

Concept testing – core questions – an example

■ Guidelines

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Core Questions

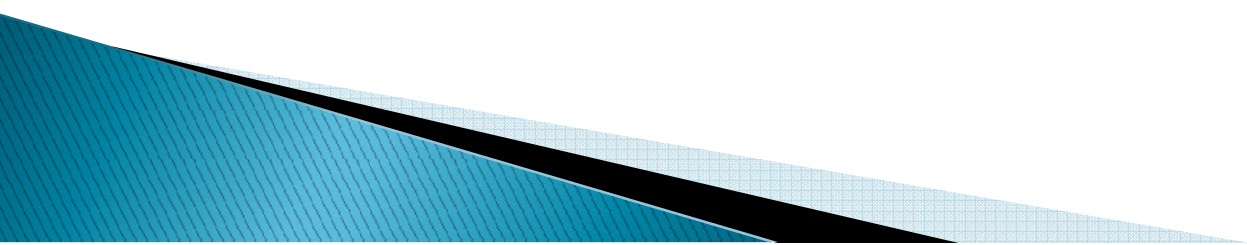
Overall liking – at concept and post product usage stage

What is your **overall opinion** of this product described? Please use this 9–point scale, where 9 is “I like it very much” and 1 is “I don’t like it at all”.

1. I don’t like it at all
- 2.
- 3
- 4
- 5.
- 6.
- 7.
- 8.
9. I like it very much

What do you **like** about the product described?

What do you **not like** about the product described?



Core Questions

Purchase Intention – at concept and post product usage stage

How likely would you be to **buy** this product if it was available where you normally buy (chocolate) at an acceptable price?

- I would definitely not buy it 1
- I would probably not buy it 2
- I am not sure whether I would buy it or not 3
- I would probably buy it 4
- I would definitely buy it 5

And if you came across this product at a reasonable price how **often** would you buy it?

- Several times a day 8
- Almost every day 7
- 4 or 5 times a week 6
- 2 or 3 times a week 5
- Once a week 4
- 1 or 2 times per month 3
- Less often 2
- Never 1
- (101)

About **how many** packages of this product, if any, would you buy on an average purchase occasion

- One 10
- Two...continue to 9 9 to 2
- None 1

Core Questions

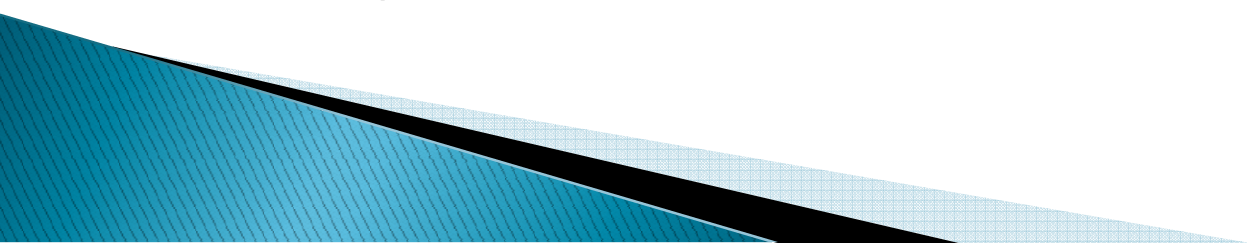
Uniqueness at concept and post product usage stage

How would you rate this product in terms of being **new and different** from other (chewing-gum products?) currently available?

- Not at all new and different 1
- Slightly new and different 2
- Quite new and different 3
- Very new and different 4
- Extremely new and different 5

Brand suitability

How **suitable** do you think this product is for brand X ?

- Not At All Suitable 1
 - Quite suitable 2
 - Very Suitable 3
- 

Core Questions

Value for money at concept and post product usage stage

One (SIZE) package would sell for (LIST ALL SIZES AND PRICES). At this price, which statement best describes how you feel about the value for money of this product)?

- Very good value 1
- Fairly good value 2
- Average value 3
- Fairly poor value 4
- Very poor value 5

Quality of insight question at concept stage

You will now see a statement that people have made about themselves. Please indicate how well this phrase describes your opinion. Please use this 7-point scale, where 7 is “I do not feel like that at all” and 1 is “I feel exactly like that”.

‘Sometimes I want to get the delicious taste of xxxx chocolate without the calories’
(this is the insight)

Concept product fit post product usage stage

How well does the product perform compared to your expectations based on what your read on the concept board?

- Much worse than expected 1
- Slightly worse than expected 2
- About the same as expected 3
- Slightly better than expected 4
- Much better than expected 5

Core Questions

Product experience post product usage

Thinking specifically about the **product experience** how much did you enjoy it?

- | | Did not enjoy
it all | | | | | | Enjoyed it
very much | | | | | |
|---------------------|-------------------------|---|---|---|---|---|-------------------------|---|---|---|--|--|
| • Overall enjoyment | | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | | |

Comparing this (chewing-gum) to your **usual one**, would you say that ...

- It is much worse
- It is slightly worse
- It is similar
- It is slightly better
- It is much better

Source of volume post product usage

Which of the following statements best describes how you would **fit** this new (chocolate bar) into the range of (chocolate bars) that you currently buy?

- | | |
|---|---|
| • I would not buy this chocolate bar | 1 |
| • I would buy this chocolate bar as well as the chocolate bar i currently buy | 2 |
| • i would buy this chocolate bar instead of the chocolate bar i currently buy | 3 |