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Consumer Research

Part I - TASTE

The test was undertaken with a sample of 100. The data are based on the blind testing of single branded cigarettes, comparing two identical and one dissimilar cigarette.

In a sample of 100 men and women who were regular users of cigarettes, it was found that:

49 ... preferred the Strickman filter;

22 ... preferred their regular brand;

29 ... could not reliably distinguish between the Strickman filter and their regular brand.

If we combine the 49 preferring the Strickman filter with the 29 who could not reliably distinguish among the test filters, we find that the Strickman was preferred or potentially satisfactory to 78% of respondents.

Part II - BASIC PRODUCT CONCEPT APPEAL AND PRODUCT SATISFACTION

The same sample of 100 men and women was used, smoking their own brand of cigarette with a Strickman filter at the appropriate point in the research.

With regard to Basic Product Appeal and Product Satisfaction the data are extremely encouraging. In terms of number of respondents, just about all indicate some degree of pre and post trial purchase expectancy based on the promise made. With regard to product satisfaction, the results indicated the probability of product satisfaction and their tendency to re-purchase.

The actual purchase probability obtained in the sample N=100:

- ... Basic Appeal and willingness to try the product - Chances are 90 in 100 of trying (Averaged over 100 respondents)
- ... Product Satisfaction - Chances are 82 in 100 of trying and/or repurchasing for the near future. (Averaged over the 100 respondents and based on the trial of their own brand of cigarette with the Strickman filter).

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Discussion

The consumer research which has been accomplished to date must be viewed as preliminary and directional, rather than conclusive and definitive. These qualifications are in order because:

- (a) the sample or respondents is modest (N=100).
- (b) respondents have been tested as they could be recruited, thus the data do not permit for comparison against specific existing brands.
- (c) the research has not been performed by a research company.

On the positive side, the preference taste testing procedure used in the research is considered to be the best method available. The procedure and the actual questionnaire used were prepared by a professional consumer psychologist, Dr. Alin Gruber, Ph. D., in his own time. Dr. Gruber also aided in the tabulation of the data.

The procedure itself was one which offered respondents a chance to sample the Strickman filter in their regular brand (usually) in addition to their regular brand with its commercial filter. Respondents did not know which of the cigarettes they were trying had the special filter ... or indeed that one had a special filter; rather they thought that they were trying different tobacco blends. After a statement of preference, respondents were asked the reasons for this preference. Then a repeat sampling -- with what respondents thought were different blends -- was made. The repeat testing was performed in order to evaluate consistency of preference. (Triad comparisons were used). Each interview took 20 minutes.

A second portion of the interview procedure presented the basic features of the product concept, the new filter, to respondents. Respondents were then asked to indicate their purchase probability, i. e., as a measure of the BASIC APPEAL of the product concept. Then respondents were given their regular brand (a cigarette) equipped with the Strickman filter to smoke. The cigarette this time was identified as having the special filter just described. Finally, respondents were asked to indicate their satisfaction with the cigarette they had just tried -- again using a purchase probability scale. It should be noted that a purchase probability scale indicates the re-purchase tendency after the initial trial purchase.

Note: With respect to product satisfaction and further re-purchase tendency, it is recommended that further research in this area be conducted under normal in-home test conditions in which respondents

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...in their reactions after several packs, or a carton have been consumed.

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