

## Interpreting Research Results (Concept Test for a New Product)

*This activity summarizes the results of research into a potential new product – hot chili flavored ice cream. The firm undertook taste-test research to help determine whether they should launch this new product, or whether their product prototype needs to be modified before launch.*

*Given the research results listed below, what would you recommend to the firm?*

### **Research results for the proposed chili ice-cream product**

We conducted 500 taste-tests with a range of target market consumers (that is, young adults and older teenagers). The respondents tasted both our proposed chili ice cream product and an unbranded 'direct' competitor ice-cream.

A summary of the relevant results are:

<b>Question</b>	<b>Result</b>	<b>Notes</b>
1. How much did you like product A? (Our product)	3.2	Scale = 1 to 5 Maximum score = 5
2. How much did you like product B? (The competitor's product)	3.9	Scale = 1 to 5 Maximum score = 5
3. Did you prefer product A? (Our product)	40%	
4. Did you prefer product B? (The competitor's product)	60%	
5. How would you rate product A on taste?	5.1	Scale = 1 to 7 Maximum score = 7
6. How would you rate product A on overall look/design?	2.9	Scale = 1 to 7 Maximum score = 7
7. How would you rate product A on aroma?	4.2	Scale = 1 to 7 Maximum score = 7
8. How would you rate product A on healthiness?	6.0	Scale = 1 to 7 Maximum score = 7

9. How would you rate product A on 'hot-ness' (spice)?	1.6	Scale = 1 to 7 Maximum score = 7
10. How would you rate product A on being 'mess-free'?	3.4	Scale = 1 to 7 Maximum score = 7
11. Would you buy product A if it was available in the stores?	Yes = 25%	
12. How often would you buy product A if it was available in the stores?	Every 2 weeks	Responses varied from daily to yearly

### Student Discussion Questions

1. Which product did the respondents prefer?
2. What are the positives/negatives of Product A's attributes, according to the research?
3. Can you suggest other questions that should have been included in the research study?
4. If you were the product manager in charge of this proposed product, what would you do? (Launch, modify product, stop?)
5. How important is this type of research? Are there circumstances when this style of research would be unnecessary?