

# *Manual 55*

## **International Consumer Product Testing Across Cultures and Countries**

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**Divided into two distinct sections, this new online product discusses:**

**1. General Principles** of issues involved in the planning, design, and execution of international consumer product tests across cultures and countries (cross-cultural consumer research tests), and the data analysis and interpretation of the results. This document addresses the unique situations involved in the design and execution of tests conducted with different cultures or in foreign countries. Special consideration is given to language issues, questionnaire design, and test execution based on key cultural differences among countries. This document provides insights into:

- Government regulations
- Customs and culture
- Test design, planning, and execution
- Questionnaire issues, attributes, scales, and validation
- Participants, test staff, and test administration
- Multi-country/culture approach
- Data issues, including raw data and data analysis
- Case studies



**2. Individual documents** that focus on country-specific testing information, caveats, and scenarios. While some specifics and examples are provided throughout the General Principles document, explicit examples and country information are provided in the country specific documents. Specific issues are addressed relative to each of these countries: Argentina, Brazil, Canada, China, France, India, Japan, Korea, Mexico, Netherlands, New Zealand/Australia, Philippines, Poland, Spain, Thailand, United Kingdom, and United States.