Survey methods, analysis and case studies

SBD Market Research Team

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What is the best research tool to answer my questions?

SBD

Type of question:

I want a quick view on the world.	I want to know what the consumers think about *[question in hand]*.	I need to know exactly how many people in my market would think like this, or like A vs B.	I have question that I know much industry is currently facing	I have a question that I can't quite answer myself to the level of granularity I need.
I'm not worried about the quality of the insight, just to give me a feel of what I need to know	I don't need any analysis, just a rough idea of how many people think A or B is better. I can do this myself	I need a quick answer to a very specific question, but it needs to be robust	It needs to be clear, robust, and I need specific direction / recommendation on how to proceed.	It needs to be clear, robust, and I need specific direction / recommendation on how to proceed.

Priorities:

| Speed

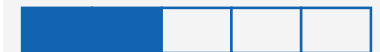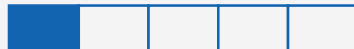|				
This is paramount. I need it now.	It's important, I don't have time to get someone else's help.	Is very important, but not at the expense of quality.	I need it yesterday!	I can wait a few weeks to get a clear and insightful recommendation.

| Cost

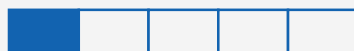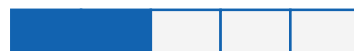|				
I don't want to spend any money.	I don't have any budget to spare at all.	It is worth a few thousand $/£/€ to ensure the quality is right.	I need to be sure I'm getting value for money.	I can spend more, but I need to be sure I'm getting value for money.

| Quality

This isn't important, I just need to be pointed in roughly the right direction.	Just "good enough" is fine for now.	I need to be confident that the % stack up, and I need it to be representative of the market.	Vital. I need a clear, robust, insightful answers to questions facing the industry	This is paramount. I need a clear, robust, insightful answer, and one I can build a business plan around.
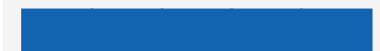
Research tool:

Desk Research	Survey Monkey	Omnibus	Off-the-shelf Survey	Bespoke Survey

Survey analysis techniques

When you *have* used the right tool, how should you analyse the data?

Segmentation

Segmentations are very good at clustering different features or types of people, but ensuring you know how you are going to use it from the outset is vital. Are you looking at segment your current base of customers? In which case it needs to work with the database you have already, either directly, or through amendments to the data base. Is it designed to be used for marketing? In which case ensuring the segmentation 'golden questions' can be linked back to media buying attributes will be something to keep in mind.

Then the biggest of all, do you want to know what the market looks like, and find targets from the whole market? Or do you just want to speak to the people who are most like your current customer base, and target the people you know will like your product, it's just that they don't know it yet? Knowing where to start, and what the outcomes you are looking to achieve are vital to detail before you embark on a segmentation.

Great for: Ensuring the development of your product/marketing strategy is clearly focused around your target customers.
Not great for: Nothing! segmentations are flexible, insightful and actionable, they just need the correct preparation.

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Conjoint– CBC / ACBC / MBC

Conjoint systems, regardless of their increasing complexity, ask consumers a set number of choice tasks while presenting a small number of product options. Typically a consumer is presented 3 product options with a "none – I wouldn't choose any of these" and is asked which they would choose.

This process is repeated up to a dozen times with a new set of product components each time. The software then assesses what features the consumer is placing highest value on. If they continually select the product option that contains the top of the range audio system, then this is given the highest score. If the audio isn't present and they next prioritise the leather seats, this is given the next highest score and so on. The system derives a value for each of the component elements tested, and allows analysis to determine how much each element contributes to the overall decision making process.

Great for: Specific product development and range optimisation (including price).
Not great for: Getting consumers to tell you why they like, or dislike specific elements.

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MaxDiff

Similar in its set up to conjoint, MaxDiff presents the consumer with a small number of specific options and asks a "most" and "least" interest question. For example it could ask the respondent to select which from the following – 'leather seats vs sat nav vs alloy wheels vs panoramic roof' is the most appealing, or least appealing.

Similarly to conjoint, the software derives a value for each of the component elements tested, and allows analysis to determine how much one product is appealing compared to another.

Great for: Prioritising a large range of very different components/ features.
Not great for: Developing packages of components to group together.

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PSM (Van Westendorp)

The Price Sensitivity Measure, or PSM (or Van Westendorp) method allows the analyst to understand the acceptable price range that a consumer would have for any product. It asks how much consumers would think would be a cheap price, and an expensive price, and creates the average acceptable price range.

This is one of many pricing tools, but is best deployed for a product that is completely new, or does not already have an assigned expected price point. For example, it would not work very well if asking the price of a base model Ford Fiesta, as most consumers would have a pretty clear view, however it would be useful if asking about a new, previously unseen connected car feature.

Great for: Understanding the price range consumers would accept for a new product.
Not great for: Volumetric assessments of how many people would definitely buy at a specific price point.

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Case studies

What happens when you do use the *right* tools at the *right* time?

Case study 1:

"What features (that can be enabled by an over the air update) for an upcoming electric vehicle do consumers want and what business models will maximise potential revenue"

Case study 1:

SBD was asked **by a major OEM in the US market** to build an objective business case for the distribution of features and services through an over the air update platform for an upcoming electric vehicle.

The focus was to prioritise the feature list based on overall interest and willingness to pay, this aimed at guiding the OEM with strategic recommendations for the feature set.

note: feature names have been removed to protect data

Bundle 1 – "Autonomous package"
▪ [feature name removed]
▪ [feature name removed]
▪ [feature name removed]

Bundle 2 – "Safety & convenience package"
▪ [feature name removed]
▪ [feature name removed]
▪ [feature name removed]

Bundle 3 – "Journey package"
▪ [feature name removed]
▪ [feature name removed]

Colour	Definition
(green)	Monthly subscription
(red)	One off payment

Price in US dollars (OPP point from pricing tool)

Market penetration estimate (based on would you purchase this feature question)

Feature a, Feature p, Feature b, Feature q, Feature r, Feature s, Feature w, Feature c, Feature o, Feature n, Feature m, Feature d, Feature e, Feature l, Feature f, Feature t, Feature k, Feature v, Feature g, Feature u, Feature h, Feature i, Feature j

Methodology

800 interviews; 200 among BEV owners, 200 among PHEV owners and 400 among Intenders (considering an electric vehicle as their next vehicle). This was then followed by focus groups -

- ▪ To understand consumer interest in defined features

- ▪ To understand what payment methods, such as pay per use for example, are desired

- ▪ To understand price points for features

- ▪ To understand what features are acceptable for consumers to consider some form of payment

- ▪ To define potential business models and provide quantifiable data on business model analysis

Case study 1:

What happened?

1. SBD was able to define which features had a high interest and willing-to-pay level.

2. The team identified the top 3 features to be prioritised for marketing efforts to reach the greatest amount of people.

3. SBD created preferred consumer bundling packages to maximise uptake of services.

4. The OEM was able to see price point values and maximise potential revenue.

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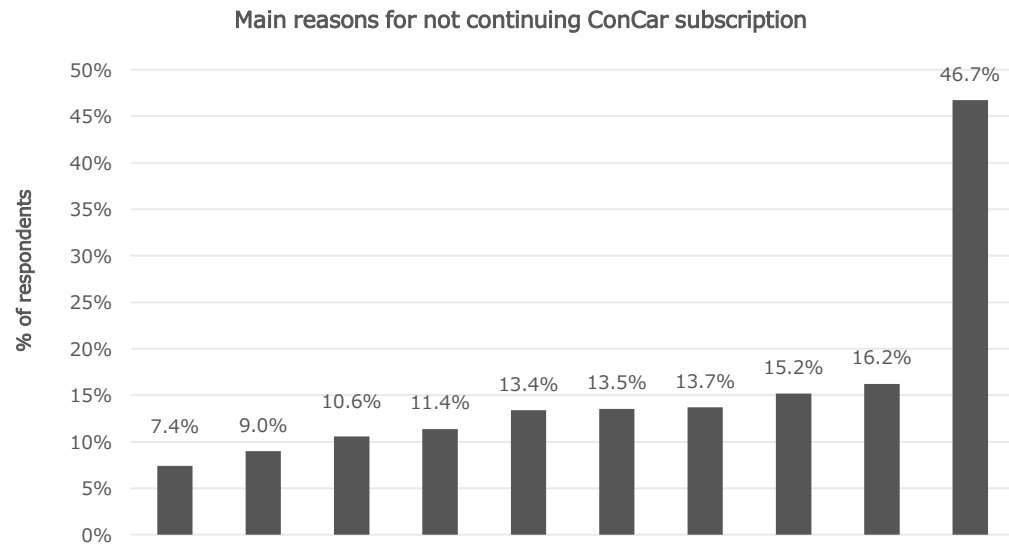
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Case study 2:

"What is our Connected Car performance funnel and how do we compare to our competitors? How can we increase ConCar subscription uptake "

Case study 2:

The key goal for the request was to quantify and understand consumer knowledge and interaction with connected car services related to the Connected Car funnel.

- How many customers used the service (or did not use the service) and why?

- How many customer experienced problems with the connected car services? These problems can be based on, but not limited to, the registration process, activation process, normal day to day usage or focused on a particular service.

- How many customers used the services and then discontinued using them and why? In addition how many customers continue using the services and why?

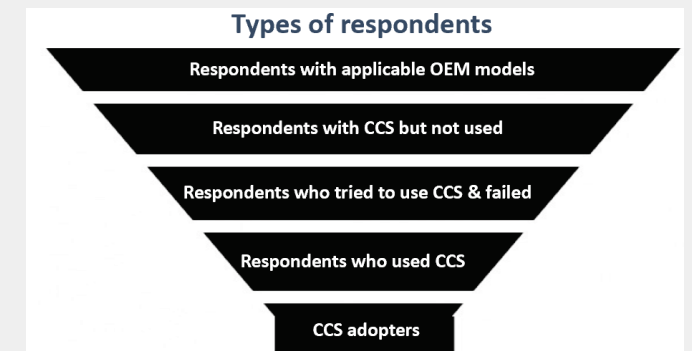- How many customer can be considered to be active users?

Main reasons for not continuing ConCar subscription

% of respondents

46.7%	
16.2%	
15.2%	
13.7%	
13.5%	
13.4%	
11.4%	
10.6%	
9.0%	
7.4%	

*note: specific reason titles have been removed

Methodology

Vehicles were selected for this funnel study based on their competitiveness to the OEM and whether they have the potential to have any form of Connected Car Service to be analysed against. The number of respondents was 5,900.

The methodology used for this study was an online survey where respondents were selected based on the model of vehicle they own, asked qualification questions and at certain points within the survey disqualified if they did not meet specific criteria - e.g. not considered to be currently active users.

Types of respondents

- Respondents with applicable OEM models
- Respondents with CCS but not used
- Respondents who tried to use CCS & failed
- Respondents who used CCS
- CCS adopters

Case study 2:

What happened?

1. SBD was able to demonstrate which markets have the lowest uptake of Connected Car services.

2. Our analysts could compare and contrast client brands vs competitors to benchmark the current offering.

3. The team was able to validate the reasons for low uptake of ConCar services and where this happens in the funnel.

4. SBD created an action plan on how to improve this uptake.

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Case study 3:

"A major OEM needs to understand consumer needs in terms of ADAS features, autonomy and brand image, to define what is required to be perceived as a leader in safety."

Case study 3:

SBD was asked by a major Japanese OEM to carry out a study to understand consumer viewpoints related to ADAS and autonomy. The focus was to understand brand image, knowledge of ADAS features, how they are used and the importance of vehicle characteristics.

This study helped the OEM identify existing ADAS that could be improved as well as identifying new areas where they could provide added benefit of enhancing safety in a way to keep their existing customer base and attract new buyers.

Case study 3

Reason to turn off ADAS — Reasons have been removed: 1%, 1%, 1%, 1%, 2%, 2%, 2%, 5%, 6%, 8%, 9%, 11%, 46%
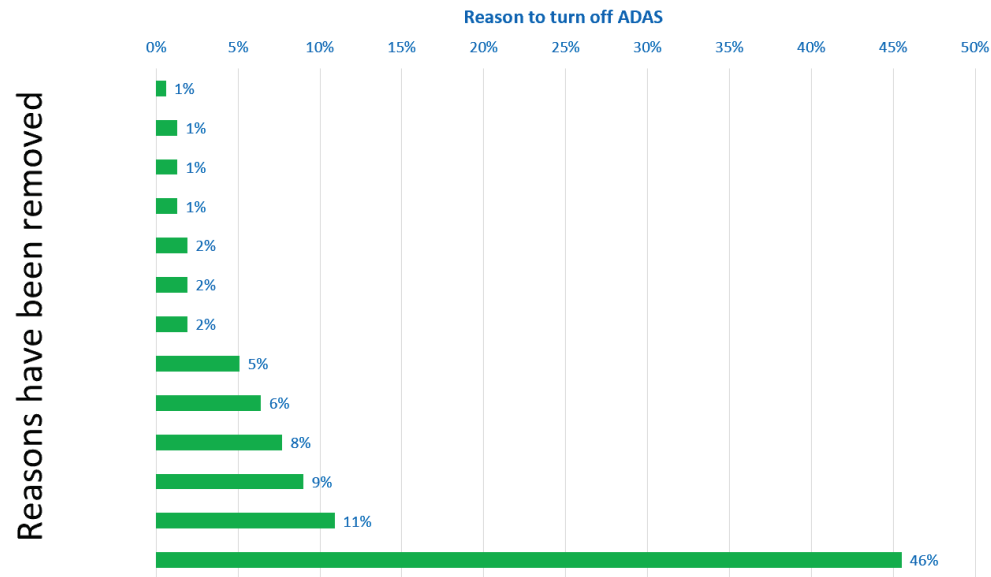
Methodology

400 interviews; 200 among OEM owners and 200 among competitors.

Five OEM models were targeted against their competitors.

Cars are a maximum of 12 months old and bought or leased from new.

Other quota restrictions were in place to shape the sample.

Case study 3:

What happened?

1. SBD created personality segmentations of respondents to understand different viewpoints.

2. Based on SBD recommendations, the OEM rolled out marketing campaigns targeted at the specific user groups that had the greatest interest in safety features

3. The OEM was able to see how its customers main differentiation points compared to their competitors

4. The OEM was able to internally highlight the importance of safety features compared to other features for new car buyers

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