

Attestia DAEsenso

**Sensory analysis,
Quantitative and
Qualitative**

ATTESTIA DAESENSO

Attestia DAEsenso is designed to discover, measure and understand the consumer preferences.

Using sensory tests, quantitative and qualitative studies, the company provides its clients the keys data of the reality of their product compared to its competitive environment.

Attestiz DAEsenso provides manufacturers and distributors essential information about the consumer/product relationship in order to make the best decisions during the creation, the launching, the development and the marketing of a product.

Our activity in the analysis sensory hedonic sector is under ISO 17025: 2005 as a laboratory of sensory analyses for food products, drugstores, perfumery and human and animal hygiene, as well as for the textile products and household appliances.

Attestia DAEsenzo offers services throughout the creation process and the development of the product:

The product concept and study of the consumer

- Focus groups and in-depth interviews to assess the product characteristics, the habits of consumption, attitudes and motivations of consumers.
- Define and classify concepts the result of those studies.

Understanding the market

- CATI or CAPI telephone surveys, mail or Internet inquiries to quantify variables such as the acceptance of the product, the market, the consumption estimation, the consumer profile, the price, the product name...

The product development and optimization

- Sensory tests to evaluate the behaviour of the product in its competitive environment and consumers preferences.
- Description of the ideal product and comparison with the product of the study.

Communication of the product

- Brand image, product name tests
- Packaging and advertising elements tests

Product Life Cycle

- Descriptive and discriminative tests to analyze the production quality and homogeneity
- Evaluate the ingredients, production or packaging processes changes.
- Communication and consumption tracking post-test.

In its discovery and measurement of consumer preferences objective, Attestia DAEsenso uses the following methods:

Sensory tests:

Sensory tests with testers untrained, are performed to measure the consumers preferences in a consumption context. They provide precise information's on the product properties from its competitors, and the consumer expectations. In sum, the sensory test shows the classification of the products by preference, the attributes classification of a product, and their importance.

Measure the acceptance of the different product attributes to develop actions to improve it. This also creates distinctive patterns that are commonly used in the development, the improvement and new product launches. With quality control this methodology offers an ongoing adaptation.

Attestia DAEsenso performs his studies in facilities designed specifically according to the standard in force. When the nature of the product or its mode of consumption required, tests can be run *in-situ* (in hall test) or at home (home test).

The consumer territorial representativity is guaranteed by selecting the testers from the entire Iberian Peninsula.

During sensory discriminative and descriptive tests it's trained in sensory evaluation experts who conducting the tests.

All hedonistic sensory tests made by our company are carried out under standard UNE-EN ISO / IEC 17025: 2005.

Control, promotion and marketing services:

Hedonic Test

It describes the acceptance degree and satisfaction of consumers based on the product attributes.

- Overall assessment of the product and its competitors
- Assessment of attributes
- Importance of attributes
- Value of each attribute
- Weighting of the attributes
- Intent to purchase (reuse / consumption)
- Free reviews

Discriminative test

Comparison test between two, three or more competing products that allow us to evaluate the influence of the raw materials, methods of manufacture and packaging of the final product. This help to compare, based on the perceived sensory consumer, a product with its direct competitor or competition in general.

Descriptive test

Evaluation of each of the product attributes to define the sensory profile of the already designed or developing product, in order to optimize it.

These last two tests allow to control the quality of a product and those of its competitors during its life cycle.

Ideal product

Study that identifies the ideal product sensory characteristics and compares them with the characteristics of the studied product and those of competitors.

Preference mapping

This study explains why a product please or not to consumers, on the sensory plan. Consumers are limited to judge products based on their preferences. The product description is done by a team of experts that specify the nature and the intensity of the sensations, without aggregates hedonic.

Consumers feel, and experts describe. A statistical analysis allows us to combine the two types of data to accurately explain the reasons of preferences.

Packaging test

A product packaging study determine its attractiveness, the clarity of its operating instructions, its form, its ease of use, its opening, closing and conservation systems.

Quantitative studies

Through this study, the client can use the figures on the behavior and preferences of a significant panel of consumers.

This type of study Provides information on the who, the where, the when, and how, but can't explain the why of the preferences and habits. Therefore, to verify a hypothesis or a theory, for example, that certain product concept will be accepted by audiences, but it cannot explain the reasons for this acceptance. Thanks to the Attestia Life Cycle Project it's possible to make the relationship between the quantitative and qualitative studies. The objective is to obtain an Opportunities and Evolution Analysis (OEA) thank to a Symbolic and Semiotic study.

These quantitative data allow the decision-making on the product positioning, the target audience profile, the size of a potential market and the consumer opinions on the most important aspects of a product and its environment.

To be accomplished, the target panel responds to a series of fixed questions in written form, which may be completed by phone (CATI) or face to face (CAPI). These methods are used by our company to ensure the reliability of the results. According to the client expectations, different types and sizes of questionnaires can be created combining the structure complexity and simplicity of reading.

Market segmentation and consumers profile

Attestia Daesenso conducts quantitative or qualitative studies (individual interviews) by telephone to identify market segments and consumers profiles that compose them. To be valid, the segments must be measurable, commercially available, relatively stable and large enough to be profitable.

Four main segmentation criteria can be enumerated:

- Criteria based on variables like region, climate and geographic population, density
- Demographic criteria, based on age, gender, ethnicity, income, education
- Criteria psychographics, based on the values, attitudes and lifestyles
- Criteria of behavior, based on the use of a product, the loyalty to brands, a need for benefits or a price-sensitivity

It must then make a selection or a combination of the most appropriate criteria as possible.

Use of the product

Measure the frequency and the intensity of use of a product among the target audience.

Acceptance of products

Measures the degree of acceptance of a product or a new product concept by customer target.

Quality of service

It measures the satisfaction level use of a private or public service.

Brand awareness

It measures the spontaneous client knowledge of the brand tested.

Brand image

It describes the consumer perception of a brand, a company or an institution image.

Knowledge of advertising

It determines the percentage of people claiming to have seen the ad.

Memory of advertising

It determines the number of people who can describe or recognize the content of the advertising message.

Mystery Shopping

It is a quality audit service performed by qualified researchers who present themselves as clients to evaluate a series of variables defined in advance. Variables are used to measure the levels of quality of service (efficiency, treatment), control procedures, seller influence, training necessities and process optimization.

Qualitative studies

Qualitative research techniques are used to determine the variables that built a market and the social processes that characterize it. Through qualitative research, Attestia DAEsenzo gives the reasons of consumer behavior and preferences.

The information is obtained through one by one interview or discussion groups. The personal interview usually gives better results because the interviewed people are not influenced by the others.

Focus group offers a dynamic discussion similar to the social reality in which it includes the most common roles: prescribers, skeptics, creatives, followers and others. Thanks to this discussion, the emotional factors that influence the rational judgments are evident.

Pre-test of quantitative studies

These tests are carried out in discussion groups to provide accurate information to assist in the development of the questionnaires. The questions are in this way more appropriate to the true motives and interests of the target audience. It also serves to clarify differences of opinion and behaviour within the group that can influence the test results.

Motivation test

This motivation study tries to find out why consumers will behave in a certain way. This assumes the existence of unconscious or underlying reasons influencing the consumer behavior. This study, in group or individual interview, aims to identify the forces and factors (cultural, sociological, etc.) of consumers.

Usually, these unconscious motivations are combined with conscious one as economic variables, cultural and social stereotypes and mode effects. Attestia DAEsenzo, through the OEA (Opportunities and Evolution Analysis), observes and analyzes these factors to understand the "mysterious" behaviour of the consumer in a product or service. The objective is, for the distributor or supplier, to understand better his audience and how to influence it.

Advertising pre-test

Evaluation of a campaign prior to its release to ensure that concepts meet the communication objectives and consumer expectations.

Advertising post-test

Impact evaluation of a campaign and its concepts.