



CASE STUDY

International Personal Care Brand Conjoint Study

MARCH | 2020



The Challenge

A leading international personal care consumer brand was evaluating where to build a production facility for their next gen electric shaver. They were deciding between China and Europe, and a difference of €1.5 million in investment was at stake. One of the deciding factors was to understand the impact that “Made in,” “Designed in,” or “Engineered in” claims can have on purchase preference.

The Solution

The brand engaged EPIC Conjoint to design a conjoint survey where nine different claims were selected by the brand for the study and tested with the target audience.

Feature	Levels	Levels
产品宣称 [Product claims]	欧洲工艺 剃须系统荷兰原产进口	Engineered in Europe Shaving system imported from Netherland
	荷兰工艺 剃须系统荷兰原产进口	Engineered in Netherland Shaving system imported from Netherland
	产地：整机荷兰原产进口	Made in Netherlands
	产地：中国珠海 品质通过德国Dekra机构验证	Made in China, tested by German Institute Dekra
	欧洲工艺及设计	Designed and engineered in Europe
	荷兰工艺及设计	Designed and engineered in Netherland
	产地：中国珠海 荷兰工艺	Made in China, Engineered in Netherland
	荷兰工艺	Engineered in Netherland
	产地：中国珠海	Made in China
价格 [Price]	RMB1,599 RMB1,699 RMB1,799	

*I find the beauty of EPIC Conjoint in **its simplicity**, both while launching the survey and while analyzing the results. It really makes you **think and prioritize what is most important** and relevant for consumers.*

Market Research & Customer Insights Specialist

The Process

EPIC Conjoint designed the conjoint survey within an hour. Each survey presented a slightly unique set of options on each of the 10 choice cards. And each survey contained a slightly different set of options to ensure statistical significance.

在以下的电动剃须刀中，您会购买哪款？

<p>剃须刀 1</p> <p>产品宣称: 荷兰工艺</p> <hr/> <p>价格: RMB1,799</p>	<p>剃须刀 2</p> <p>产品宣称: 荷兰工艺及设计</p> <hr/> <p>价格: RMB1,599</p>	<p>剃须刀 3</p> <p>产品宣称: 欧洲工艺 剃须系统荷兰原产进口</p> <hr/> <p>价格: RMB1,799</p>
<p>以上皆非</p>		

The survey was seamlessly distributed to the precisely targeted respondent panel in China using an API connection with Cint, a global online panel provider. Three hundred successfully completed surveys, sufficient for statistical significance, were captured within the space of three hours.

Survey Distribution Methods

Email to Market | Export URLs File | Public Distribution | Emails to customers

Your survey is set to close on 31/07/2020 | Time left: 28 days

To distribute your survey using our panel partner Cint just follow the instructions. To distribute to one of our other online respondent panel partners, please export your survey URLs. Note in this instance you will need to distribute your survey URLs outside of the EPIC application.

Panel Provider ?

Cint API

Country ?

China

Survey Category ?

Cosmetics, Personal care, Toiletries

Gender ?

Male Female Both

Distribute

若要完成该调查问卷，请回答所有问题。

您的年龄是？

- 18-24岁
- 25-34岁
- 35-44岁
- 45-54岁
- 55-64岁
- 65岁或以上

A series of screening questions were set to ensure survey respondents were members of the target audience.

若要完成该调查问卷，请回答所有问题。

您愿意花费多少钱购买您的下个电动剃须刀？

- 少于500人民币
- 500至1000人民币之间
- 多于1000人民币

提交

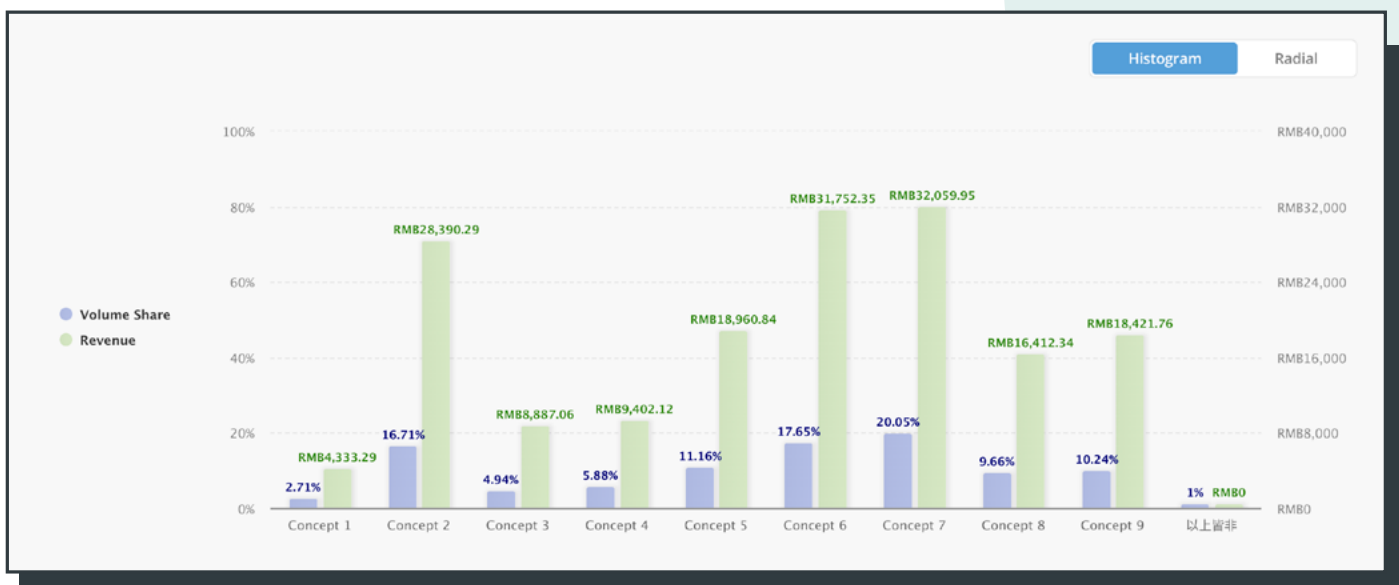
The Results

Criteria to participate in the survey were met by 300 respondents.

A preference (utility) score was captured for each claim being tested.


Feature	Levels	Levels	Preference
产品宣称 [Product claims]	欧洲工艺 剃须系统荷兰原产进口	Engineered in Europe Shaving system imported from Netherland	50.5
	荷兰工艺 剃须系统荷兰原产进口	Engineered in Netherland Shaving system imported from Netherland	46.8
	产地: 整机荷兰原产进口	Made in Netherlands	43
	产地: 中国珠海 品质通过德国Dekra机构验证	Made in China, tested by German Institute Dekra	28.5
	欧洲工艺及设计	Designed and engineered in Europe	27.2
	荷兰工艺及设计	Designed and engineered in Netherland	24.6
	产地: 中国珠海 荷兰工艺	Made in China, Engineered in Netherland	14.2
	荷兰工艺	Engineered in Netherland	13.1
	产地: 中国珠海	Made in China	6.5
价格 [Price]	RMB1,599		49.5
	RMB1,699		48.1
	RMB1,799		46.8

Using preference scores as a proxy for volume share, the brand was able to determine the volume share impact of each claim.



The results indicated that Chinese customers prefer products designed or engineered in Europe and/or systems imported from Europe.

Based on this learning, the brand chose to locate its production facility in China, and add the claim that their products were designed/engineered in Europe, which saved them €1.5 million in investment!



Democratizing Conjoint Analysis

We want the most effective form of customer research to be easily available and accessible so business users everywhere can benefit from it.

EPIC Conjoint is the most innovative conjoint analysis software on the market, accelerating revenue growth by delivering customer insights in near real-time. Our experts guide you through the survey creation process and assist in interpreting results.

Want to see it in action?

