

Consumer pack for the future impression, perception and conclusions

Face-to-face interviews with consumers, Nov/Dec 2013



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Introduction

Hanson & Möhring (with the consumer brand Falksalt) has developed a consumer pack for the future that may be introduced as a substitute for the existing round plastic canister and has decided to test it on the market.

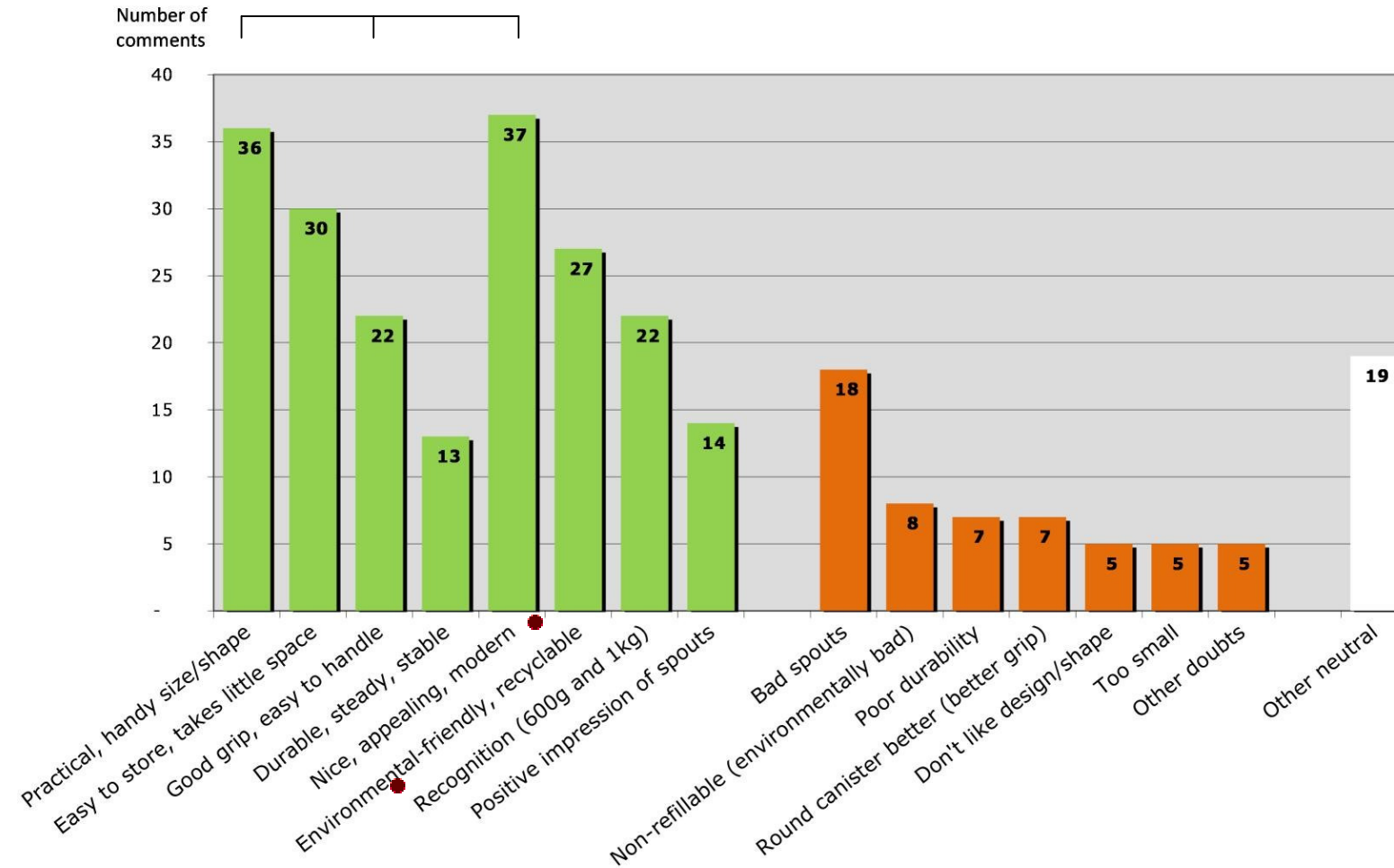
Implementation: Sample characteristics (number of respondents = 100)

The interview was semi-qualitative with 9 closed-ended questions (for quantitative figures) and 4 open-ended questions (for interpretation). In addition, the consumers were given 2 fictitious cooking situations in order to test the usability of the consumer pack. The results in this report are based on 100 interviews which provides a sufficient statistical security.

Gender	Women	75
	Men	25
Age	20-30 years	5
	31-40 years	15
	41-50 years	35
	51-60 years	45
Cook (at home)	2-4 days a week	30
	5-7 days a week	70
Household size	One person	15
	Two persons	29
	Three persons	15
	Four or more persons	41

Results: Spontaneous impression "in store"

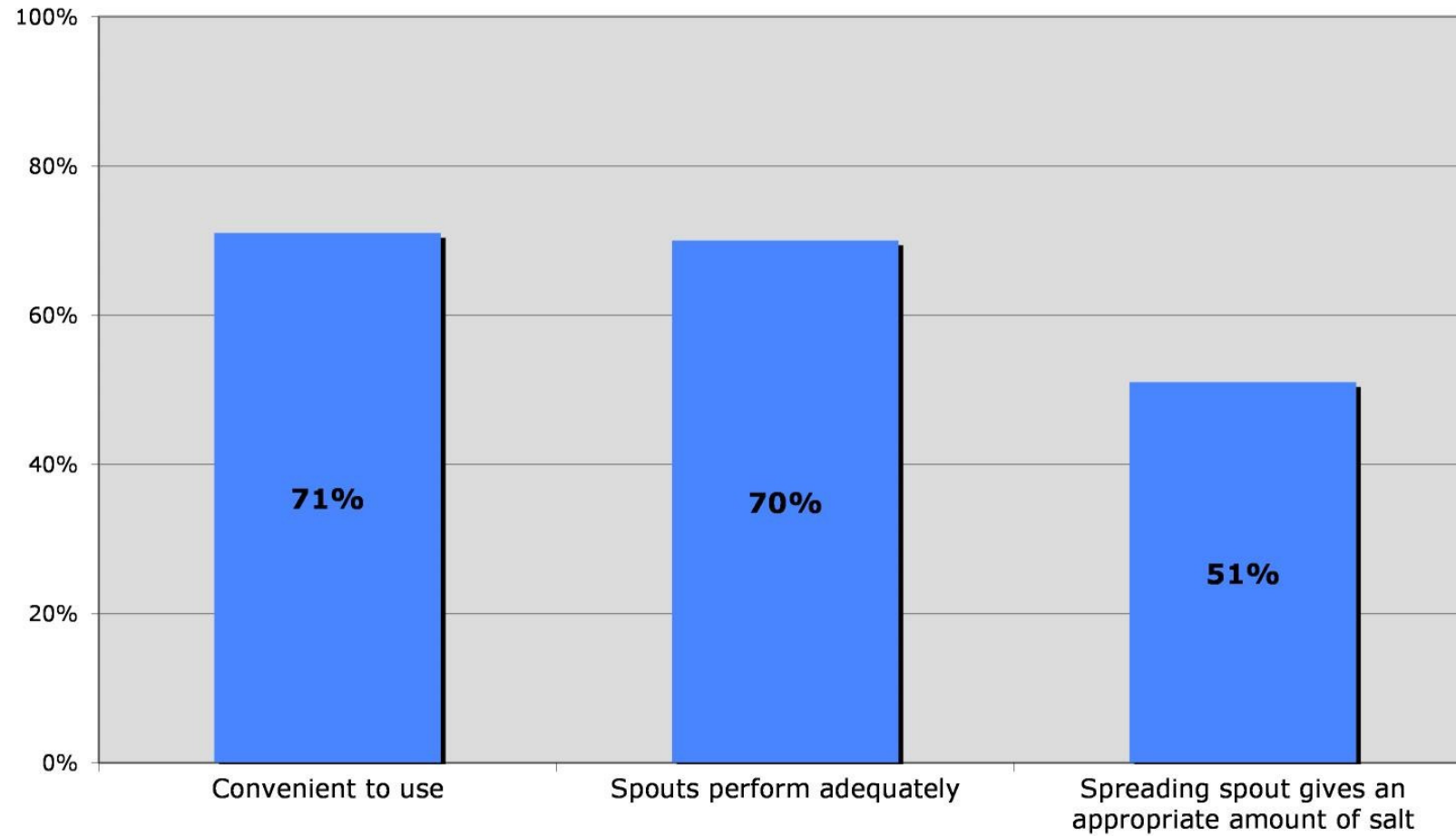
"Practical" = 101 comments all in all



- Because of former bad experiences with cardboard pouring spouts (not produced by TACOM).
- As it with the existing plastic canister.

Perception after testing - approval

You have now tested this pack of salt.
How well do the following statements agree with your impression of this pack now?
(total of: agree very well + agree rather well)



Summary and Conclusions

- The consumer pack for the future gets a *really positive consumer response*, both visually “in store” and when testing the spouts. This study implies that this consumer pack most likely will be *received very well* on the Swedish consumer market.
- The main perceived feature of the new consumer pack is that it is *practical*, because of its *shape* and *size* making it *easy to handle and store*. The two spouts attract positive attention and cause expectations of being better than existing paper spouts on the market. The pack is perceived as convenient for different cooking situations, providing both spreading and pouring possibilities.
- The consumer pack for the future has definitely an *appealing design* – the consumers find it pretty, modern and elegant. The design (shape, size and material) is special and attracts attention – at the same time the product is easy to recognize and take in.
- The strong and glossy cardboard conveys an impression of *quality* and *exclusiveness* that may be associated with other product categories, such as perfume and beauty products.
- The new pack is definitely perceived as *environmental-friendly* – this feature is seen as one of the main advantages of the pack. Cardboard is interpreted as more environmental-friendly than plastic and the square shape can be more efficiently transported than a round canister, as well.
- The cardboard material is very well accepted. The strong cardboard material with a glossy surface generally conveys the impression of a rather *durable pack* that will not break until its empty.
- Most consumers focus on how convenient this pack will be to store efficiently in the cupboard. Some consumers mention the possibility to put it on the dinner table as a saltshaker.