



SAM Sensory and Marketing
International

SAM Study | 624

Product Design:

A category review on orange juice.

What's the best Marketing Mix?

How to design the over all best product?

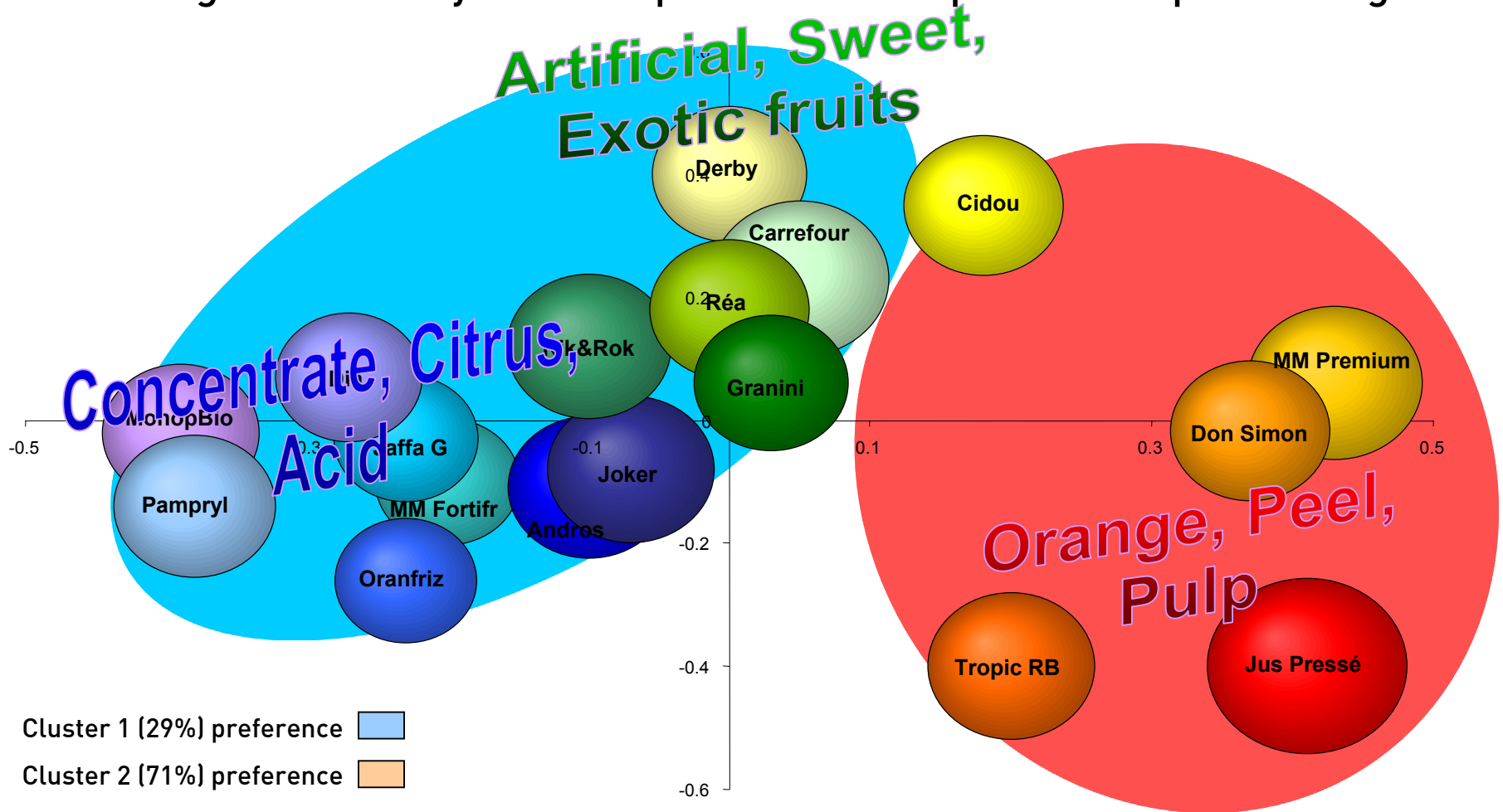


Understanding consumers` purchase decision-making and product-liking drivers

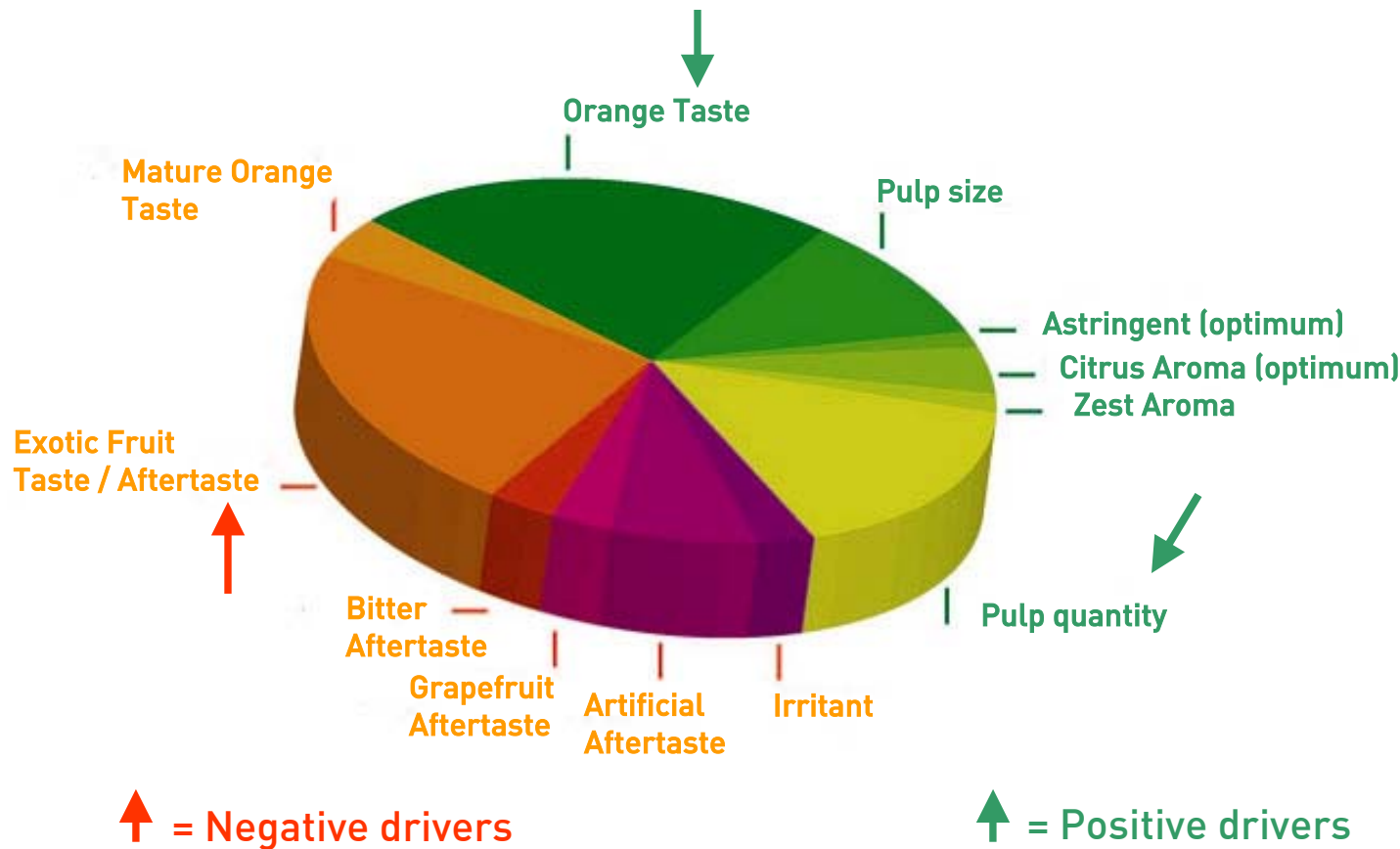
- Is there a segmentation among consumers?
- Which are the consumption habits ?
- Which are the drivers of the decision-making process at the point of sales?
- How big is the impact of a new product entry on the market shares?

Preference Mapping

⇒ Strategic tool for systematic product development and positioning

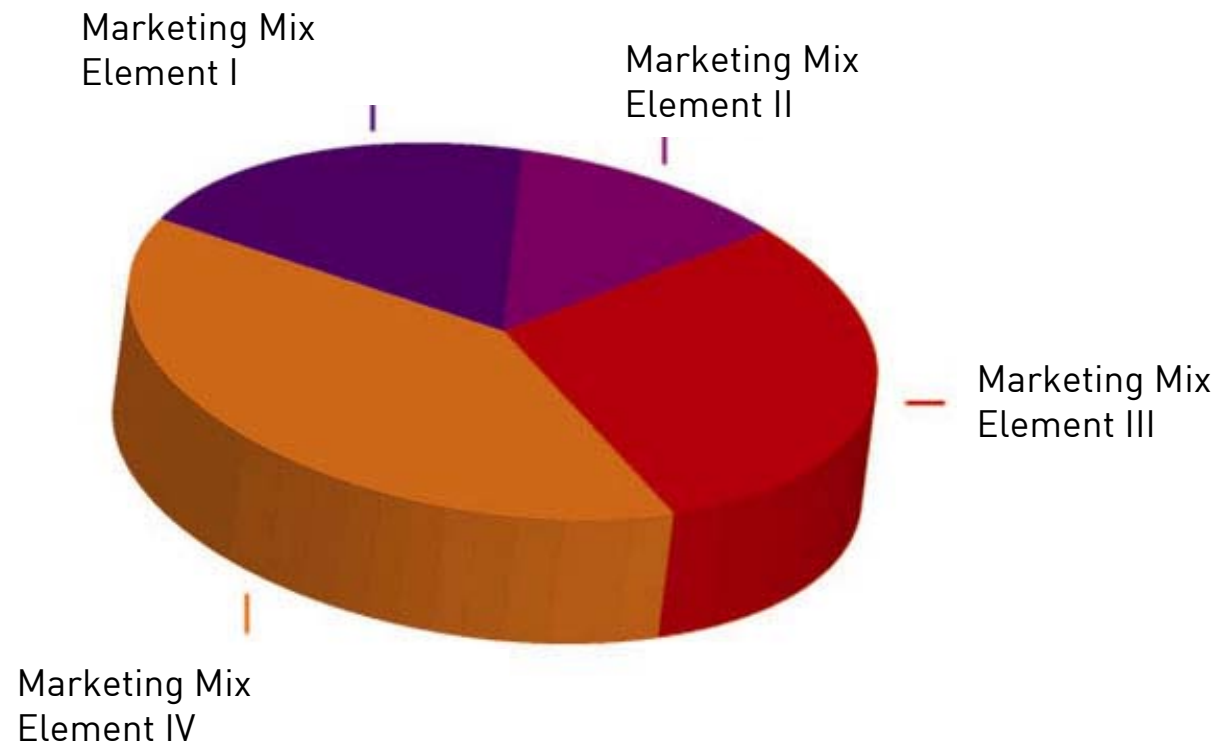


Quantified key drivers of consumers' liking as actionable recommendations for PD



Combining hedonic consumer data and product profiling data (multivariate data analysis), positively impacting liking drivers: orange taste, pulp quantity... and negatively impacting drivers: exotic flavour... are quantified and implemented for successful product development.

The study shows how marketing mix elements are impacting the decision making process at the point of sales.



Exposing consumers to different marketing mix scenarios showed the impact of them to consumers' purchase decision.

More details are revealed with the study.



The entire study contains detailed information about:

- sensory product profiles and ideal product profiles
- consumers' liking, cluster analysis and liking modelling
- market success strategies for new product entries
- the importance of each marketing-mix element for the market strategy

Please, contact us in case of interest for study presentation and more results:

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Other SAM studies available

Study no.	Purpose / object	Title
SAM Study 624	Product design orange juice	A category review on orange juice. What's the best Marketing Mix?
SAM Study 633	Potatoe chips case study	International category review on potatoe chips. Consumers' acceptance and chips optimization opportunities.
SAM Study 634	Branding and Innovation on ice tea	Innovation mapping for ice tea. Preferences and product developement opportunities for brands of peach ice tea.
SAM Study 641	European Product Profiles: Beer	Sensory profiling and mapping of the 60 most important European beer brands.
SAM Study 644	Vanilla ice cream case study	Category review. Brand impact measurement and cluster identification to reveal market potential.
SAM Study 645	Jeans case study	Understanding consumers' rational and emotional perceptions for product design and marketing.
SAM Study 646	Marketing Mix Assessment	A category review on yoghurt drink. What's the best Marketing Mix?
SAM Study 647	Skin care case study	Understanding users' liking and product effectiveness for successful market positioning.
SAM Study 648	European Product Profile: Red wine	Sensory profiling and mapping of the 60 most important European red wine brands.
SAM Study 649	Computer mouse design	Importance of ergonomics for consumer satisfaction.
SAM Study 650	German beers: "Pils" and "Mild"	Category review. Sensorial positioning, consumers' acceptance blind and branded in Nielsen regions.
SAM Study 651	Marketing Mix Assessment	Estimate new sweetening systems potentialities and benefit claims' opportunities in orange lemonade.
SAM Study 652	Packaging design	Aesthetics, ergonomics and handlings of milk packaging