

THE INTERPRETERS : Understanding Drivers of Concept Appeal

Suher Sofi, BSoSc Politics and International Relations

During summer 2018, I undertook my Q-step internship with the Interpreters Group based in Melbourne, Australia. The Interpreters are a market research agency, their clients are varied from local to international

brands. The Interpreters work involves working on several projects simultaneously therefore I was able to work alongside them to run research for several of their clients.

Objectives

The projects aim was to understand which survey metrics have the greatest impact on purchase consideration when it comes to new product innovation. Using a vast array of concept testing research, I have hypothesised and tested a number of models to identify what will drive a consumer to purchase a new product and understand the role and weighting that traditional metrics like appeal, uniqueness and relevance play. As well as exploring the differences between categories, sectors and demographics. The interpreters have done over 20 concept testing projects in the last five years, so I was able to have a wide range of data sources to analyse.

Brands I've worked with:



Accolade
Wines



ESTD 1869 ESTD



| Metric's Correlation on Purchase Intent | |
|---|-----------------|
| Correlation | Purchase Intent |
| RELEVANCE | 0.82 |
| LIKEABILITY | 0.77 |
| ATTRACTIVE | 0.71 |
| APPEAL | 0.63 |
| STAND OUT | 0.54 |
| BELIEVABILITY | 0.54 |
| BRAND FIT | 0.52 |
| UNIQUENESS | 0.40 |

Figure 1 – A table showing each metrics correlation with purchase intent (17,327 cases)

| Metric's Correlation on Purchase Intent – PZ Cussons Project | |
|--|-----------------|
| Correlation | Purchase Intent |
| RELEVANCE | 0.82 |
| LIKEABILITY | |
| ATTRACTIVE | |
| APPEAL | 0.72 |
| STAND OUT | |
| BELIEVABILITY | 0.55 |
| BRAND FIT | |
| UNIQUENESS | 0.41 |

Figure 2 – A table showing PZ Cussons project's key metrics relationship with purchase intent

| Shapely Importance for Purchase Intent – PZ Cussons Project | |
|---|------------------------|
| | Shapely Importance (%) |
| Uniqueness | 7.1 |
| Appeal | 30.3 |
| Believability | 14.5 |
| Relevance | 48.1 |
| R-Squared (%) | 72.5 |

Figure 3 – A table showing the 'share of importance' of each metric on the dependent variable

Method

To create the normative database, I used data from their previous projects that shared the same key metrics so that once I gathered the data, I can identify which survey metrics have the greatest impact on purchase consideration when it comes to a new product innovation. This meant that I had to do background research and look at all previous projects that have used concept testing and the purpose of each project. I have found that the brands such as Heinz, PZ Cussons and Accolade share similar metrics hence were the best to group their data together. I did the cleaning and gathering on Excel and used Q software to interpret the data and generate tables. The Q software helped me to create two forms of driver analysis, the first being a simple linear regression table which help to explain the relationship between two variables. The second table used shapely regression, which helped to normalise the scores to add up to 100% giving us a 'share of importance' of each metric on the dependent variables.

Results and Conclusions

The results helped us to identify the role and weighting that traditional metrics like appeal and uniqueness and relevance play. Figure 1 illustrates the relationship of all key metrics to purchase intent using data from all three projects. Figure 2 helps us to look at an individual project (PZ Cussons) which shows that 'relevance' played a key role when purchasing the product whereas 'uniqueness' had the least effect on purchase intent. Figure 3 illustrates this information but in the form of a shapely regression, which helps to identify what proportion of R-square from a linear regression model can be contributed to each independent variable. The R-squared illustrates how strong the link is between these factors, as shown on figure 3, there is a strong link between each independent variable. Figure 3, shows how relevance had the highest share of importance, which means when a customer is purchasing the product, relevance plays a key role. This data helps when presenting such results to clients, so that they can see what they need to consider when creating a new product.