

Product Testing with Consumers for Research Guidance

Louise S. Wu, editor

STP 1035



STP 1035

Product Testing with Consumers for Research Guidance

Louise S. Wu, editor



ASTM
1916 Race Street
Philadelphia, PA 19103

Library of Congress Cataloging-in-Publication Data

Product testing with consumers for research guidance/Louise S. Wu, editor.
(STP; 1035)

"ASTM publication code number (PCN) 04-010350-36"—t.p. verso.

Papers presented at a symposium held in Baltimore, MD on 17 May 1988 and sponsored by ASTM Committee E-18 on Sensory Evaluation of Materials and Products . . . [et al.]

Includes bibliographies and indexes.

ISBN 0-8031-1256-4

1. New products—Congresses. 2. Commercial products—Testing—Congresses. 3. Marketing research—Congresses. 4. Consumers' preferences—Congresses. I. Wu, Louise S. II. ASTM Committee E-18 on Sensory Evaluation of Materials and Products. III. Series: ASTM special technical publication; 1035.

HF5415.153.P76 1989

658.8' 35—dc20

89-6901

CIP

Copyright © by AMERICAN SOCIETY FOR TESTING AND MATERIALS 1989

NOTE

The Society is not responsible, as a body,
for the statements and opinions
advanced in this publication.

Peer Review Policy

Each paper published in this volume was evaluated by three peer reviewers. The authors addressed all of the reviewers' comments to the satisfaction of both the technical editor(s) and the ASTM Committee on Publications.

The quality of the papers in this publication reflects not only the obvious efforts of the authors and the technical editor(s), but also the work of these peer reviewers. The ASTM Committee on Publications acknowledges with appreciation their dedication and contribution of time and effort on behalf of ASTM.

Printed in Chelsea, MI
July 1989

Foreword

This publication, *Product Testing with Consumers for Research Guidance, ASTM STP 1035*, contains papers presented at the symposium of the same name held in Baltimore, MD on 17 May 1988. The symposium was sponsored by ASTM Committee E-18 on Sensory Evaluation of Materials and Products, the Product Development Management Association, the American Marketing Association, and the American Statistical Association (Committee on National and International Statistical Standards). Louise S. Wu, Philip Morris USA, presided as symposium chairman and was editor of this publication.

Contents

Overview	1
APPROACHES TO RESEARCH GUIDANCE TESTING	
Hitting the Target More Frequently: A Systematic Approach to Research-Guidance Tests—D. HLAVACEK AND J. P. FINN	5
Research Guidance: Not Giving It Your “Best Shot”—N. E. BAXTER	12
Using Sensory Testing to Evaluate Product Value, Perceived Quality, and Preference: An Intermediate Market Study—J. F. WOLTER, R. D. WILSON, D. F. DUHAN, AND F. R. BACON	25
PROCESSES FOR RESEARCH GUIDANCE TESTING	
An Integrated System for Consumer-Guided Product Optimization—B. T. CARR	41
Ratios of Ideals—A New Twist to an Old Idea—H. R. COOPER, M. D. EARLE, AND C. M. TRIGGS	54
Using In-Market Products to Generate Target Sensory Profiles in Early Stage Development—H. R. MOSKOWITZ AND B. E. JACOBS	64
QUALITATIVE RESEARCH GUIDANCE TESTING	
The Flexible Focus Group: Designing and Implementing Effective and Creative Research—T. J. HAYES	77
New Product Development and the Kids Confectionery Panel—R. J. YOUNKIN	85

ISBN 0-8031-1256-4