



SAM Sensory and Marketing
International

SAM Study | 645

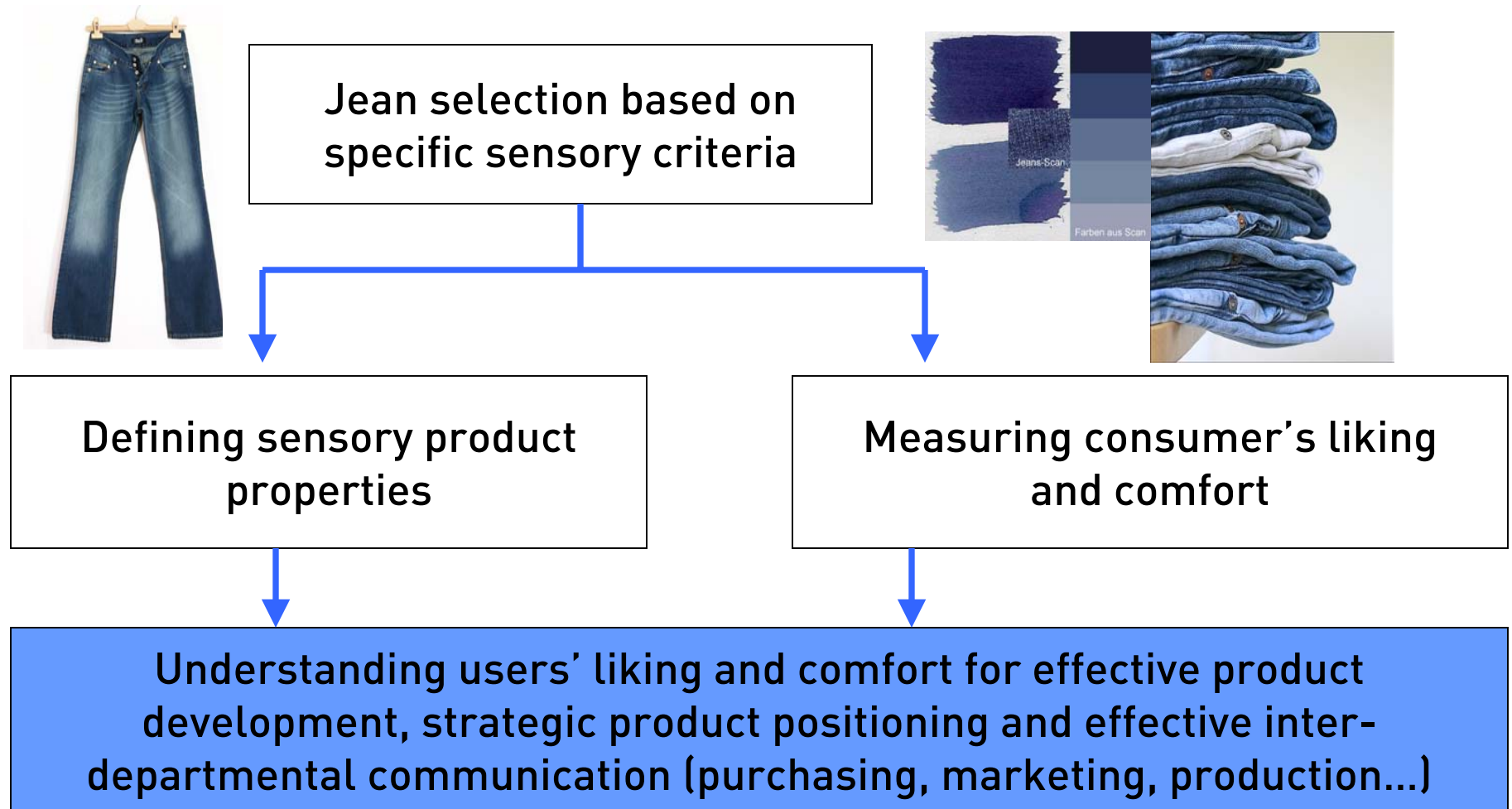
Jeans case study:

Understanding consumers' rational and emotional perceptions for product design and marketing

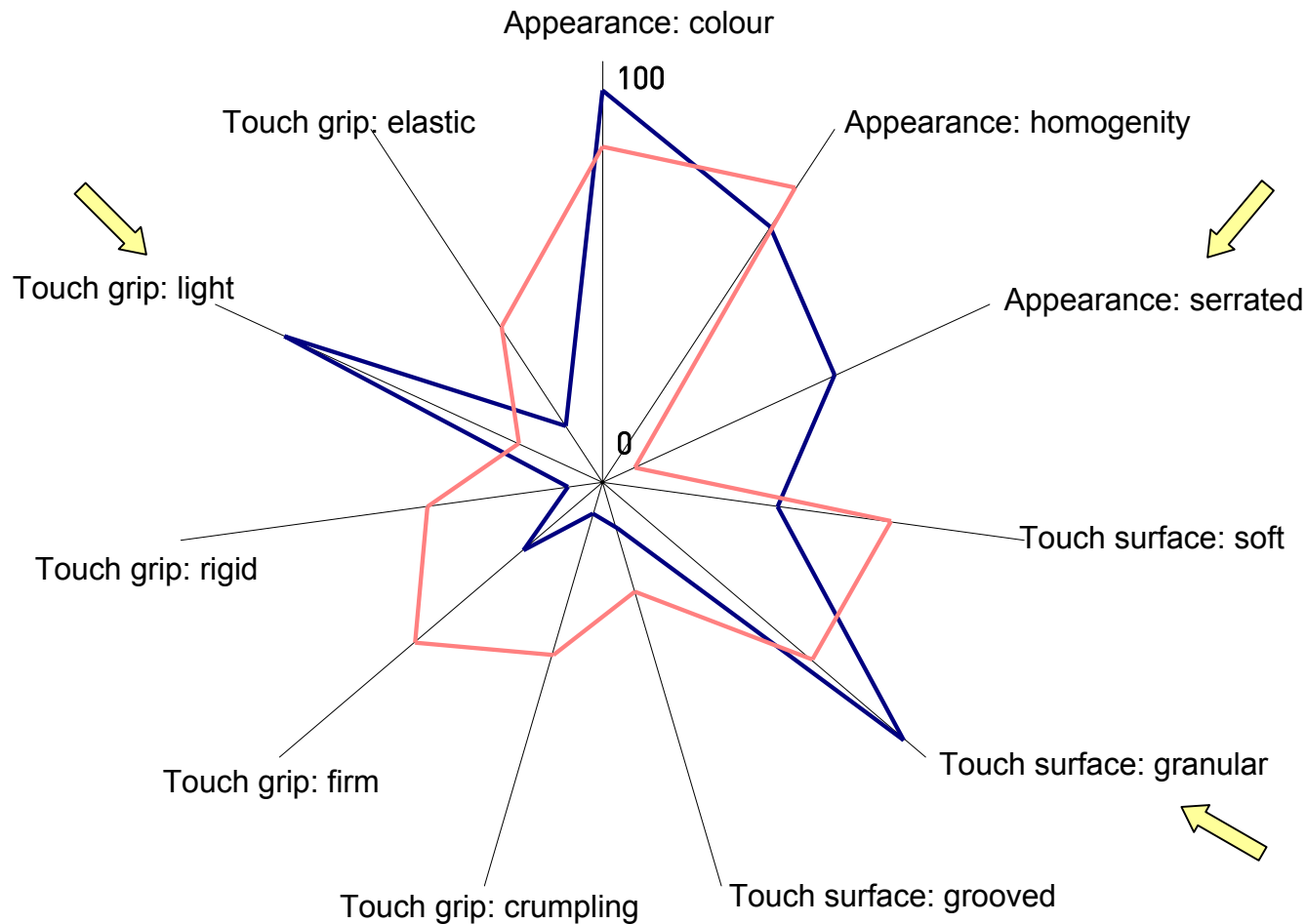
This study replied to the following questions:

- How to describe with a sensory common language the jeans-textile?
- Which are the most liked jeans and why?
- How to understand and explain users' liking AND comfort?
- What is the best product development and marketing strategy?
- Which are the most promising market opportunities for new launches?

Actionable market data for product design and marketing



Few important jeans differences...

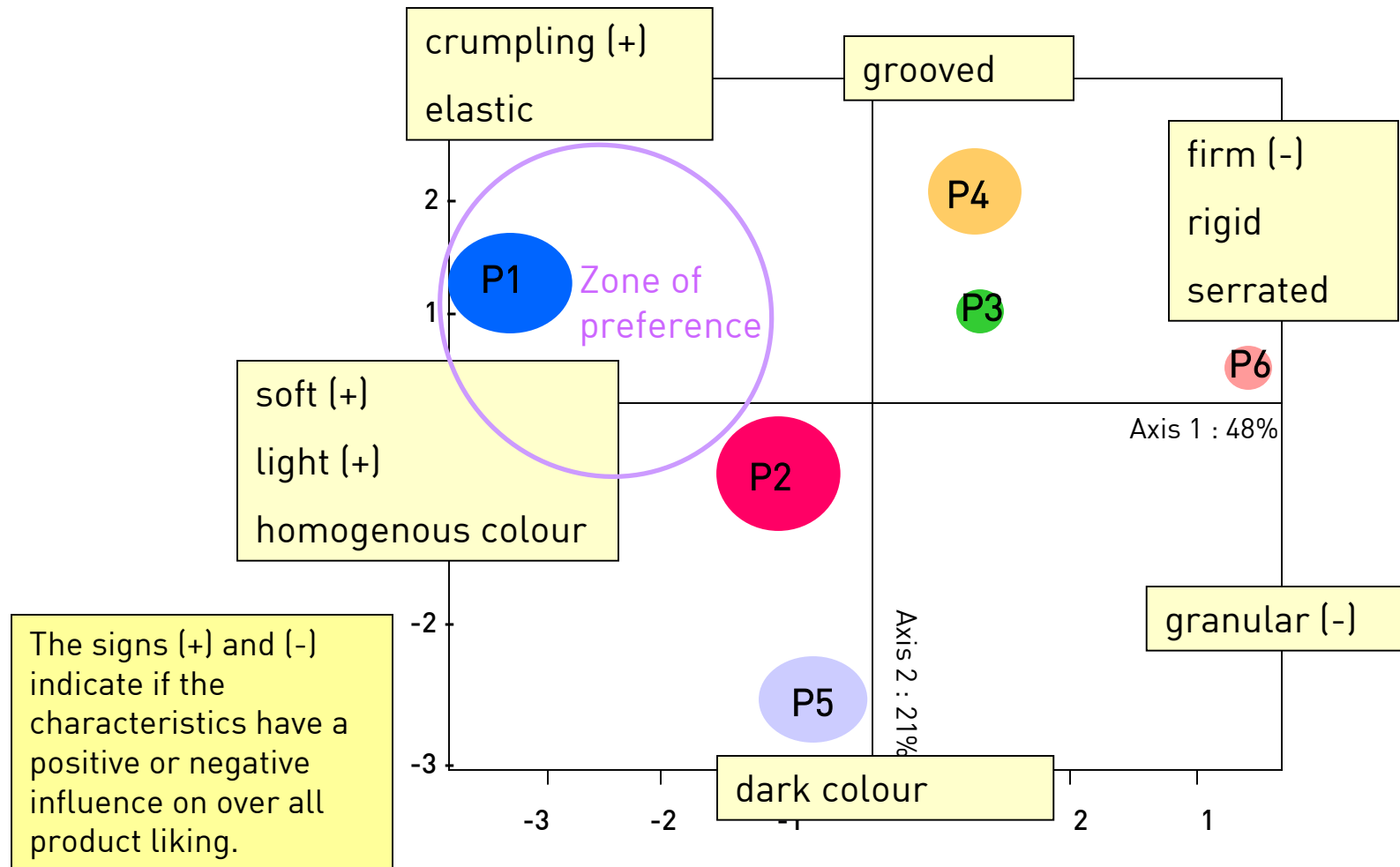


Product 5 is significantly lighter in the grip, has a more granular touch, and is more serrated.

Legend:
 — Product 5
 — Product 2

Preference Mapping

⇒ Strategic tool for systematic product development and positioning



The signs (+) and (-) indicate if the characteristics have a positive or negative influence on over all product liking.



The entire study contains detailed information about:

- User's rational and emotional perceptions of TEXTILE PRODUCTS
- How to use both for effective product developments and marketing strategies

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