

THE **CONVERSATION** STUDIO

Benefit Value Test **Air purifiers**

Consumer insights 2021

Report

2021

I. A quick intro about who we are



The Conversation Studio

We are human centric proposition designers.

We deliver valuable customer insights, boost creative thinking and give confidence in decision making when developing new products, services and business models.

Customer centric proposition design

In 2018 we launched The Conversation Studio with one goal in mind: a world with no more crappy products.

In concrete terms, we believe that products and services that are developed must bring forth added value for the user and - if possible - the planet.

With this in mind, our team focusses on supporting our clients with the innovation, marketing and developing of new and powerful product propositions.



If you want to know more or have any questions about this research, feel free to get in touch.



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Meet our team

A fun and enthusiastic group of highly skilled professionals defined by different backgrounds yet brought together by their passion for market research.



Our pro-active consumer studies

The Benefit Value Studies is one of our top selling research products. By understanding consumers' appreciations of the 'ingredients' of a proposition, brands are able to increase conversion and fill their innovation funnel with relevant new product ideas.

We already serve brands like JBL, Heineken and Philips with this specific type of research. It is thorough, fast and affordable.

To make other brands aware of this type of study, we sometimes conduct pro-active studies as a show case of this valuable methodology.

I. About this Air Purifier's study

Keep it simple, understandable and advertise your most crucial features.

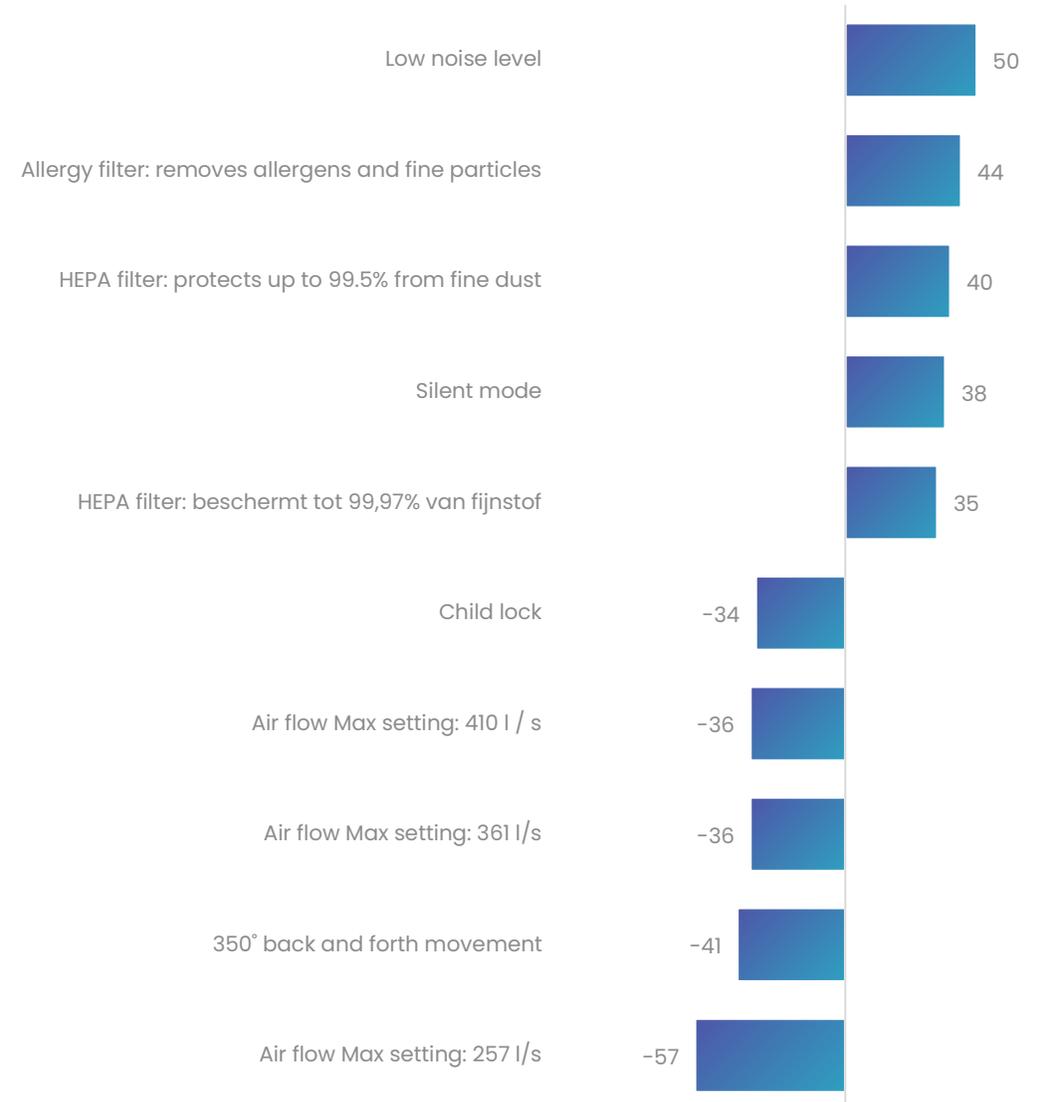
From an analysis of the most popular features advertised by air purifier producers in the Netherlands we distilled 38 key ones. Those were shown to participants to measure their explicit, as well as implicit, feature preference.

Dutch consumers are most interested with two clusters of features:

- Low noise of the machine
- Filtering power and capacity

On the contrary, less crucial features like the oscillation and child lock appear to be less important in the eyes of the consumer. Similarly, features sounding too complicated or technical also scored in the bottom tier. Air purifiers need to do one thing well, small extras might seem irrelevant to the consumer.

Overview of relative feature preference





Assuring the Air Purifier's effectivity satisfies and delights consumers.

- You can **boost** your consumers' **satisfaction** with claims of filtering quality and power as well as by offering them the certainty of a silent product.
- You can **positively surprise** your target group by contextualising the power of your product (e.g. "Cleans a 20m2 room in less than: 12 minutes")
- Claiming extra, less relevant features does **not bring increased satisfaction** to the consumer. Instead they might find these claims **irrelevant**.

II. Current users context

Pains and Gains

Air Purifiers meet two needs: Having a healthy living environment & maintaining clean air at home.

The need for a **healthy** and **safe** living situation, free from all kinds of pollution or allergies. By living in a healthier environment, people themselves feel healthier and clean.

"It makes me feel like I'm living a cleaner / healthier life"

"I feel like my skin has gotten better"

No impurities also mean **no worries**, **better sleep** and **relaxing** more easily. This gives people a greater sense of freedom and comfort in their own houses.

"Feel comfortable in every home situation"

"Healthier living environment at home"

A cleaner air also means a **crispier**, **fresher** and more **welcoming** air. By cleaning the house from negative smells and impurities, air purifiers give a unique feeling of **happiness**, **satisfaction** and **peace** that other products cannot give.

"An air purifier removes unpleasant smells and lets you relax"

Air purifiers not only clear the room of impurities, they also clear the senses and the minds, bringing a sense of **pleasure**.

"That there is a fresher atmosphere in the house"

"with cleaner air. Better for the lungs and overall health?"

People have concerns about the worth of Air Purifiers and its effectivity.

People have a lot of questions surrounding air purifiers:

"Does it really help? It cleans the air, as the advertisement indicates?"

"Does it work? Is it reliable? Does the device require a lot of maintenance? Which is the best?"

In this confusion, they are concerned about the possible loudness of the machine, its energy use and the maintenance. They feel this product is already an expensive purchase that might get even more expensive with for example, the replacement of filters.

"Don't know if it is an unnecessary luxury"

"It can make a lot of noise and especially use a lot of energy"

*"It is not known how long the cleaner will remain
or what the maintenance should be and the costs"*

Another worry of people is that they don't know where to put yet another piece of electronics in their home. Their houses are already filled with machineries, and moreover, there is uncertainty about the extensive effect of the purifiers across the home and whether this clen air reaches all rooms.

"Bulky device in the room and high-power consumption I think"

"Where should I put the air purifier to bring air to the whole house?"

III. Recipe for success

Main take-outs

Especially in times like these, where viruses and diseases are on everybody's mouth (both figuratively and literally), the importance of filtering and clearing air is more important than ever.

People want to feel safe and healthy both at home and in their bodies. In this, it is paramount for producers to highlight not only the technical feature of air purifiers but also their more emotional benefits: "a healthier home is a healthier you".

Air purifiers are not your typical household piece of equipment. For some they can be an unnecessary luxury or a confusing appliance. At the same time, many wonder how these machines truly work and whether they perform as advertised.

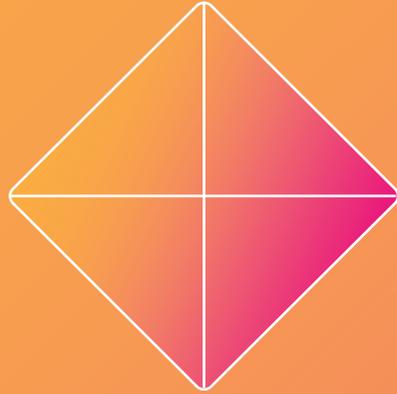
For this reason, it is very important to be clear with the consumer, comfort their doubts and prove your advertised value.

Main take-outs

Consumers' houses are already filled to the brim with all sorts of appliances. For this reason, it is important to make your product as little invasive as possible. Make your product silent and appealing, yet not too over-the-top; it should blend with the rest, not stand out in the room.

It is important to advertise the filtering options and all available protections against viruses, allergies and smells, but don't focus too much on the smaller, additional features; the consumer might find them unnecessary and irrelevant.

Air purifiers are not simple, everyday products and people want to be ensured that they do what they are expected to do. So don't focus too much on the smaller extras and instead clearly emphasize the most important, tangible and unique features that your product has to offer!

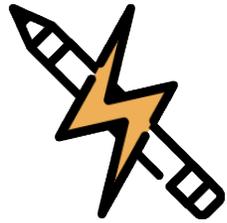


About the Benefit ValueTest

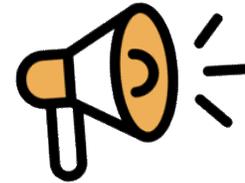
The **Benefit Value Test**
answers the question:

*“What product or service features
provide impactful value
for your target groups?”*

The **Benefit Value Test**
give you clear, fact-based input for
innovation opportunities and
commercial communication directions.



INNOVATION



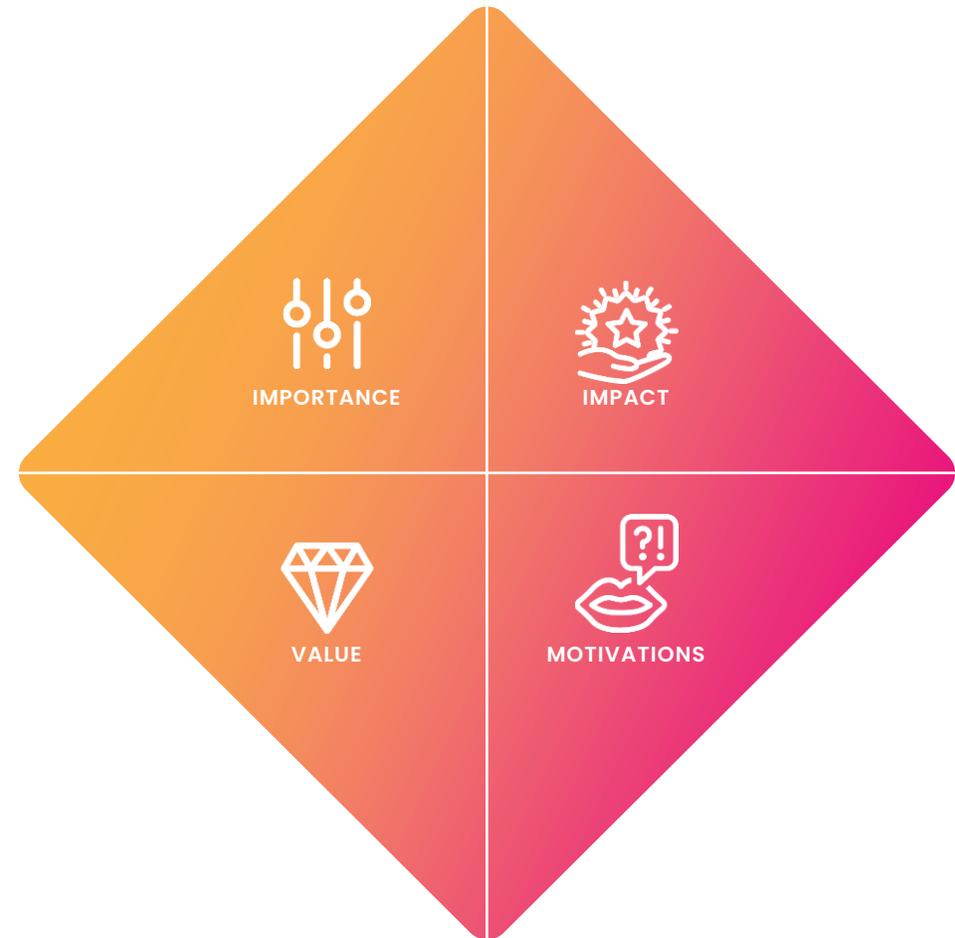
COMMUNICATION

How does it work?

The Benefit Value Test is a quantitative research with combined methodologies (a.o. an algorithm-led choice based test and impact-analysis) that offers the most comprehensive understanding of the preference and impact of product features and related benefits from a consumer perspective.

Knowing what are the most successful benefits can help you motivate the target group for your product proposition and improve benefits to match with the desired target group better.

Data is then gathered, analysed and reported by our team of experienced researchers in Amsterdam to bring clarity in consumers' needs and wishes of alarm system features.



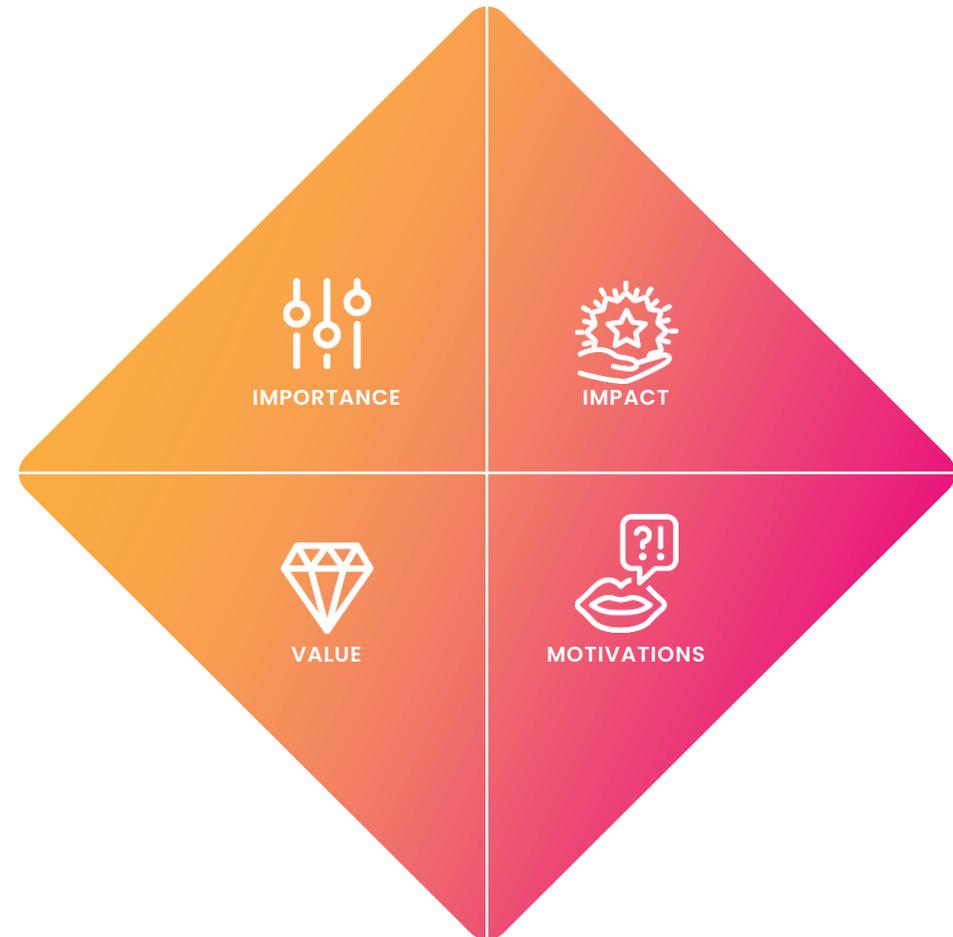
Benefit Value Test

Uncover proposition features and benefits to delight your customer

The Benefit Value Test validates your product benefits so that you can make better informed decisions to define the optimal

It maps out:

- a ranking of best and least preferred features/benefits
- the impact on satisfaction of every feature/benefit
- what features/benefits have the power to WOW
- pains and gains in your product category
- the optimal combination of features/benefits
- target group differences

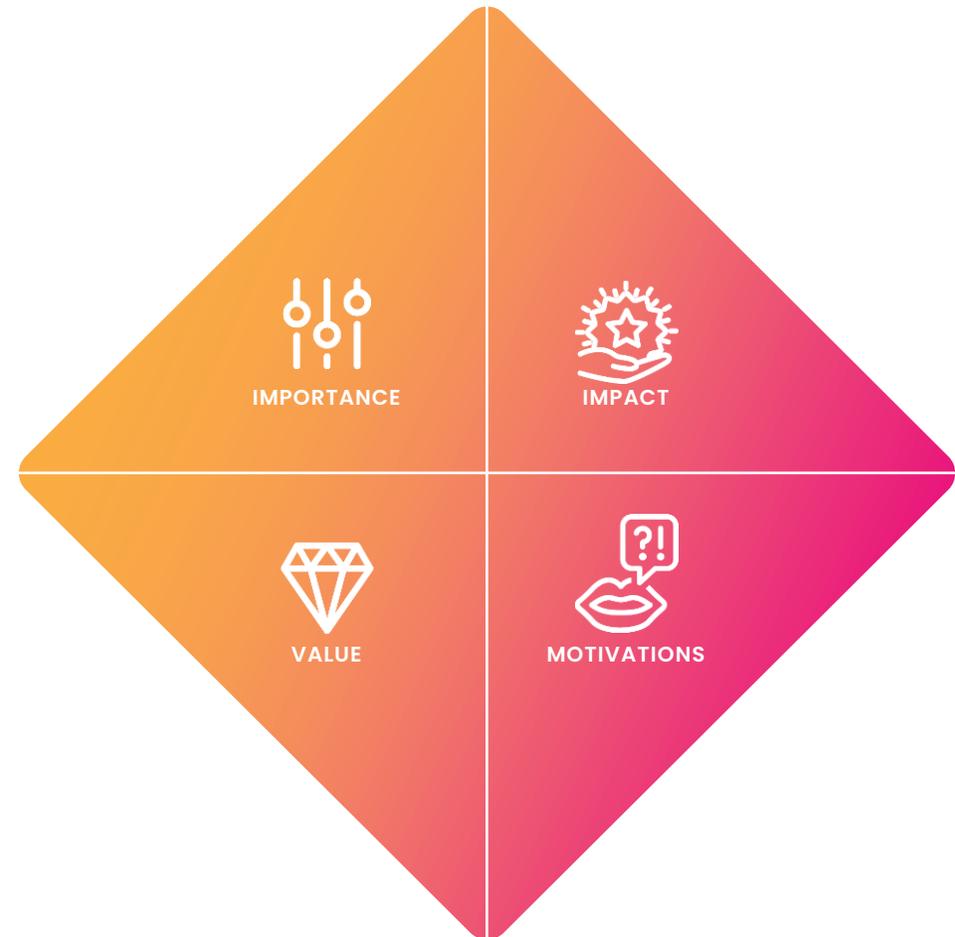


Combined methodology

Triangulation provides a broader context

The Benefit Value Test combines insights that derive from three powerful and proven research techniques:

- Preference: Choice Based Test
- Impact: KANO-analysis
- Motivation: Thick Data Analysis



Preference - Choice based test

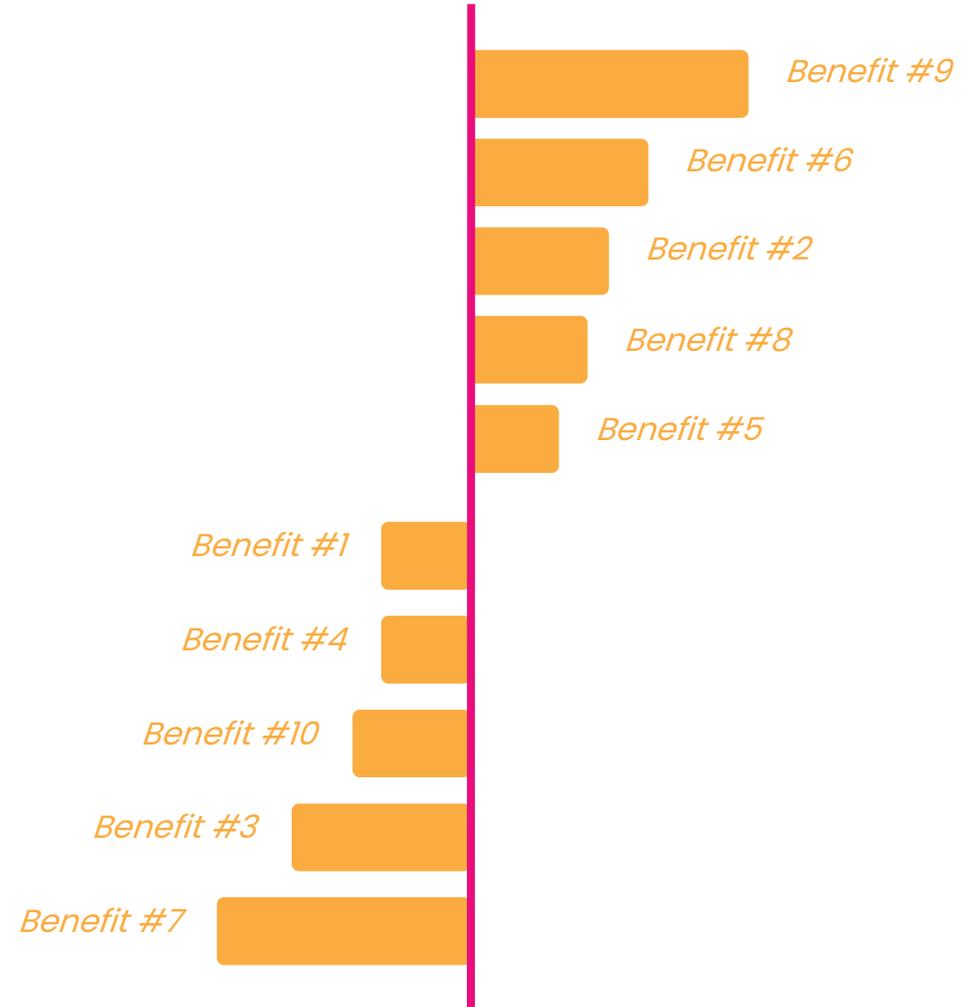
Know what benefits are preferred

This implies that every consumer is shown 10x a randomised set of 4 product benefits.

Per set consumers indicate their preference for one of the presented product benefits.

Our algorithm-based analysis ultimately ranks the product benefits from first to last.

We add a TURF-analysis (Total Unduplicated Reach and Frequency) provides insight into the optimal combination of the benefits.



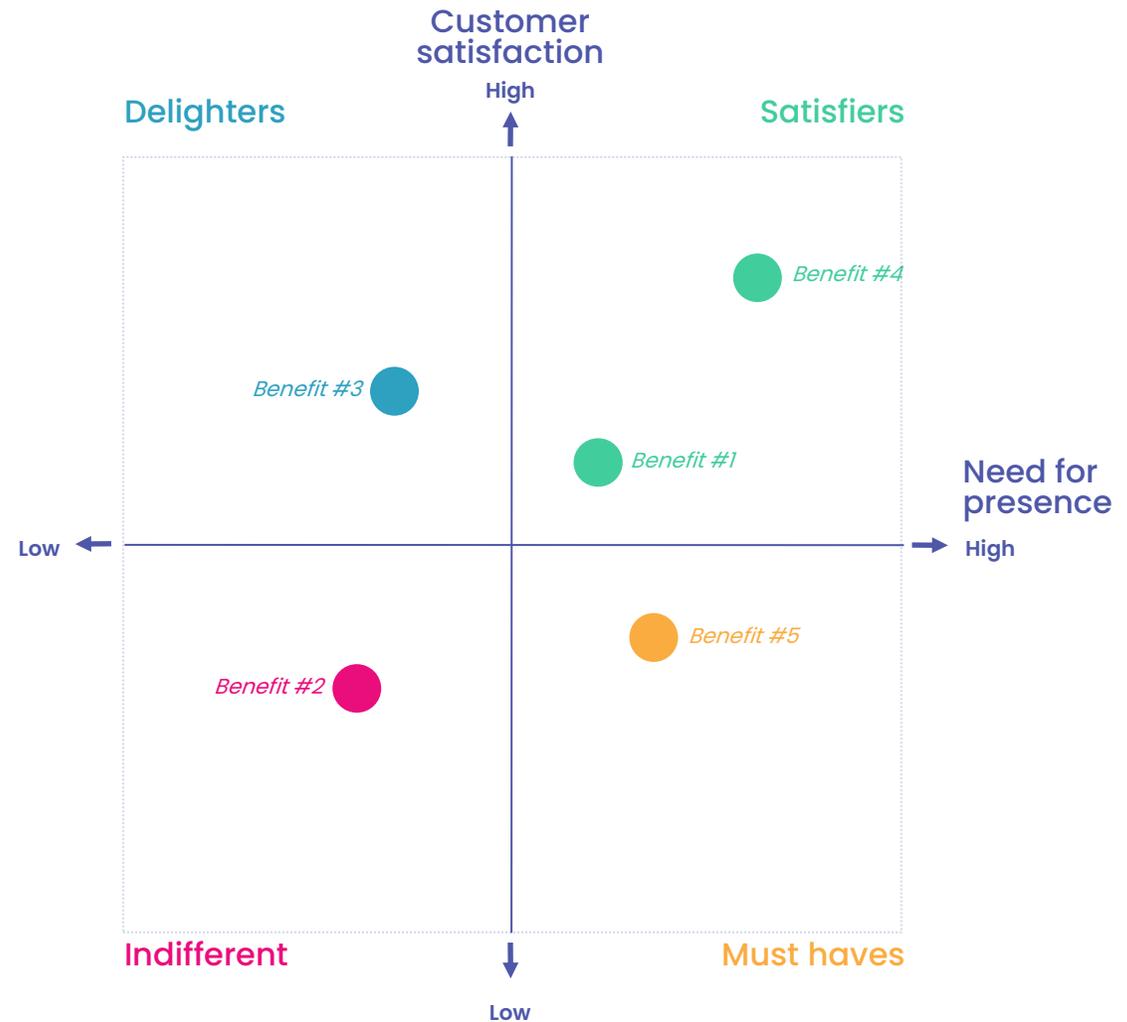
Impact - Kano analysis

Know what impacts to differentiate

This methodology helps you to understand which product benefits your customers **LOVE** and which ones **BOOST** their satisfaction.

Plotted on two axes, it will show you which product benefits have the power to "WOW".

This revolves around two types of insights: the extent to which consumers expect a benefit / product feature to be offered and the extent to which they would miss this benefit / property if it is not there.



Motivations – Thick data analysis

Understand the 'why'

What do consumers say about your product? What motivates them to use or not to use products in your category?

What are their 'jobs to be done', 'pains' and 'gains'?

Actively listening to your consumer is paramount for the success of your product.

This can be done either by 'thick data' analysis from the web and/or asking open ended questions about experiences, needs and wishes.



Thank you!

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