

L1 Product Testing Part-1

- Product testing means a prod. has been developed and needs to be tested out.
- We need to clarify, whether it is completely new or a modification in an existing product.
- many MNCs, regularly conduct prod. - tests (before launching a new prod.)
- product testing does not involve any branding elements to it - it is purely product feedback.
- rationale for the product testing —
 1. bcoz launches are expensive affairs
 2. quality of the prod. can make or break the brand
 3. safer to ensure that the product scores
- product testing can be 'blind' or with branding.
- prod. testing can be in-home replacement or in a CTT (central locaⁿ test). The guideline of which to use is —
 1. ready to consume products can be done easily
 2. prod. that needs to be cooked by the lady
 3. prod. that needs the entire family to taste
 4. prod. that are ready to consume to prepare
- prod. testing can be either (monadic) → only 1 prod. being tested or seq. monadic (>1 prod. being tested, 1 after another) or paired comparison (>1 prod. simult.)
- In a prod. test, kind of ques. —
 1. acceptance of the prod. we are testing
 2. likes / dislikes
 3. preference over other prod.
 4. rating of the prod. on specific params.
 5. ITB, if it is available.

- prod. testing req. quantitative research. Qual. can play a role at 2 stages —
 1. before test, we can conduct GD to understand the params on which they evaluate the prod.
 2. after test, some 1-to-1 convers^{ns} can happen to understand in-depth.
- when product testing is done, then the sampling method is same as for other field research survey.
- when it is done thru a CLT, sampling method is same as used for FETs & other central locaⁿ quanti studies.

Channel Satisfacⁿ - Part 1

- Channel satisfacⁿ studies are imp^t. because a brand's success depends to a great extent on the support it receives from the channel.
- When we say channel, we normally refer to the retailers, but sometimes distributors as well.
- In most markets, retailers are serviced by distri. or company's salesmen.
- Chain (Hypermarkets) are serviced by companies and referred to as modern trade or large format.
- Channel satisfacⁿ follows the pattern same as customer satisfacⁿ studies. There are evaluative & diagnostic ques.
- Evaluative ques —
 1. overall satisfacⁿ
 2. intenⁿ to continue
 3. willingness to recommend
- Diagnostic ques.

1. commercial terms — no. of days credit is given, margin%, retail offers, policy on return of damaged goods.
 2. prod. quality — feedback from customers, lack of prod. complaints.
 3. marketing support — ad support for the brand, offers for customers.
 4. quality of service from the company — freq. of sales person visits, time to deliver stock, mechanism for ordering, billing, etc.
- It is done by quant. research with randomly drawn sample of retailers. Data is collected F2F.
 - Channel sat feedback is taken for the comp. as well.