380 Time compression, 13 Time zones, 148 Tonality of communication, 328 concept elements, 251 Toolbox for consumer research, 391–403 defined, 391 Tooth-cleaning products, innovation process, 386-390 Toothpaste, deconstruction study, 334-342 Top-2 box, 147 Top-3 box, 147 Top down concept development, 229, 230 Topline, 226 Topline data, self-authoring systems, 293, 296 Toy study, 188-192 Tracking studies consumer mind and, 410 social issues, 507 Track record, and validity, 547 Trade-off analysis, 78-80, 431 Traditionalists, 448 beer, 459 knowledge, 573-574 product choices, 467 ready to drink products, 460, 462 tequila, 467 wine, 463-464, 465-466 Transacters, knowledge, 573-574

Transaction-oriented concept research, 571-576 Translation, of elements, 145 Trends identifying, 569 and innovation, 370-382 Tried first position, 59 Tried second position, 59 Truth, defined, 161 T-scope testing, 109-110 t values benefits screening, 26 conjoint analysis, 83 Understanding and Insight Group, 507 Uniqueness, product, 232 United Kingdom brand name studies, 484-489 Eurocrave! 441-446 Univariate mapping, 251–254 Universities, role in concept research, 446, 575 Up-front activities, concept development, 13 - 14Up-rating children vs. adults, 188 country-to-country differences, 146-147 Usage groups, 125 Utilities absolute sum of squares, 138 absolute values of, 300 clustering, 134 interacting elements, 316-318 patterns of, 356 and semantic scales, maximizing, 266-269 validation, 257, 259 vs. choice, 270-272 Validation field level, 60-61, 165 product testing, 166 utility values, 257, 259 Validity construct, 167-168

content, 168

defined, 161 empirical, 168-169 face, 166-167 goodness-of-fit, 169 as opinion, 540-541 predictive, 168-169 role of, 172 and track record, 547 Value added, branding and, 473 Value for money, 167 Values and lifestyles classification (VALS), 125 Vance, Mike, 39 Van de Kamp, 494 Variability, benefits screening, 27-29 Variables continuous, 234 discrete, 234 dummy, 82, 117-118, 169, 300 Variety seekers beer, 459 coffee, 448-450 juice, 458 product choices, 467, 469 ready to drink products, 462 sports drinks, 457 tea, 450-451 tequila, 467 wine, 463, 465-466 Video, streaming, 288 Visual conjoint analysis missing elements, 309 package design considerations in, 301-305 issues in, 299-301 results, 305-318

statistics, 308-315 steps in, 296-299 utilities estimation methods, 312-314 Visuals library, 302-303 Voice of the customer, 108 Volume, predicting, 50–51 **VRML**, 288 Wall Crave It! 411 study, 347 Weak signals, 370-371 bottled water study, 372-378 Internet-based innovation, 370-382 Internet-based research, 381 Weighted average, 267-269 Weighting, differential, 269 Weight Watchers, 494 White board concepts, 30-32 White-card concepts, 30-32, 53 White wine, Drink It! study, 465-466 Wind, Yoram, 78 Wine, Drink It! study, 462-466 Wine coolers, 459-462 Winner takes all rule, 270 Within-subjects design, 163, 244 Wizard, 285, 288-289 Work session, 226 World Society of Marketing Research, 143 Wow factor, 384-385 Wyatt Earp syndrome, 545 Young, Brad, 105

Zeitgeist, in research, 539 Zeroes, true, 300