

Immersive Rooms

Bringing context to the sensory evaluation of home-care products: enhancing both discriminative power and personal involvement of consumers.

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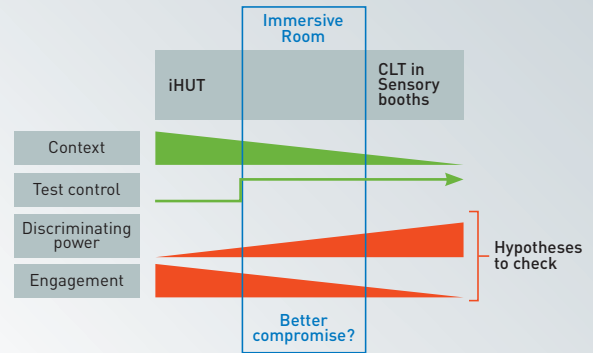
Background

This research aims at identifying the potential power of immersive rooms: to understand the impact of a virtual-realistic context on product evaluation and on consumer involvement.

The methodology most often chosen to evaluate deodorizer products is the iHUT: this is closest to real-life product usage, BUT:

- it is not possible to control test conditions
- variability of usage can induce skewed results

Do immersive rooms generate more reliable and more predictive results?

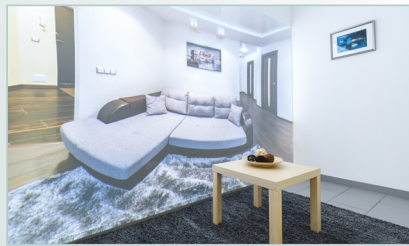


Method

3 products have been evaluated by consumers by way of 4 methodologies:



Control room (without concept)



Immersive room with living room context



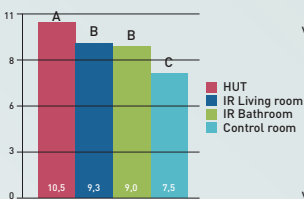
Immersive room with bathroom context



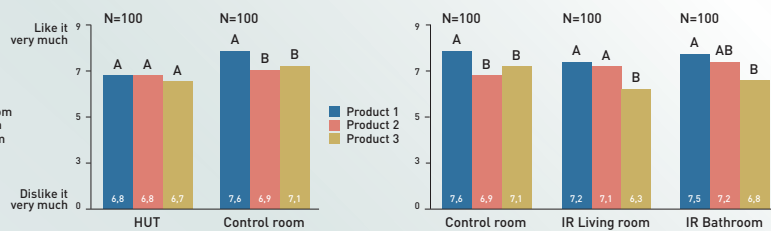
In Home Use Test (iHUT)

Results

Commitment score



Global assessment



Discrimination depends on the context: it is important to be careful in context selection.

Conclusions

Immersive Room

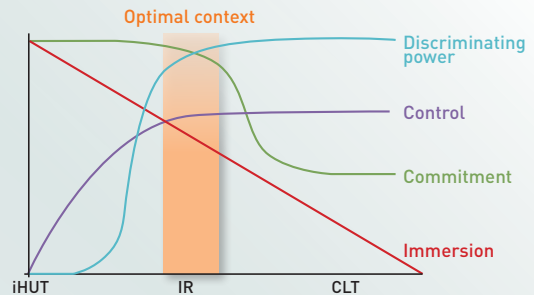
- + Controlled conditions
- + Discriminating power
- + Immersion
- + High commitment maintained

- The product are not used by the consumer
- 4 products tested simultaneously, at the most

In Home Use Test (iHUT)

- + Normal conditions of use of the product
- + Appropriation of the product to use it in its own way
- + Strong consumer commitment

- Long Set up time
- Uncontrolled conditions
- Expansive cost
- Non discriminating
- Recognition of the product



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