

USAGE & ATTITUDE STUDIES

ENSURING AN IN-DEPTH UNDERSTANDING OF YOUR CUSTOMERS

Usage and Attitude studies (also U&A studies) are one of the most important sources of information about consumers. Whether your company considers entering a new geographic market with an existing product or considers entering a known market with a new product - or your company just needs to know how your brand is used, perceived and compared to the competitor brands: It is essential to gain insights as regards behavior and attitudes of the consumers to tailor the product, the brand strategy and the offered services.

METHOD

As category and brand strategy decisions have to be based on a solid and valid basis, EPINION's U&A studies are conducted as quantitative surveys – most often with web-based data collection, which is both cost efficient and fast.

If the level of insight as regards the category and/or the market isn't sufficient to ask the right questions, its recommended to start with a qualitative study.

REPORTING

The results are communicated in an easy-to-understand way with clear insights and actionable recommendations by our research experts, which enable you to take the best possible decisions.

CONTENT OF A U&A STUDY

EPINION usually tailors the content of the U&A study depending on the category, but the main topics will typically relate to:

Category usage

- How (is it used)
- Frequency of use
- Replacement

Brands in the category

- Awareness (unaided & aided)
- Brand trial and usage (frequency)
- Brand replacement/repertoire
- Brand loyalty
- Brand positioning

Buying behavior

- Shopping - where
- Usual quantity bought
- Buying decision criteria

Occasion / usage

- When
- Where
- How
- With whom

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