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*Review*

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helps Samsonite develop  
a new line of luggage



*Data processing/  
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February, 1992

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# Quirk's

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# MARKETING RESEARCH

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## Review

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Samsonite used a variety of research methods in developing its Piggyback line of luggage. Photo courtesy of Samsonite.



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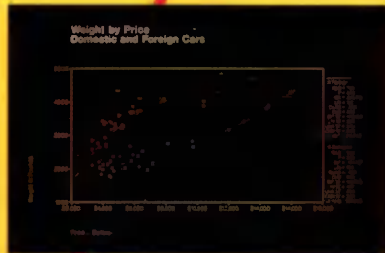
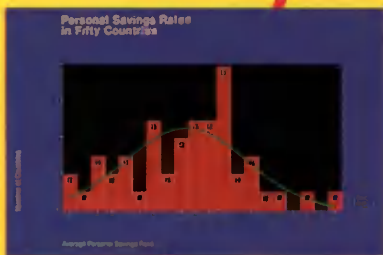
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# Easing travel restrictions

*Research with travelers helps Samsonite develop a*

by Bob Bengen

*Editor's note: Bob Bengen is director, marketing research with Samsonite Corporation, Denver, Colorado.*

The Samsonite Corporation realized early in its existence the value of consumer input in new product development. The marketing research function began in 1957, and in the ensuing 35 years, it has played an important role in Samsonite's success, first with the Silhouette line of luggage, which became the industry standard in hardside luggage, then with other products, such as Ultralite, which is 25% lighter than similar softside luggage on the market. The recent development of the successful Piggyback line of luggage reflects the importance of marketing research for Samsonite.

Piggyback luggage, which includes a full-size model and a carry-on model, is now the top-selling style of our hardside luggage. This wasn't achieved through luck, but rather through up-front research, concept research, and product research to listen to consumers' concerns, act upon them, and then determine if these concerns were met.

To understand the importance of Piggyback to Samsonite, it is necessary to understand the environment in which it was developed. At one time, hardside luggage was the dominant type of luggage, capturing over three-quarters of the U.S. market. Its dominance has diminished over the years to where softside luggage is now the most preferred type of luggage. (Interestingly, hardside luggage still dominates the European and Japanese markets, as well as the Asian and Middle East-



**Samsonite**



*The Piggyback hardside case incorporates some untraditional design elements such as a telescoping handle that disappears when not in use.*

ern markets.)

In 1986, when this trend was in full swing, Samsonite's management was understandably concerned about the future of hardside luggage. Management was searching for a break-through, patentable, hardside product to rival the softside break-through of Samsonite's extremely successful Valet Garment Bag. While Samsonite does more than half its business in softside luggage, it has an advantage in hardside luggage due to its expertise and cost-efficiencies with production methods.

## Luggage exploratory

Development of Piggyback luggage began in 1977 when a qualitative study, called a luggage exploratory, was conducted to focus on the issues that people have when they travel. Eleven mini-focus groups (5-6 people) were conducted with respondents who had previously completed a Yankelovich Monitor screening questionnaire, so that each group represented a particular lifestyle segment. The Yankelovich Monitor provided the size and characteristics of specific lifestyle groups and social trends. This served as a background from which new products and advertising were developed.

The groups were skewed toward "Forerunners" and "New Conformists" because these people were our target groups. Forerunners were youthful, educated, self-expressive, interested in individuality, and well-traveled domestically. They also took spontaneous weekend trips and automobile trips. New Conformists were also youthful. They were socially diverse and upwardly mobile. They traveled moderately, took more planned short

continued on p. 26

*convenient new line of luggage*



*In early testing, consumers gave high marks to the concept of a line of luggage that could be strapped together in piggyback fashion. Samsonite's Piggyback luggage features a telescoping handle and a self-retracting strap that allows other items to be loaded and secured on top of the Piggyback.*

# Taking orders over the phone

*A CATI system lowers Spiegel Inc.'s research costs and gives it a direct link to its customers*

by Cheryl Ross

*Editor's note: Cheryl Ross is market research manager with Spiegel, Inc., Oak Brook, Illinois.*



coast to coast. The company also had plans to go beyond its core market (up-scale, educated, working women) and to penetrate new market segments (men, younger consumers, ethnic markets). To achieve these goals, Spiegel needed to merge database information—how

*Spiegel found that the quick turnaround of information provided by its CATI system (shown at left) made its marketing research more actionable and more valuable to management.*

consumers behave—with solid consumer research information—why they behave that way—to gain a clear understanding of consumers.

As the learning from initial studies was applied, and as it became clear how significantly profits improved by using the action plans produced from the research, the number of requests from within the company for research studies exploded.

## **Remain within budget**

We wanted to be able to meet this stepped-up demand, especially now that the “key players” at Spiegel had begun asking the kinds of questions we were confident would result in highly actionable plans. Yet we wanted to remain within the budget we had established before demand had risen so greatly. Obviously, the solution was to cut costs

**S**uccess as a retailer, especially an apparel retailer, has always had a lot to do with good instincts: an eye for the trends and a knack for picking the ones that would dominate a season.

In 1986, Spiegel, Inc. management realized that the game was in the process of becoming much more complex. The market was fragmenting, the competition intensifying and trends proliferating. Instincts would remain crucial but instincts supported by knowledge, specifically market knowledge would be the key to success. That same year

Spiegel created its consumer research department to forge a direct link to consumers and gain a continuous, rapid source of up-to-the-minute market knowledge.

As a direct marketer, Spiegel had made excellent use of market testing and its vast database. Using the wealth of database information to develop programs and refining programs before they were rolled out on a major scale was key to much of the company's increase in efficiency. But the company had plans to go beyond cataloging into multi-channel specialty retailing with stores from



dramatically but without affecting the integrity of the data.

My staff and I began closely investigating the research firms whose costs were

lower than their competition, as reflected in the more attractive bids they submitted. This exploration revealed that the most cost-efficient firms were those that had leveraged a newly emerging technology—using computers to help in the research process through a computer-assisted telephone interviewing (CATI) system.

We investigated a number of competing firms offering CATI software and spoke with firms using each of the strongest of these software packages. We selected ACS-QUERY based on two key criteria: user-friendliness and the responsiveness of the software producer, Analytical Computer Service.

The primary reason we sought a user-friendly system was to be able to program the questionnaires quickly and to easily pull off responses for analysis as soon as they were available. We felt it was more important to staff our research department with people highly skilled in analysis, management, and marketing strategy than with technical experts devoted to programming and running the computer system.

Specifically, rather than devoting our strongest human resources to produc-

ing data, we wanted to focus them on determining what consumer information made the most sense to obtain. The emphasis was to be on analyzing and interpreting the data, distilling the most meaningful findings, and developing solid action plans. This would permit us to translate findings into results that have a direct, measurable impact on profits.

Second, we knew that we were going to test the system by “borrowing” personnel from our customer service division. People would be interviewing only part-time. Thus, we wanted them to be able to use the system almost immediately.

We also realized that because the technology was new—both to us and to the industry—we would have to find a software vendor that was sensitive and willing to react to both new technologies and to innovative uses of the software. We already had given some thought to future needs such as automatic telephone dialers, connecting multiple facilities through a computer network, in-store interviewing, respondent-administered surveys, and graphic interfaces. In short, we wanted a software

supplier that would respond and grow with us as we developed.

### Test phase

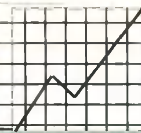
Initially, we wanted to test the system’s capability to cut costs and produce high quality work with minimal investment. Therefore, we tested ACS-QUERY SOLO, which runs on stand-alone PCs. While it lacks the sampling capabilities and quota control features that are available on the full system, it gave us the opportunity to try out the system at a relatively low cost.

We tested the system for 18 months by borrowing staff from our customer service center, training 33 individuals to operate the system, and measuring cost savings. Direct, head-to-head comparisons were made by performing parallel studies. That is, we would split a study, with half conducted internally and the other half conducted by an outside vendor. We sought to measure both the cost savings and the quality of the data.

These direct comparisons revealed that research costs dropped to 55% of their previous levels. We also found, for

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## Classification tree methods: AID, CHAID and CART

by Steven Struhl

*Editor's note: Steven Struhl is director of the Marketing Sciences Group of SDR Chicago.*

**C**lassification tree methods greatly expand the ways in which you can analyze, view, and consider survey data and other information. They provide some highly valuable new tools for data analysis. With these methods, you can:

- cluster with a dependent variable, allowing you to develop segments in one step;
- assign "don't know" and "refused" respondents into groups, along with those who answered;
- generate simple rescored models you can use with a pencil and paper, in later studies or for screening purposes;
- analyze continuous, ordinal, and categorical data (including yes/no variables) in one analysis;
- investigate conditional probabilities, allowing you to find low-incidence groups easily.

These procedures produce a classification tree by splitting a sample into sub-groups, then repeating this splitting within the sub-groups formed again and again until you reach some pre-set limit (see figure 1 for a section of a classification tree). The sample gets split to maximize differences (variance) between these sub-groups on some dependent variable. Such a variable could be, for instance, buying intentions, overall ratings, cluster group membership, or product use level.

Several related procedures with different capabilities produce classification trees. CHAID (or chi-squared automatic interaction detection) probably remains the most popular of these. It has salient advantages over traditional AID, which fell into disuse because of its relative inflexibility and analytical shortcomings. (Later sections will discuss these differences more fully.) CHAID/CART (CHAID and Classification and Regression Tree) analysis provides an even more flexible approach than CHAID, but is relatively new and unknown. The first few sections of this article refer mostly to

CHAID; later sections discuss both CART and CHAID.

### Forming segments in one step

Because you divide the sample to maximize differences between sub-groups (on some criterion you choose), you automatically get segments, rather than groups or clusters. True segments vary in response to some marketing-related variable; without such variation, you may have split the sample, but only into groups. So, if you divide your sample into sub-groups that differ in purchase intent (for instance), then you know these sub-groups are in fact segments.

Clustering by more traditional methods provides no such guarantee. You may have to cluster respondents several different ways to find a scheme that produces between-group differences on any marketing-related variable. Even then, you do not know if your clustering procedure has maximized these differences—or if it even has come close to doing so.

A typical classification tree analysis (either CHAID or CHAID/CART) will split the sample into 8 to 30 (or so) groups. You can then combine these into as many segments as you wish, grouping together sub-groups in ways that make the most sense.

### Revealing conditional probabilities

By splitting the sample again and again, CHAID and CHAID/CART can show you conditional probabilities, as follows. Suppose you have done a survey and now want to differentiate "Brand Z" purchasers from non-purchasers. The procedure might find that Brand Z buyers, 20% of the overall sample, make up 60% of those with incomes of \$35,000 to \$50,000. This income group would get split off from all others, who have only a 12% incidence of Brand Z purchasers.

The "purchaser-rich" sub-group would again get split, resulting in another, smaller sub-group with a particularly high incidence of purchasers. (Of course, another sub-group

having a lower incidence of purchasers also would be produced in this process.) This could then continue, with further splits identifying groups with still higher incidences of buyers. The second split, and all later splits, here would be conditional upon the first. Eventually, you would find "pockets" where Brand Z buyers you seek are highly prevalent.

### An example

Let's look at a slightly more complicated example. Suppose you want to find what most distinguishes light from medium from heavy users of Product Y, based on responses to 80 question items, including demographics. (This fictional example appears on the sample tree diagram on the next page. You may wish to refer to this diagram along with the description below.)

Using CHAID or CHAID/CART, you would first split the sample on one of the variables producing the greatest between-group differences in purchase. Suppose this variable is the respondent's age group. Looking just at the heavy users, you would then see that they make up:

- 20% of the sample overall
- 11% of the 25-34, and
- 8% of the 18-24 age group,
- 36% of the 35-54 group.

In addition, the procedure created this last group by combining two groups defined in the questionnaire, those age 35-44 and those age 45-54. These groups got combined because incidence of light, medium and heavy purchasers did not vary significantly between them.

The procedure would then continue within each group devised in the last step. Looking just at the 35-54 age group, suppose you then find that region of the country best differentiates between light, medium, and heavy users. Region 3 (Midwest) has the highest incidence of heavy users within the 35-54 year age group (56%), while region 4 (South) has the lowest incidence (23%). The procedure here combined regions 2 and 4 (East and West) into one group. The level of incidence of heavy users in this last group was 34%.

Note that the very high incidence group just uncovered must first be age 35-54 and next live in the Midwest. One condition must precede the other in this analysis. We would not have found this fact simply by looking at the total sample. This is where the conditional probability comes in.

As the example showed, CHAID and CHAID/CART can perform "optimal recoding" of independent variables, rearranging codes to maximize separation of the groups specified by the dependent variable. You can specify whether the codes can combine freely (in any order), or whether they must get grouped in sequence.

### Assigning "don't know" and "refused" responses

CHAID and CHAID/CART also can assign "don't know" responses to the group (or groups) that will maximize differences on the dependent variable. This can come in handy on questions where some percentage of respondents are unwilling or unable to answer, such as household income questions. Of course, assigning the "don't know" group along with others makes most sense when the majority of respondents answer. If you have much over 15% "no answer" (for what-



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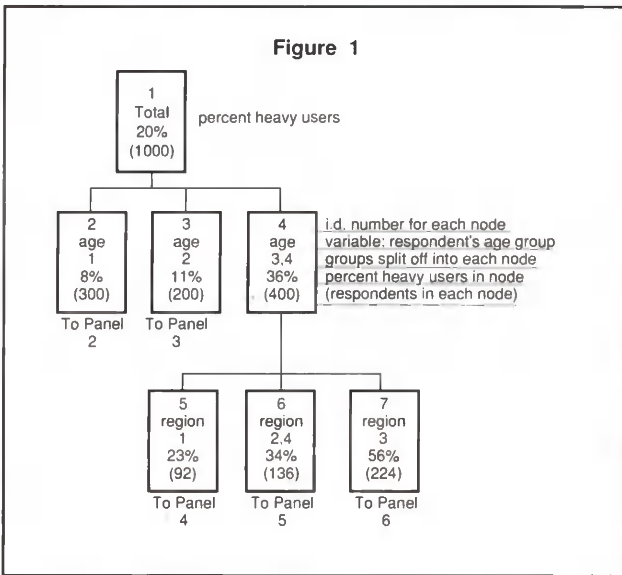
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ever reason), you may want to think about either keeping the question out of the analysis, or treating those who “refused” as a separate group that cannot combine freely with any others.

### Classification tree output: sections of a tree diagram

Crucial to the output is a tree structure that shows, at each stage:

- The independent variable you selected from those best dividing the sample, and how the sample splits on that variable,
- The number of individuals “split off” into each of the groups,
- Key dependent-variable values among each of the groups split off (for example, the percentage of heavy users in each sub-group),



CHAID produced the tree diagram from which we took section shown above. Trees displays produced by CHAID can show other information as well, or suppress some of the detail shown. A table giving a complete breakdown of each split, showing the incidence of all groups at each point in this diagram, usually follows.

CHAID also can produce highly detailed summaries of every step in its analysis. These show how the sample split, best and other significant predictors at each point, and so on. A complete CHAID history can use 2 megabytes to 5 megabytes of disk space, and cover hundreds of pages.

### CHAID versus traditional AID

CHAID represents a significant advance over traditional AID. Although once in widespread use, traditional AID is rarely seen today because of its relative shortcomings.

Traditional AID was limited to bifurcating the sample (splitting it in two). This had the effect of allowing variables with several codes to “explain” more variance than dichotomous (“yes/no”) questions. This happened because there are many ways to combine a large number of codes into two groups—and the more codes, the more possible combinations. Odds of finding some “highly- predictive” split therefore would rise as the number of codes increases. Variables

with several codes would have the best chance to “float to the top,” appearing as the best explanatory variables.

However, CHAID (and CHAID/CART) allow the sample to be split into as many as 15 groups (depending on how many codes the best predictor has) at any point in the tree. They also have procedures for adjusting the observed significance of a variable for the number of codes a variable has. This gives all variables a more even chance to appear in the analysis, regardless of their type (long scale, short scale, or yes/no).

### Limitations of CHAID

While CHAID was designed to process non-metric and non-ordinal data that normal multivariate analyses cannot handle, it has certain limitations:

- Data must be ordinal, nominal or interval, and not metric. No variable can have more than 15 levels. Any variable having more than 15 levels, and all metric variables, must get recoded to no more than 15 categories.
- You must specify a “response” or dependent variable. This is similar to the grouping variable in discriminant analysis. CHAID will partition the sample to maximize between-group differences (variance) on this variable. If you have no such dependent variable, CHAID will not run. You can, though, run CHAID using such dependent variables as segments generated by a clustering procedure, to look at the data in a different way.

Note that CHAID cannot perform analyses with continuous dependent variables, such as number of packages of the product bought. You must either recode such variables, or use CHAID/CART, which the next section discusses.

- CHAID cannot process zero values or codes that are not in sequence (for instance, you cannot skip from a code “3” to a code “6”). This may add to the time you must spend recoding data.

### CHAID/CART versus CHAID

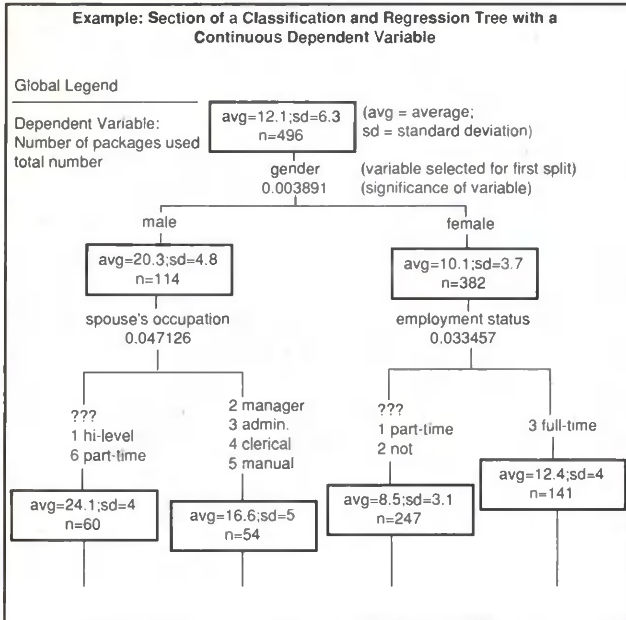
The CHAID/CART algorithm provides even more flexibility in handling data than CHAID. CHAID/CART allows for both continuous and categorical variables, both as dependent and independent variables. Using continuous dependent variables, CART procedures search for ranges in which the dependent variable does not vary significantly on the predictor variable. With continuous variables on both sides of the equation, these calculations can become highly complex.

Available CHAID/CART algorithms also can handle missing values and non-continuous codes more intelligently than current versions of CHAID. With CHAID/CART procedures, missing values can be left blank, and codes do not need to follow in strict sequence. (If you, for instance, have families with 1, 2, 3, 4, and 8 children in your sample, you do not have to recode the “8” to a “5.”)

The greater complexity of CHAID/CART leads to its one relative disadvantage versus CHAID: it takes more time to analyze data. With samples of the size usually used in market research, this speed difference will be small. With databases having many thousand respondents, CHAID will have a definite speed advantage.

## Decision models based on classification tree analyses

Any classification tree procedure can lead to a set of decision rules simple enough to be used with a pencil and paper. After determining how a given respondent fits the



conditions from each rule, you will get a predicted value on your dependent variable for that respondent. You typically can use these rules much more easily than the predictive models generated by such procedures as regression, discriminant or logit/probit analysis.

The rules below match the tree on the preceding page. You could even use such rules in quick screening of respondents, for example, in mall interviews. Referring to these and the tree diagram, you could generate a set of questions with skip patterns that would quickly give you a predicted consumption level for new respondents not in your original survey.

### Exhibit: Sample decision rules generated by classification tree procedures

**RULE\_1** IF  
 gender = male  
 spouse's occupation = 1 (hi-level) or 6 (part-time)  
**THEN**  
 average consumption = 24 units  
 std. dev. = 4 units

**RULE\_2** IF  
 gender = male  
 spouse's occupation = 2 (manager), 3 (admin.),  
 4 (clerical), 5 (manual)  
**THEN**  
 average consumption = 16.6 units  
 std. dev. = 5 units

**RULE\_3** IF  
 gender = female  
 employment status = 1 (part-time) or 2 (not)  
**THEN**  
 average consumption = 8.5 units  
 std. dev. = 3.1 units

**RULE\_4** IF  
 gender = female  
 employment status = 3 (full-time)  
**THEN**  
 average consumption = 12.4 units  
 std. dev. = 4 units

## CHAID and CART vs. traditional multivariate procedures

You can use CHAID and CHAID/CART interactively,

choosing from among variables that will lead to significant differences between groups formed on your dependent variable. You typically will have many possible variables on which you could split the sample, at least in early stages of the analysis. You can usually find one or more ways to split the sample that makes sense in terms of your organizational goals and abilities.

You can also use these procedures to examine alternative splits in "what-if" type analyses. These procedures' interactive capabilities make them ideal for investigating patterns in your data. Of course, if your only interest is the model that maximizes variance, you can run these procedures in automatic mode.

Because CHAID and CART work by sequential procedures, you do not need to specify an explicit "effects" model as you might with, for instance, analysis of variance. Unlike standard multivariate procedures, CHAID and CART analyze groups based on conditional probabilities, which can provide valuable insights that other procedures will not. Both CHAID and CHAID/CART procedures require highly flexible and "smart" algorithms to compare all the types of variables that they handle. CHAID/CART in particular applies rules in ways that approach artificial intelligence.

These procedures therefore constitute one "cutting edge" of data analysis. They provide a new and efficient way to develop segments, that is, groups that definitely will vary in terms of some key variable. The procedures' newness and sophistication, though, have a price. Both require some explanation and "training" of clients. Perhaps as a result, both still receive less use than they merit. □

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# Psycho-socio-cultural Hispanic research

by Felipe Korzenny and Betty Ann Korzenny

*Editor's note: Felipe Korzenny, Ph.D., is president, and Betty Ann Korzenny, Ph.D., is executive vice president, of Hispanic Marketing Communication Research, Belmont, California.*

The U.S. Hispanic market has been consistently approached as a market in transition from a "foreign" past to an "assimilated" present. We believe that the U.S. Hispanic market will continue to be distinct and diverse for many years to come, and that the "melting pot" process will not be the common mode of integration into the broader society. Cultural pride and identification are likely to keep U.S. Hispanics in relatively diverse groups who preserve their culture of origin and selectively adopt features of the mainstream U.S. culture.

Viewing the U.S. Hispanic market as a different entity in a plural society warrants efforts to understand variables in distinct but overlapping domains: psychological, sociological, and cultural. The main objective of this article is to make explicit the importance and applicability of Hispanic psycho-socio-cultural research, or PSC.

PSC research is a strategy that takes into consideration psychological, sociological, and cultural theory when addressing market problems across cul-

tures. It merges what is known about people, societies, and cultures, with empirically gathered data about specific attitudes, behaviors, and beliefs.

The usefulness of PSC research is that it saves the researcher the burden of reinventing the wheel, while s/he concentrates on gathering important decision-making information. This type of research is the joining of theory and data for market strategizing. PSC is a broadbased theoretical and practical approach that helps in conceptualizing research, data gathering, and interpreting findings.

Although the usefulness of PSC research has been demonstrated in work for packaged good manufacturers and advertising agencies, all too frequently in Hispanic research the initial step of conceptualization is skipped. This happens because those involved in designing the research forget they are working with a market that cannot be approached with "common general market" assumptions. The lack of a broad-based theoretical approach can create fatal flaws for Hispanic research projects. These initial research questions need to be insightful and on target so that research answers may make a true contribution.

The following are simplified examples of questions which this type of research can generate:

- Research questions for a manufacturer of soft drinks: What are the beliefs associated with different fruit flavors in different Hispanic groups? What is the social imagery associated with soft drink consumption? How is nutrition understood when comparing diverse beverages?

The PSC theory that enlightens the questions above involves:

1. Knowledge of cultural associations between flavors, colors, and beliefs about nutrition;
2. Understanding social and demographic factors that surround diverse consumption occasions;
3. Taking into account cultural beliefs relating to self-efficacy in shaping one's own destiny in influencing the health of one's own family.

- Research questions similarly derived for a manufacturer of soap: What are the beliefs about cleanliness that rule everyday life concerns? What are the rituals of bathing and washing that particular Hispanic cultures identify with? What are the aromas, feelings, and experiences that "being clean" evokes?

#### **PSC considerations:**

1. Knowledge about attributes of new ideas that vary across cultures;
2. Taking into account the perception

processes associated with smell and touch;

3. Understanding learned rituals associated with cleanliness.

The above examples were intended to provide the reader with an idea of the role of PSC research.

The following discussion will highlight key elements in PSC research to clarify how researchers may use this paradigm for generating useful marketing research insights when dealing with Hispanic and other culturally diverse markets.

#### **Differences between PSC and other research approaches**

The conduct of any type of research for the purposes of marketing requires that a cluster of attributes or variables be studied. Recent efforts provide examples of clustering approaches. Lifestyle research has been one of the most clearly influential among these approaches. The variables in such studies typically include social and psychological variables sets. These variable sets have been found to be efficient in the identification of market segments for

specific services, products, or practices.

In culturally different markets there is the additional need for the consideration of cultural variables. Hence the label psycho-socio-cultural research.

Clusters of variables in PSC research may not necessarily be the same ones that have traditionally been included in lifestyle segmentation studies. This is because these clusters of variables are not independent from each other. For example, socioeconomic level is usually found to correlate with ethnic identification. Another example is the relationship of cultural background with formal education experience.

The foregoing discussion probably evokes the idea of survey studies. While this impression is accurate, the use of PSC research is also prevalent in qualitative research such as focus groups, in-depth interviewing, and behavioral observation.

In the cases of both qualitative and quantitative research, the investigator uses PSC variables as frames of reference for focusing the objectives of the research. It's equally important to use PSC variable sets in the interpretation

of both qualitative and quantitative research findings.

With this PSC frame of reference the parties involved in the research effort can more precisely define their objectives, and focus their attention on manipulable variables. This is an example of the dictum "there is nothing more practical than a good theory." The reader can no doubt promptly identify occasions when good guesses (theories) helped focus attention on the key issues of a research project.

The PSC approach is most precisely a communication perspective in that it specifies the constructs or conditions that are most likely to help in the positioning of ideas, products, or services. Positioning is by nature a communication endeavor that consists of getting a hold of those attributes which individuals are likely to perceive as favorably relating to the product, service, or practice of interest.

#### **Psychological variables in PSC research**

Psychological variables identified  
continued on p. 23

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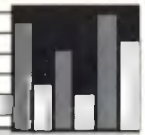
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## Study segments business travelers

Four specific traveler groups account for 90% of all affluent frequent business travelers, according to a study, *Frequent Business Travelers: A Study of Markets and Media 1991-92*, just released by Erdos & Morgan/MPG, New York City.

The four groups: Prime Time, Seasoned Activists, Routine Business, and Premier Class are distinguished by their attitudes toward business travel, the degree of influence they exercise over their amount and class of travel, and their travel plans and preferences.

Prime Time travelers have considerable discretion over how they spend their time and money. They represent 1.6 million individuals, or about 17.5% of all frequent business travelers. Prime Time travelers tend to be self-employed or work for small-size companies—they are more flexible than other business travelers and get to enjoy some personal time while pursuing company business. They average eight business trips a year and spend a total of about \$5,600 a year on those trips.

Seasoned Activists, on the other hand, take an average of 16 business trips a year and are frequent flyers. They have developed a loyalty to certain travel services providers, among them: American Express for the credit card, American Airlines as preferred air carrier, and Marriott, Embassy Suites, and Hyatt as hotel providers. Representing about 15% of all affluent frequent business travelers (1.4 million individuals), their per capita expenditure on business travel is about \$1,500 per month.

The Routine Business group makes up two-fifths (40.9%) of all frequent travelers—a market of nearly 3.7 million people. Travel schedules tend to be set by their employers, and they express relatively little brand loyalty toward airlines. The very size of this group of travelers makes them important to marketers and although their companies

make the decision on some big-ticket travel expenditure items, they are likely to be open to a variety of approaches, particularly in regard to immediate-reward items.

The Premier Class, by far the richest market for travel services providers, represent 1.5 million individuals or 16.3% of all affluent frequent business travelers. They take an average of 25 business trips a year, spending almost \$28,000 annually. They are the most frequent hotel and car rental patrons and the heaviest users of business equipment while traveling, including facsimile equipment, airline lounges and cellular phones. The Premier Class is also characterized as having moderate loyalty to hotels they are familiar with, being heavy users of frequent flier mileage tie-ins and having the highest incidence of American Express Gold Card membership.

Also reported in the survey are print

### Publications Most Read by Frequent Business Travelers

USA Today .....	35.1%
The Wall Street Journal .....	30.7
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media and TV program preferences among frequent business travelers. Overall, USA Today, The Wall Street Journal, and Time are print media reaching the largest number of frequent business travelers.

Of the TV programs measured, the top five capturing viewership among frequent business travelers are: 60 Minutes (47.7%), 20/20 (39.0%), ABC World News Tonight (36.5%), Evening

News-CNN (29.8%), and NBC Nightly News (27.3%).

## Consumers express feelings toward Japanese products

A market has always existed in the United States for foreign-made goods. Swiss watches, French perfume, German optical goods, and many other imported products have been eagerly sought by the American people. But the import picture has recently been overshadowed by the spread of goods from Japan. Japanese companies in recent years have won a large share of the American market in automobiles, TV sets, VCRs, radios, stereos, camera, computers, motorcycles and other products.

How do Americans react to this peaceful invasion of our shores? Is this trading trend welcomed or is it seen as a threat to this country's economy? How are Japanese products perceived? Are they considered equal to U.S. goods in quality? Is there any resistance to Japanese products?

To study these matters, Bruskin Associates, Edison, New Jersey, conducted a national study of American ownership of and attitudes toward Japanese products. This new study complements an earlier study of 1972, allowing for the direct comparison of data. The material presented in both studies was obtained through AIM, an omnibus service offered by Bruskin Associates.

### Some highlights:

- Japan, far more than any other country, is identified by American adults with the problem of foreign trade competition. Nine-tenths of Americans, (91%), name Japan as a country which sells products in the United States. Taiwan is named by 58%; no other country by over 40%. Two-thirds of Americans (65%) cite Japan as a country owning factories in the United States; no other country is named by more than 17%.

- Americans today are much more



aware than in 1972 of individual Japanese products, makes and brands. Almost all (93%) can name one or more makes of Japanese automobiles (versus 63% in 1972); two thirds (63%) name one or more brands of Japanese cameras (versus 19% in 1972). Awareness of Japanese TV sets, motorcycles and radios has sharply increased. The best known Japanese product names are Toyota, Honda, Nissan, Mitsubishi, Sony, Panasonic, Kawasaki, Yamaha, Nikon and Minolta, all mentioned by 25% or more of the people.

- Ownership of Japanese products has increased; 57% of American families now own one or more Japanese products (versus 47% in 1972). Thirty-eight percent of families now own a Japanese television set or VCR; 25% own a Japanese camera, 21% a Japanese automobile.

- Practically all owners say they would repurchase the Japanese items which they now own. Of the 10% who own a Sony TV or VCR, 9% would repurchase; 8% own a Toyota car, 7% would repurchase; 8% own a Minolta camera, 7% would buy again.

- Americans' perceptions of Japanese product quality have changed dramatically since 1972. Almost three-fourths of the people (73%) now rate Japanese products excellent or good in quality (vs. 49% in 1972). Over a third, (37%) now say Japanese quality is better than that of American products (vs. only 12% in 1972). Only one-sixth (16%) now rate Japanese quality poorer than American product quality (vs. 39% in 1972).

- In both studies, the current one and that of 1972, favor toward Japanese products has been found to be highest among higher income people, the more educated, and younger people. These groups have spearheaded the shift in American attitudes and habits.

Among higher income people, 82% now rate Japanese products excellent or good (against 65% among the lowest income group). Among college educated, 85% now rate Japanese products excellent or good (versus 60% among those not finishing high school). Among people aged under 35, 75% now give Japanese products these high ratings (versus 68% among people aged over 50).

All of the current quality figures for Japanese made products are 20 or more points higher than the levels of 1972.

Among higher income families, 69% now own Japanese products (vs. 45%

among the lowest income families). Among college educated, 71% now own Japanese products (vs. 39% among those not finishing high school). Among younger American families, 65% now own one or more Japanese products (vs. 43% among older families).

- Six Americans in seven, 86%, say that competition from foreign products is now an important problem confronting the United States. Americans have mixed feelings about foreign companies maintaining factories or buying property in the United States. Over half, 57%, feel favorably about foreign com-


panies having manufacturing facilities, but only 27% feel favorably about them purchasing property and buildings, such as Rockefeller Center.

- More often than not, Americans feel favorably toward Japan as a country (61% feel very or somewhat favorable). Japan, however, ranks only in the middle among the different countries of the world. Canada ranks first with 94% favorable, while most European countries score between 77% and 89%.

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# NAMES OF NOTE

**Gregory Findley** has been named business research consultant at *Fireman's Fund Insurance Company*, Novato, CA.

**Carolyn Setlow** has joined the *Roper Organization* as senior vice president. Previously she was president of the Harris/Scholastic Research division of

Louis Harris and Associates.

*Market Facts, Inc.*, a Chicago-based market research and information company, has promoted **Robert Ceurvorst**

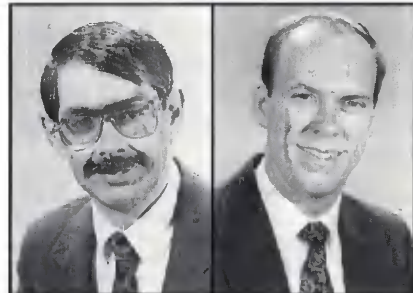
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and **James Vroom** to vice presidents in the company's Chicago-area offices.

*Saul Cohen & Associates*, a Stamford, CT-based qualitative research firm, has named **Caroline Barry** as director of client services.



**Barry**

**Korzenny**

**Dr. Betty Ann Korzenny** has joined *Hispanic Marketing Communication Research*, Belmont, CA, as executive vice president.

**David R. Letson**, formerly market strategy manager for *Mazda Motor of America*, has joined the West Coast Automotive Research Group of Maritz Marketing Research as senior research manager at Maritz's Gardena, CA office.

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**J. Reckner Associates** has purchased Suburban Associates' two Philadelphia market research facilities. Jane Reckner, formerly vice president of Suburban Associates, is president and CEO of J. Reckner Associates. The firm provides data collection services through its centralized WATS Ci2-equipped telephone center, central location test/focus group facility and permanent mall facility.

**Market Facts, Inc.**, a Chicago-based market research and information company, has adopted a new company logo.



The company will begin using the logo on all company communications to coincide with the relocation of corporate headquarters to Arlington Heights, IL, this month.

**Equifax National Decision Systems** and **Axiom Corporation** have formed a strategic alliance that will integrate Equifax's vertical industry target marketing abilities with Axiom's customer database management and development. Equifax NDS will now market its customer segmentation and target market-

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**Brenda F. Murphy and Associates, Inc.** has opened at 315 Woodside Ave., Kalamazoo, MI 49007. Telephone 616-342-0190. The firm offers services in marketing, research, planning, and ad-

**Pamela Rogers Research** has opened a new office to serve its Western clients. The new address is 2525 Arapahoe Ave., Ste. E4-174, Boulder, CO, 80302. Telephone 303-494-1737.

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## Street maps from TIGER files available on CD-ROM

MapInfo Corporation, a developer of desktop mapping software for data analysis, is introducing its StreetInfo digitized street maps on CD-ROM for MapInfo for DOS. StreetInfo on CD-ROM is a series of 10 compact discs based on the U.S. Census Bureau's 1990 TIGER files, covering the United States and Puerto Rico.

Detailed maps include streets and street names, address ranges per block for major urban areas, highways, waterways, railroad tracks, municipal boundaries and bridges, without consuming space on a hard drive.

According to Barry Bycoff, senior vice president, MapInfo, after refining the raw TIGER files, MapInfo then condensed and stored the data for the StreetInfo on CD-ROM product. "As a result, MapInfo for DOS users can immediately begin their applications without further processing or conversion. The data is formatted and indexed, ready to be combined with other data such as prospect lists or distribution routes as soon as the user takes it out of the box," Bycoff says.

Because U.S. street data are so vast, the Census Bureau has compiled the TIGER files on nearly 40 compact discs—wherever the information fits. California, for instance, takes up two discs, Texas requires three and unrelated states such as Kentucky and Utah are combined on a disc. StreetInfo on CD-ROM organizes the data logically, with complete states grouped according to familiar regions on each disc.

StreetInfo gives users data visualization and analysis capa-

bilities through a range of features such as: layering, starting with StreetInfo and overlaying other data such as customer sites and revenue figures to analyze territories and identify new market opportunities; geocoding, to place points on a map, whether it's a street address, telephone pole or location of a crime scene; finding a location by entering an address and town to pinpoint it on MapInfo.

StreetInfo on CD-ROM for MapInfo for DOS is available direct from MapInfo and through authorized value-added resellers. For more information, phone 800-FAST-MAP.

## Systems offers on-line research with physicians

DTW Marketing Research Group, Flanders, New Jersey, now offers COM.DAT, a new, on-line computer methodology designed to provide medical/health care marketers and researchers a direct link to the physician's office, yielding a national, projectable representative sample. More than 20 physician specialties are included in the COM.DAT panel.

COM.DAT administers any kind of quantitative study, and executes any kind of analytic technique, including multivariate analyses. Using personal computer and on-line communications technology, COM.DAT enables marketers to survey physicians on their personal office or home computers. Physician respondents communicate on-line with the mainframe, downloaded with the research instrument. After physicians have completed their questionnaires, the data is immediately uploaded to the mainframe and becomes available to marketers. Physicians respond to research questions via an interactive, data-gathering Sawtooth software program. For more information, contact Gary Troast or Richard Wetzel at 201-584-2500.

## Publication covers consumer trends in Asia-Pacific region

Countries in the Asia-Pacific region will have the fastest growing consumer markets in the 1990s as the children born during the 1970s and early 1980s enter the household formation years. While the European and U.S. markets are chang-

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## Hispanic PSC

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with individual dispositions are the first set under consideration because they deal with the most fundamental aspects of behavior. Psychological variables that are likely to be affected by culture are of key interest here.

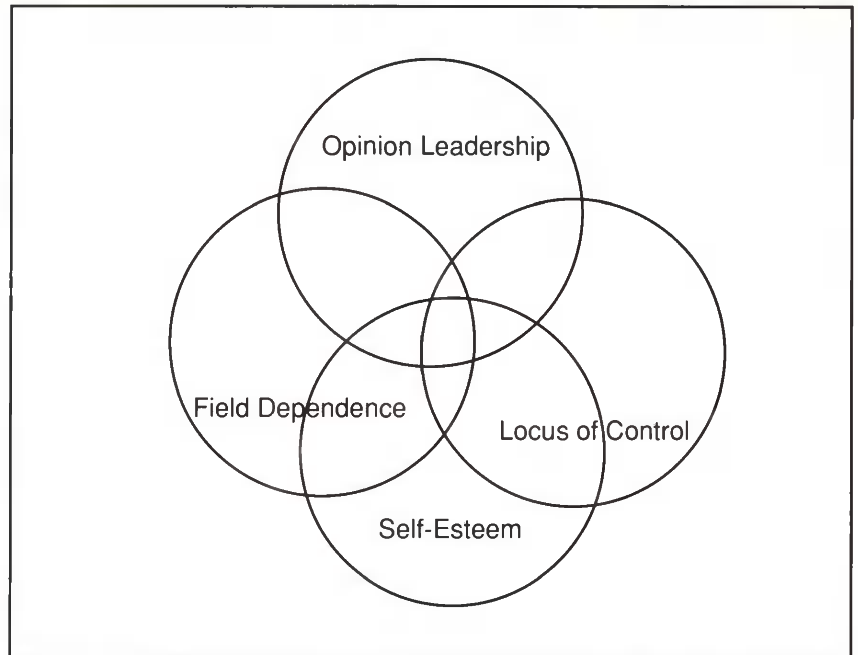
Self-esteem is a key ingredient likely to influence behavior. How do respondents feel about themselves? If they feel in control their "locus of control" could be said to be internal as opposed to external. If they feel they are important and that others come to them for opinions and advice, then they may be high in opinion leadership. If individuals feel they have an internal locus of control they are more likely to feel independent from external factors than others who are more "field dependent."

So self esteem can be interrelated with variables such as locus of control, field dependence and opinion leadership. And this constitutes an example of psychological variables in the PSC set.

As a guiding scheme these interrelationships can assist in positioning a product and in defining the way to promote

it. If opinion leadership is found to be low, self-esteem is also likely to be low. When opinion leadership is low, word of mouth promotion can be a waste of time. If self esteem is low, its enhancement is likely to sell products that make people feel better about themselves.

The way in which new ideas are perceived also depends on psychological processes, i.e. perception. As the literature indicates<sup>1</sup>, new ideas can be perceived as being compatible or incompatible, advantageous or disadvantageous, complex or simple, to have po-



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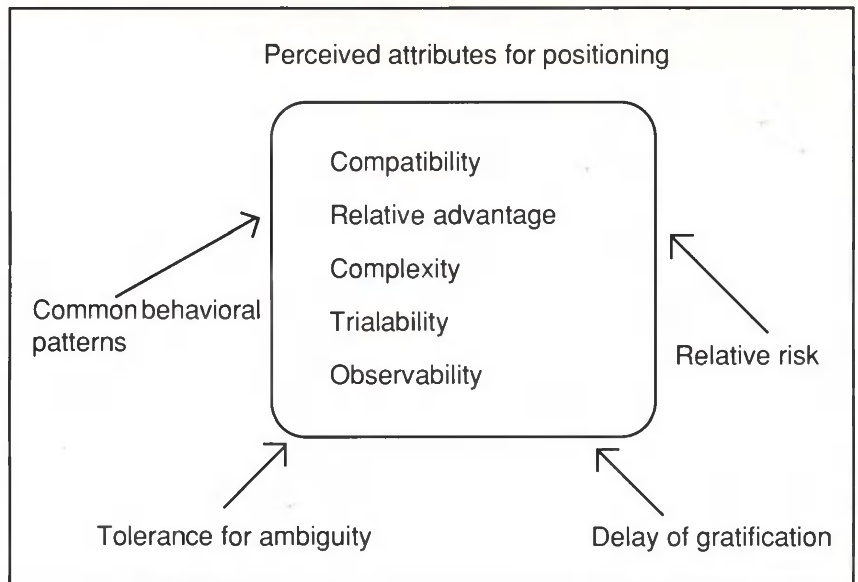
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tential for trial or not, and to have consequences which are observable or not. This perceptual set defines positioning as well and it varies not only across individuals but also across cultures.

If a new idea is not seen as compatible, it may be less acceptable than one which is seen as being fully compatible with patterns of behavior common in the culture. For example, a beverage that resembles traditional beverages of Spanish speaking countries is more likely to be acceptable to U.S. Hispanics than those which are quite different in flavor or texture. This is psychological compatibility.

If a new product is more culturally acceptable than a prior one, then it has a better chance of being found advantageous by the individual. Even perceptions of complexity are likely to be associated with culture. Familiarity is likely to evoke confidence, trust, and credibility.

When a new idea is perceived as workable, this may be partially due to the association of culture with socio-economic status. If a certain ethnic group is less affluent, individuals' perceptions of risk in trying new ideas may



be higher than for individuals belonging to more affluent groups.

The degree to which the observability of results is important to consumers may vary with an array of variables such as tolerance for ambiguity and ability to delay gratification. The higher the concreteness level of a culture the more important it will be for its members to obtain more immediate results

from, let's say, their toothpaste.

**Sociological variables in PSC**

Social class is clearly one of the very first interesting determinants of consumer behavior. While it's unlikely that any marketer could ever control this variable, perceptions of price can be manipulated in the overall consideration of value. Social class, in addition, can be strongly influential in the PSC paradigm in affecting several interrelated variables, including perceptions of self worth and perceptions of risk.

Formal education experience can strongly affect consumer behavior and the actions that marketers need to undertake. Factors associated with literacy in both English and the native Spanish language are likely to influence package design, advertising, promotion, and execution strategies. Cultures have diverse views of education and diverse sets of aspirations for their offspring. Also, education plays a role in the degree to which members of a particular culture do comparative shopping or shopping by tradition and custom.

Social roles such as those expected of adults, children, the wealthy, the powerful, etc. may strongly affect the way in which Hispanics view brands, companies, and more importantly ad executions, specifically when such executions are directed to appeal to specific roles. The example of the importance of the family as a social unit in the positioning of products in the Hispanic market becomes particularly relevant. The portrayal of the role of the father as a warm but authoritative figure is another differentiating example in the Hispanic

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market.

### Cultural variables in PSC research

Cultural level variables overlap with the previously reviewed sets. Many authors have recently started to isolate attributes that tend to be most relevant at the cultural level of understanding.<sup>2</sup> The degree to which members of a culture rely on the context and non-verbal dimension of meaning differentiates behavior. Latins, for example, tend to rely on mutual understandings to a larger extent than Anglos when communicating.

Anglos, on the other hand, appear to rely more on explicit use of language to convey their messages while relying very little on implicit understandings. This tendency can be of importance in research when attempting to learn why certain arguments need not be made explicit while others require elaboration. Cultures seem to generate rules under which certain messages are considered to be redundant or inappropriate.

### Questions to be considered in Hispanic market research

This discussion has exemplified the

types of variables that can be used in the formulation of research questions and interpretations that are culturally relevant. Based on these considerations we believe it is important to conduct Hispanic research with questions such as:

A. What are the implications of self-esteem for the design of a particular campaign? How are benefits articulated when a sense of control over the environment may be low? Would consumer products be enhanced in the eyes of consumers if they are positioned as enhancing a sense of confidence? What is the role of field dependence in affecting endorsements?

B. What culturally relevant attributes should be considered when positioning products, services, or practices? What are the cultural customs associated with the use of a particular product? What are the philosophies and ideologies associated with particular practices? What is the belief system of the group of individuals who constitute the consumer audience?

C. What are the social roles and conditions that limit, enhance, or modify the way in which Hispanics can or wish

to approach a particular consumption situation? What is the impact of diverse levels of formal education across different Hispanic groups in the U.S. What are the implications of different literacy values, such as oral vs. printed codes?

D. How does context affect the way in which Hispanics become persuaded about particular ideas? How much has to be implicit and illustrated vs. how much has to be verbally elaborated?

E. How does collectivism, as opposed to individualism, influence ad executions intended for the Hispanic community? In general, what are the cultural values that need to be reflected in executional strategies?

F. What are the implications of the interrelated PSC sets of variables for communicating products, services, and ideas to the U.S. Hispanic market? □

1. See *Diffusion of Innovations* by Everett M. Rogers (Free Press, 1983) for an excellent discussion on attributes of innovations.

2. See Hall, E.T. (1976). *Beyond Culture*. Garden City, N.Y.: Anchor Press/Doubleday; also, Hofstede, G. (1980). *Culture's Consequences: International Differences in Work-Related Values*. Beverly Hills, CA: SAGE.

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## Samsonite

continued from p.6

trips, and traveled more by air for pleasure. Together these two groups represented about 40% of the population.

The focus groups proceeded from a general discussion of travel related problems to a more specific discussion of travel away from home, luggage used, packing, checking or carrying on luggage, luggage image, and ideal luggage.

Both men and women said that any pleasure from traveling was diminished by, among other things, transporting luggage, especially in air travel with long walks from car to gate.

Later in 1977, initial concept research was conducted to determine which direction to take in new product development. A total of 400 respondents—again pre-screened with the Yankelovich questionnaire and skewed towards women—were interviewed. Respondents viewed a series of black and white drawings with a brief description of each idea and then rated their interest in the ideas. One of the more appealing concepts was “a line of luggage that can be strapped together ‘piggyback’ fashion.”

The transportation of luggage in general and the weight of hardside luggage in particular continued to be key issues in subsequent problem detection studies.

### Developed prototypes

One of our designers, working in conjunction with marketing and marketing research, started development of a prototype of a revolutionary hardside case with wheels. Most full-size luggage today, be it hardside or softside, has wheels to aid in moving the case. What was so new about this luggage was that it had only two large wheels instead of the usual four and that the wheels were on the side of the luggage rather than on the bottom.

Obviously, this arrangement would be unstable without a handle for balance when pulling or pushing. In creating the handle, the designer also incorporated some untraditional ideas: a telescoping handle and a self-retracting strap. The patented handle, invisible when not in use, would incorporate a spring-loaded strap, so that other items—briefcases, handbags, other luggage, and so forth—could be loaded on top of the Piggyback and secured. In

essence, the Piggyback had its own luggage carrier, but without the extra weight and inconvenience of a separate piece.

### Concept screening

In 1986, in the midst of management's concern about the fate of hardside luggage, a concept screening of the Piggyback, then labeled “Innovative Deluxe,” was conducted. One hundred respondents were mall-recruited for the screening. All respondents needed to be between 16-60 years old and had to have purchased a travel bag in the past three years and to have used one in the past year. All interviews were conducted on a one-on-one basis, so that any questions about operation could be answered and noted for future reference in preparing advertising and merchandising materials.

Respondents examined a series of rough drawings outlining the features and use of the Piggyback concept and then rated the product, both after concept exposure and after actual use, on a four point purchase interest scale. While about six out of ten liked the idea after concept exposure, after-use ratings increased to over seven out of ten. The study concluded that, “The purchase interest in the Piggyback case is consistently testing at a high level among the total population of luggage purchasers.”

### Model tested

A production model of the Piggyback was tested in 1987 using one of Samsonite's unique testing methods, the “famed” parking lot test. Various Samsonite personnel who were frequent travelers, from the president on down, tested the Piggyback on an outside obstacle course, rolling the product over curbs, into ditches, over gravel, etc., for our own version of a Consumer Reports test. We included men and women and tall and short people.

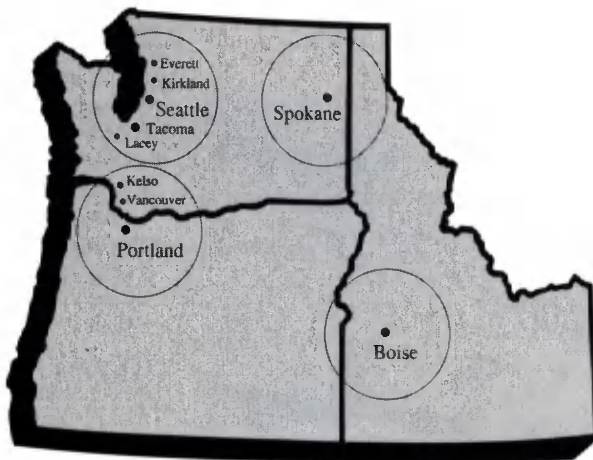
Everyone loved the Piggyback. It gave them the security and packing ease of hardside but alleviated their concerns of weight and transport. It moved easily, with stability, and provided a way for them to carry their other luggage and things piggy-backed on the cases. The Piggyback was introduced at the 1988 Luggage Show using a mock-up of the same obstacle course, and it received rave reviews from the attendees who gave it a “test drive.”

We did not, however, rest on our laurels. Earlier research had shown that,

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while some people check their luggage for air travel, many more carry on their luggage. Obviously, the original full-size Piggyback was not suitable for carry-on.

### Distinct criteria

We had some distinct criteria for developing the Piggyback carry-on: it had to have all the features of the large Piggyback—the wheels, the disappearing handle, and the automatic strap; it had to be small enough to wheel down an aisle and stow in most overhead compartments; and it had to have sufficient space to allow for adequate clothing.

In 1988, when we had a prototype of the Piggyback carry-on, we again used both qualitative and quantitative consumer research to expose it to travelers.

The qualitative research was done with two focus groups of flight attendants. While flight attendants were seen as a target group, the main reason for wanting to talk to them was their vast experience with carry-on luggage, both personally and by observation. The objectives of the study were to understand carry-on usage, identify problems encountered with currently available carry-on luggage, and assess the appeal of the Piggyback carry-on.

The attendants noted that carry-on space was becoming limited, overhead compartments varied by plane, and separate luggage carts, while used by necessity, were not liked. Reactions to the Piggyback carry-on were very positive. The attendants especially liked the handle and the vertical alignment of the luggage for walking down narrow aisles.

### Competitive carry-ons

The specific quantitative research on the Piggyback carry-on, which we call a competitive edge test, was designed to see how the Piggyback carry-on fared against other Samsonite and competitive carry-ons. In this way, the appeal of the Piggyback carry-on could be assessed against the competition and its cannibalization of other Samsonite products could be determined.

A pre-recruit was used to find people aged 16-60 who had purchased a travel bag in the past three years and who had used one in the past twelve months. A total of 200 respondents took part in the study. The respondents examined both the exteriors and interiors of the carry-on luggage. The luggage, with retail prices attached, was displayed in two

groups: one with merchandising materials and one without any materials. All the luggage could be wheeled, lifted, and carried to evaluate them more realistically. Questioning focused on first and second choices, likes, dislikes, and reasons for choosing and not choosing the Piggyback carry-on.

### Well received

The Piggyback carry-on was well received. The results showed the product's strength with frequent travelers, just the target we wanted to attract.

With reactions so positive, we made a

few cosmetic changes and production began. In 1990, the Piggyback carry-on joined the full-sized Piggyback in luggage departments in stores throughout the United States.

Currently, by our estimates, the full Piggyback line has been so successful that its sales are, in effect, greater than those of some entire luggage companies.

The success of the Piggyback line is due to many factors, not the least of which is marketing research, thus adding to the proud history of marketing research at Samsonite. □

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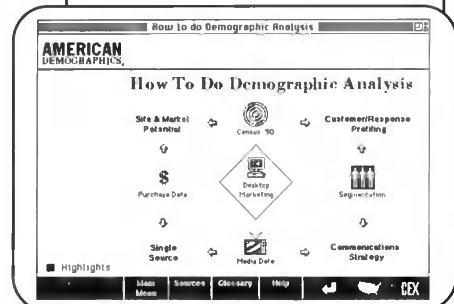
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## Product & Service Update

continued from p. 22

ing from mass markets to ones in which there is a great deal of independence and individualism, the newly developing economies of the Asia-Pacific region can still be considered a mass market for many consumer goods and services. At the same time, the more developed consumer markets of Japan, Singapore, Taiwan, Australia, New Zealand, and Hong Kong present opportunities for sale of luxury items.

A new publication, *Market:Asia Pacific*, will cover consumer trends in the region. It is the sister publication of *Market:Europe*, which has been published since August 1990.

The monthly report will cover all the countries in the region, providing demographic data, analysis of trends and the opportunities they create for new business, developments in the labor force, sources of data, and specific segments that present opportunities because they are growing or changing quickly. Countries slated for in-depth consumer profiles in

the first few issues include Malaysia, Taiwan, Indonesia, Thailand, and Singapore.

Each issue will provide information about the latest consumer research available in the region, and trends in direct marketing, media and advertising, and marketing management. A sample copy of the premiere issue is available by calling 607-277-0934 or faxing 607-277-0935.

## New Simmons study of computer market

The Custom Media division of Simmons will conduct an in-depth study of the computer market. The survey, which will be conducted among computer professionals and business executives across a broad range of companies of 100+ employees, will measure purchase influence in three markets: computer hardware, peripherals and software. The objectives of the research are to determine the size of the market, the purchase decision process through the organization and media habits.

"The decision to do this study was the result of many conversations we had with advertisers, publishers and agencies," says Ellen Cohen, president of Simmons. "It was they who expressed the need. As a result we will invite and appreciate their input in questionnaire design."

The study, conducted through the mail, will begin its field work during the first quarter of 1992, with a third quarter release scheduled. A full description of methodology, including sampling frame and size is available. For more information, phone 212-916-8900.

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## Study uncovers what's important to Americans

What's important to Americans—time or money? Family or friends? Health or career? In a national survey of adults, over 1,000 people were asked what is important in their life. The study, conducted by the Barna Research Group, Glendale, Calif., tested the importance of ten different areas of life.

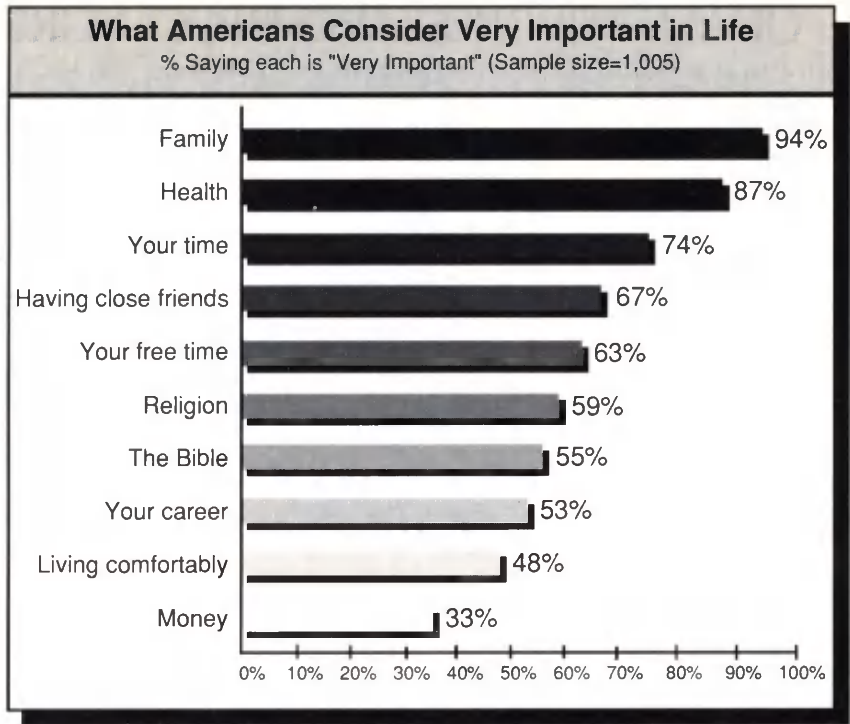
The most important? Family. Ninety-four percent of all Americans said family is very important to them. Another five percent called family somewhat important, with only a handful of people calling it "not too" or "not at all" important. Although a vast majority of every population subgroup analyzed in the study felt their family is very important, there seems to be a connection between family and religion. The people who were least likely to consider family as very important were those who did not attend church, did not consider religion very important, did not read the Bible regularly, etc.

Second in importance is health. Eighty-seven percent called this aspect of life very important, while 12% felt it is somewhat important.

In the battle between time and money, time was the clear winner. Seventy-four percent felt their time is very important to them, while only 33% considered money very important. Twenty-three percent said their time is somewhat important to them, while 3% considered it not too or not at all important. Money was considered somewhat important by 55% of the respondents, not too important by 10%, and not at all important by 2%.

There were some significant differences in the importance various types of people placed on money. Men placed a slightly greater importance on money than did women. Blacks were more likely to consider money very important in life than were whites or Hispanics. People who had attended or graduated from college were less likely to see money as very important than were people who had not attended college. The age group most likely to emphasize the importance of money was Baby Busters (18-24 years old), while the group least likely to consider money very important was older Baby Boomers (25%).

Possibly the most significant differ-



ence, though, was a difference that did not appear. People from lower, middle, and higher income households tended to place equal importance on money in their lives, with no statistically significant differences according to income levels.

Two-thirds of the respondents (67%) called having close friends very important, while 27% considered this somewhat important. Interestingly, this was particularly important to people over the age of 54, and to women, while blacks tended to see this as less impor-

tant than did whites or Hispanics. People who were religiously involved (i.e. read the Bible regularly, consider religion very important, attend church) often placed a higher level of importance on close friends than did other respondents.

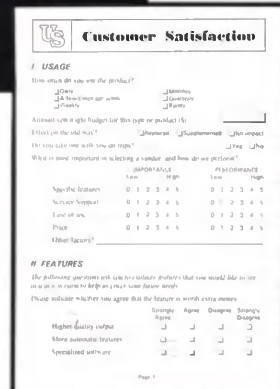
Americans also place a premium on their free time, as 63% considered this very important, and 31% saw it as somewhat important. Wealthier Americans were especially likely to see their free time as very important, and lower-income respondents were less likely to view this aspect of life as key.

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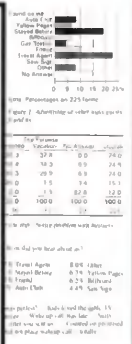
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*Turn to the next page for state  
and specialty cross indexes.*

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Focus Plus  
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Research Services, Inc.

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## Virginia

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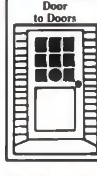
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## Spiegel

continued from p. 9

reasons described later in this article, that the quality of the data actually improved.

### Full rollout

Based on the overwhelming success of the tests we recommended (and management agreed) to quickly move from "test" to "full rollout" phase to capitalize on the cost savings and quality enhancements.

We purchased 7 PCs, upgraded to ACS-QUERY (which includes sampling capabilities, quota control and call management features), installed telephone lines, and hired a staff of inter-

viewers to conduct Spiegel studies on an on-going basis. This was in December 1990. Within two months the system was installed, the staff was trained and our CATI system was up and running.

### Immensely pleased

Since then, we have been immensely pleased with the results. In fact, while the benefit originally sought—that of cutting costs—has been achieved, three additional benefits have also accrued which are proving equally or more valuable: one, greater depth of understanding; two, accelerated pace of operation, producing research studies much faster; and three, integration of database information reflecting customer behavior with consumer research learning revealing the motivations underlying that behavior. A description of the reasons for these changes and the benefits we derive from them follows.

The first advantage we realized from our CATI system was that the information gathered and provided to management is much more illuminating than data collected using paper and pencil surveys. That is, we get deeper insights

from both the open-end and closed-end questions. This is because of three features that CATI offers.

First, the CATI system enables us to develop more complex question patterns with a tighter focus. For example, if we learn that respondent A is a catalog



Cheryl Ross

shopper who works full time and has children, we may want to ask her a different set of questions than those we would ask respondent B, whom we discover never shops from catalogs.

The branching process can become complex, as you learn more about the respondent and want to direct certain questions to ever-shrinking subsets of people. For example, if we discover in question 3 that the respondent is a trier-rejector, and in question 5 that the respondent purchased apparel rather than home furnishings from Spiegel, and in question 11 that the respondent currently frequents Spiegel's Eddie Bauer and Honeybee stores, we may want to ask questions 12-15. Otherwise, we may wish to ask only question 14. Obviously, this kind of logic is unwieldy in a paper and pencil survey and results in lengthy surveys and lost data because incorrect surveys have to be discarded. CATI eliminates this problem.

Second, since the pace of the interview is faster when the interviewer uses CATI, more time is available for probing open-end questions. This is critical to Spiegel because we often find that greater insights are gleaned from answers to open end questions than from closed end questions.

The essence of the CATI system is to assign to computers the functions they are designed for and best able to perform, and to allow the interviewers to

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focus full attention on what humans can do, such as achieving rapport with consumers, gaining an increased level of participation and enthusiasm for taking part in a research study, and probing for more information.

Third, we also can gain deeper insights into respondents' answers because we can integrate previous answers into subsequent questions. This approach has been used for unaided/aided awareness questions; however, we have been able to go further by asking such questions as: "You said that you consider the three most important factors in deciding which store or catalog to buy from to be style, price, and ease of return. Can you please evaluate the following three stores on each of these features?" Focusing respondent attention on specifics rather than on generalities produces far more incisive answers.

### Speed

The second major benefit was that the pace of completing research studies increased dramatically. CATI permits the interview itself to be performed much faster than paper and pencil surveys. In 15 minutes the interviews are producing as much information as the previous 35 minute surveys.

Performing a portion of our research internally accelerates the process significantly by removing the need to deal with an outside firm that has other "urgent" projects, or whose other clients may represent a greater portion of the firm's revenue.

Using CATI also reduces the tedium of the process, and therefore the fatigue of the interviewers, which translates into greater interviewer enthusiasm and output. Individual interviews are performed faster, which means response rates are higher, and each study is completed more quickly.

CATI also eliminates the time-consuming keypunching step of the research process. In addition, CATI makes it possible to get a "quick read" on answers. Because the computer can collapse and summarize the answers nightly, it is possible to gain insights during the investigation, rather than awaiting its final completion. This affords the added benefit of evaluating the content of the survey mid-stream.

Sometimes an assessment of the first 300 interviews reveals that the answers are clear enough to permit eliminating several questions and adding new ones to further deepen the learning.

The net effect of this speed is that management now views research as a real decision-making tool. Rather than being forced to use research only for questions for which we can wait several months for answers, CATI is our tool to make consumer input a "real time" possibility.

### Database integration

The third major benefit of CATI was the ability to integrate our database information into the survey we are conducting.

Our database contains behavioral information on our customers that we compile and analyze regularly. For example, we track which ad, promotion, product, or catalog brought the most new customers to Spiegel, to identify what the characteristics of those customers are. We determine which vehicle for attracting new customers produces heavy buyers, light buyers, or trier-rejectors. We also determine what type of products, catalogs and promotions each of these types of customers finds most compelling, whether they obtain and use Spiegel credit cards, whether they begin buying from Spiegel subsidiaries such as Eddie Bauer, Honeybee, Crayola Kids, whether they buy early or late, at full price or on sale, etc.

This behavioral record is an excellent source of research because it provides an accurate record of what people actually do, rather than relying on what they say or recall having done. While this behavioral record is useful, it has a crucial limitation: analyzing past actions alone does not provide an understanding of how they behaved in the total competitive arena—where else they shopped, how much, and why. Nor does it lend insight into why they behaved as they did at Spiegel, or how they would respond to future promotions or new products or catalogs. As Marshall McLuhan would say, it is kind of like driving a car by looking through the rear view mirror—it only reflects what happened in the past, rather than what will happen next.

However, we have found that looking

at past behavior combined with current attitudes together produces phenomenal synergy and a clear understanding of what motivates our consumers. This helps us discover not only what they bought, but why. In so doing, we can determine not only which catalog, promotion, ad or product works best, but also how we can improve it. Similarly, we have traveled up the learning curve from promotions or catalogs that were not successful, by discovering what made them weak, and whether that weakness is fixable or something we can learn from and thereby render future efforts more successful.

This is achieved by integrating database information right into the survey. For example: "Mr. Jones, we noticed that you have a Spiegel credit card, which you use when buying for yourself, but when you purchase gifts from Spiegel you use your American Express card. Why is that?"

### Summary

Our goal prior to purchasing a CATI system was to complete the conversion of Spiegel into a consumer-driven company in a cost-effective manner. We looked for user-friendly software and a vendor that would support both our current and future needs.

Our mandate was—and is—to strive not only to understand how people behave, but also why they behave that way. When something fails, our charter is to find out why and whether we can fix it. Even more important, when a new promotion, catalog, or advertisement works, we use research to develop an action plan to tell us how we can improve it, thereby boosting the success of the products, catalogs, promotions and ads on an ever increasing cycle.

The CATI system has accelerated our efforts to gain this understanding. The rapid-fire turnaround has made research more valuable to management by providing a direct line to consumers. The cost saving has enabled Spiegel to conduct more surveys while increasing quality and decreasing costs. The flexibility of the system has made it possible to get more in-depth answers. The result is that Spiegel's products, promotions, services, and catalogs have become more consumer driven. We ask consumers what they want and then we deliver it. □

**1992**

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# DIRECTORY

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Section III Software Programs for PC's .....Pg. 49  
Section IV Software Programs for Mainframes .....Pg. 58

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Fax 201/546-9687  
Contact: Jon Brunetti  
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Bronx, NY 10461  
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Fax 212/824-8856  
Contact: Susan Acquafredda  
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Minnetonka, MN 55343  
Ph. 612/939-0538  
Contact: Karen Koch  
Section I

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Rochester Hills, MI 48309  
Ph. 313/652-7640  
Contact: David Pietrowski  
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American Demographics, Inc.  
P.O. Box 68  
Ithaca, NY 14851  
Ph. 607/273-6343  
Fax: 607/273-3196  
Contact: Jim Madden  
Section III  
(See advertisement on page 27)

Analytical Computer Service, Inc.

640 No. LaSalle Dr.  
Chicago, IL 60610  
Ph. 312/751-2915  
Fax: 312/337-2551  
Contact: Jerome Madansky  
Branch:

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Scottsdale, AZ 85258  
Ph. 602/483-2700  
Contact: Jack Pollack

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Los Angeles, CA 90025  
Ph. 310/479-3777  
Contact: Gary Zemtseff

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Ph. 617/899-1120  
Contact: Carmen Montes

434 Sandford Ave.  
Westfield, NJ 07090  
Ph. 908/232-2723  
Contact: Amy J. Yoffie  
Section I, II, III, IV  
(See advertisement on page 38)

Analysis and Forecasting, Inc.  
18 Brattle Street  
Cambridge, MA 02138  
Ph. 617/491-8171  
Contact: John Witkin  
Section II

Analytic Consultants Inc.  
4 West Trail  
Stamford, CT 06903  
Ph. 203/329-1355  
Contact: Eric Friedman

Section II, IV

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Ph. 800/237-4565 x230  
Contact: Bill Ray  
(See advertisement on page 29)

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Lawrenceville, GA 30244  
Ph. 404/339-1961  
Fax 404/339-1098  
Contact: Georgia Briggs  
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Boston, MA 02109  
Ph. 617/720-0174  
Fax 617/589-3731  
Contact: Peter F. Hooper  
Branch:  
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Tolland, CT 06084  
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Contact: William J. Gammell  
Section I,II

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Dayton, OH 45424  
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Fax 513/235-2743  
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Section I, II

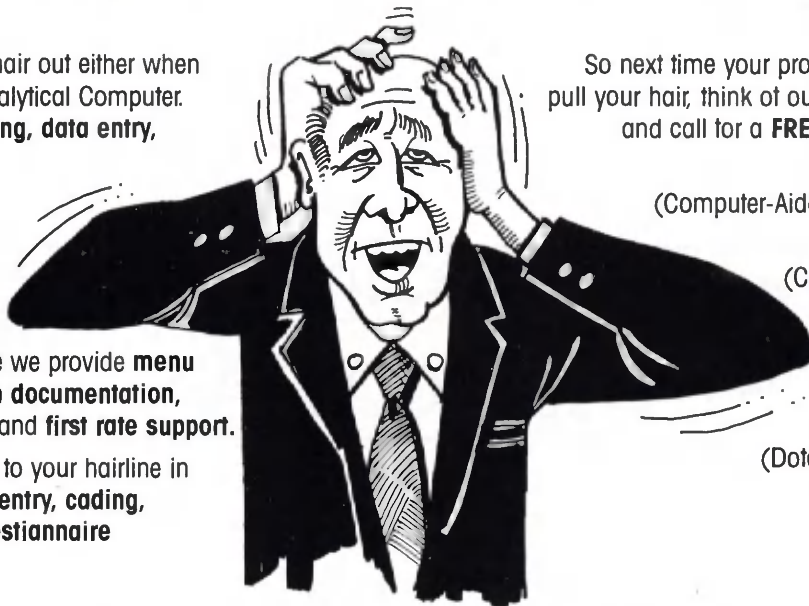
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Fax 708/870-6236  
Contact: Beverly Burns  
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Ph. 201/944-5585  
Section I

Pros & Cons, Inc.  
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Fax 301/951-3362  
Contact: Peter Van Brunt  
Section III

P-Stat, Inc.  
230 Hopewell-Lambertville Rd.  
Hopewell, NJ 08525-2809  
Ph. 609/466-0095  
Contact: Sebbie Buhler  
Section III,IV

Pulse Analytics, Inc.  
152 Jeffers Court  
Ridgewood, NJ 07450  
Ph. 201/447-1395  
Fax 201/447-2104  
Contact: Stanley I. Cohen  
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Pulse Train Technology  
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Hackensack, NJ 07601  
Ph. 201/489-3003  
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Quality Coding, Inc.  
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Fax 212/627-4363  
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Branch:  
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Ph. 203/353-8112  
Fax 203/353-8106  
Contact: Lyne Johnson  
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Quality Information Center  
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Staten Island, NY 10304  
Ph. 718/987-0893  
Fax 718/667-8005  
Contact: Dennis P. Burke  
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Fax 441/625-5297  
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New York, NY 10018  
Contact: Alan Kitty  
Ph. 212/268-4800

4010 Executive Park Dr.,# 236  
Cincinnati, OH 45241  
Contact: Sharon Jordan  
Ph. 513/563-8800  
Section I, II, III, IV  
(See advertisement on page 3)

Quantum Consulting, Inc.  
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Berkeley, CA 94704

Ph. 510/540-7200  
Fax 510/540-7268  
Contact: Robert Uhlner  
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Eagan, MN 55121  
Ph. 612/688-0089  
Fax 612/688-0546  
Contact: Sheila Coffey  
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Seattle, WA 98115  
Ph. 206/525-4025  
Fax 206/525-4947  
Contact: Catherine McDole Rao  
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(See advertisement on page 47)

ReData, Inc.  
6917 Arlington Rd., #215  
Bethesda, MD 20814  
Ph. 301/951-4484  
Contact: Peter Van Brunt  
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Renaissance Rsch. & Consulting  
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New York, NY 10022  
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Fax 212/319-1833  
Contact: Paul M. Gurwitz  
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Fax 313/332-4168  
Contact: Frank Forkin  
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Fax 508/537-3599  
Contact: John Zarrella  
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Fax 214/692-9095  
Contact: Michael L. Carr  
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Contact: Richard Schweitzar  
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SAS Institute Inc.  
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Fax 919/677-8123

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Evanston, IL 60201  
Ph. 708/866-0870  
Fax 708/866-0876  
Contact: Suzanne Weiss  
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La Canada, CA 91011  
Ph. 818/952-2446  
Fax 818/952-8117  
Contact: Robert Saxe  
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Lisle, IL 60532  
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Fax 708/960-1815  
Contact: William Lattyak  
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The Scientific Press  
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Ph. 415/583-8840  
Contact: Peter Fairchild  
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Allan D. Shocker  
Carlson School of Mgmt., Univ. of Minn.  
Minneapolis, MN 55455  
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Fax 612/626-8328  
Contact: Allan D. Shocker  
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Washington D.C. 20005  
Ph. 202/682-1350  
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Smart Software Inc.  
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Fax 617/489-2748  
Contact: Ellen Fletcher  
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Snap Software, Inc.  
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Manchester, NH 03101  
Ph. 603/623-5877  
Contact: Joe Jacobs  
Section III

**Sophisticated Data Research, Inc.**  
2251 Perimeter Park Drive  
Atlanta, GA 30341  
Ph. 404/451-5100  
Fax 404/451-5096  
Contact: David Feldman  
Branch:  
500 North Dearborn St., #500  
Chicago, IL 60610  
Ph. 312/661-0825  
Contact: Jim Miller  
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Fax 516/829-1823  
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Ph. 214/490-1818  
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3814 Lyndale Ave. S.  
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Contact: David Walonick  
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(See advertisement on page 53)

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Fax 514/483-6660  
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Ph. 516/864-1931  
Contact: William Crescenzo

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Contact: Steve Jasnow  
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Contact: Janet Teller  
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Contact: Allen Falk  
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Fax 918/494-2701  
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Ph. 201/218-0900  
Contact: Kevin Moran  
Section III

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Fax 212/979-8616  
Section I,III

**Western Wats Center**  
288 West Center St.  
Provo, UT 84601  
Ph. 801/373-7735  
Fax 801/375-0672  
Contact: Ed Ledek  
Section I  
(See advertisement on page 34)

## SECTION I DATA PROCESSING/TABULATION

**ANALYTICAL COMPUTER SERVICE, INC.-** Specialists in marketing research data processing. Services include: code set-up, coding, data entry, cross-tabulations, multivariate production, consultation, and analysis, statistical modeling. Also lease IBM mainframe and VAX VMS cross-tab and data cleaning software and PC based interviewing and cross-tab software.

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**QUANTIME-** offers full data entry, data tabulation services. Data is cleaned, weighted and tabulated using Quantum, our proprietary data tabulation software. Clients can

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**SOPHISTICATED DATA RESEARCH-** Provides a full line of data processing and sampling services, targeted specifically to the marketing research industry. Services include data entry, cross-tabulations, multivariate analyses, time-sharing, RDD samples, listed samples, database management, and mail survey outgo and return services.

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**SMARTdisk™**: A software tutorial product

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**ANALYTICAL COMPUTER SERVICE, INC. - ACS-QUERY:** Computer-aided interviewing software system, runs on networked PC's, with full sampling, quota control and call management capabilities. It allows you to create questionnaires, conduct interviews, list and sort open-ended responses, run marginal counts and one-by-one cross-tabs, as well as sampling, disposition and interviewing productivity reports

**ACS-QUERY SOLQ:** Stand-alone PC version of ACS-QUERY, allows you to create questionnaires, conduct interviews, list and sort open-ended responses, run marginal counts and one-by-one cross tabs, as well as disposition reports. Useful for mall and executive interviewing, also allows phone number entry and saves callbacks for re-attempts.

**A-CROSS:** Easy and powerful PC cross tab program that produces professional quality tables as large as 30 columns by 100 stubs. Provides weighting, nets, sub-nets, and statistics. A-CROSS reads dBASE, ASCII, or column binary files and outputs to all printers (including lasers), and creates ASCII and LOTUS. WKS files. Direct interface with ACS-QUERY and Ci2 for automatic table building.

**KNOCKOUT:** PC-based data entry software featuring 10-Key (keypad) or keyboard entry, ability to enter numeric and alphanumeric data, data editing, verification of all of parts of the data file, screen or printed display of data and data format, ability to add, delete, and retrieve respondents, and marginal counts. Data may be output as ASCII file or column binary file. Also includes a Supervisory Management module designed to identify which columns were verified and where changes were made. This feature is especially useful for confirming that entry operators are performing 100% verification, when requested, rather than strip verifying the data.

**2CROSS:** Utility that enables the experienced user to create A-CROSS tables in a text editor, without going through the menus.

**A-CROSS RUN-TIME:** A full featured version of A-CROSS customized for each job. A-CROSS users can provide Run-Time disks to clients with their tables and data, for post-processing and 'what if' analysis.

**JUGGLER:** Data manipulation software for ASCII or column binary data that will: (1) Merge, match and sort data, (2) Randomize records in data files, and (3) Sort data by picking every nth number. The match/merge/sort routine will allow you to work with up to 50 files at one time. It will match on respondent ID and sort respondents who do not have data in all the cards, have duplicate cards, or have an extra card. JUGGLER will put respondents who do not match into a separate file and/or put blanks in records that have missing data. You then can manually fix the respondents who are put into a separate file and re-merge them.

**APIAN SOFTWARE, INC. - SURVEY PRO™**

Analyst's Choice in a PC Week Lab test of four products - is an affordable all-in-one solution to conducting surveys. Unique automated layout system easily generates questionnaires of desktop-publishing quality. Fast analysis toolkit for tables, bar graphs, frequency, means, open-ended and cross-tabulations. DECISION PAD® does interactive weighted-criteria analysis for decision making or modeling customer buying criteria.

**BRETTON-CLARK, INC. - CONJOINT DESIGNER (Version 3.0)** - Menu-driven program for the design of conjoint studies. Introduced 1985.

**CONJOINT ANALYZER (Version 2)** - Metric analysis of conjoint data. Includes data entry, data cleaning, high-resolution graphics, validation analysis, and basic market simulators. Special models for quantitative features like price. Introduced 1986.

**CONJOINT LINMAP (Version 1.1)** - Non-metric analysis of conjoint data. Ensures globally optimum solution. Researcher can constrain conjoint models to increase validity of results. Includes basic market simulation, data cleaning & validation, and special models for quantitative product features. Introduced 1989.

**SIMGRAF (Version 1.1)** - Advanced market simulation models for conjoint studies. Bayesian option lets you calibrate new product forecasts to current market share data. Produces simulation for individual demographic segments as well as total market. Introduced 1988.

**BRIDGER (Version 1.1)** - Allows researchers to conduct conjoint studies with larger numbers of product features. Introduced 1988.

**MCA+ (Version 1.0)** Menu-driven perceptual mapping software. Works with all types of data from cross-tabs through conjoint. Presentation quality graphics on most printers. Maps over 50 variables simultaneously. Introduced 1991.

**CREATIVE RESEARCH SYSTEMS-THE SURVEY SYSTEM:** The Survey System is a complete program for all phases of survey research. One easy-to-create set of instructions can be used to print a questionnaire form, conduct a telephone or computer-directed interview and produce finished tables, graphics and statistics. A multi-user network version is available. Modular pricing lets our clients pay for only those features they need.

**VERBATIM MODULE:** The Verbatim Module lets you record and report the actual text of responses to open-ended questions. It can search for key word phrases in the responses and code them accordingly. You can also code responses by inspection - seeing the response on the screen above a code sheet. Reports can show the responses grouped by demographics and/or content of the responses.

**INTERVIEWING MODULE:** The Interviewing Module is a full-featured package for both telephone and computer-directed interviewing. It includes automatic skip patterns, logic checking, rotations, etc. The network version of this module also includes real-time quota monitoring, interviewer productivity monitoring and telephone sample management.

**THE SURVEY SAMPLER:** The Survey Sampler creates random-digit telephone samples. This program is very simple to

learn and use. It can exclude individually specified numbers or blocks of numbers from a sample. It produces call lists in two easily customized forms and can also put lists of numbers into a disk file for use by other software.

**MARITZ MARKETING RESEARCH-MARITZ STATS:** PC-based statistical package. Performs ten significance tests on summary data and analyzes frequency distributions. Sample size module calculates sample sizes and precisions for a variety of problems. Select-a-Stat module recommends appropriate statistical test for most situations. FREE for the asking.

**MARKETING SYSTEMS GROUP-GENESYS:** Complete random digit dialing (RDD) sampling system for license on IBM compatible and Apple Macintosh PC's. Geographic capabilities down to the Zip Code level (eg. State, County, ADI, DMA, MSA and Area Code/Exchange). Targeted samples for over 20 demographic variables, including associated incidence and coverage estimates. Custom print programs and interface to all major CATI systems included. Business pricing option available.

**GENESYS-ID:** Hardware/Software/Data-base system for identifying and purging non-household numbers from RDD samples. GENESYS-ID operates without ringing into every household in the sample. Available for license on IBM compatible PC's.

**MICROTAB, INCORPORATED-** Microtab's cross tabulation software is available in three different editions, each designed with a specific range of needs in mind. You can perform all necessary functions on your data in order to examine and analyze the data in a cross tabulated manner. Used by service bureaus, research suppliers, banks, newspapers, etc. Fast, flexible and comprehensive. Free disk. Free telephone support and enhancements.

**MT/stat:** Statistical analysis table software lets you perform, on any ASCII table, Chi-Square contingency table analysis, one or two-tailed tests for independent means and one or two-tailed tests for independent proportions. The results are annotated automatically on your tables. You can then print your tables with this information included. The software comes with a full screen text editor that allows you to create vertical blocks for moving, copying, or deleting banner points.

**QUANTIME-QUANTUM.PC:** Editing and correction facilities for Binary/ASCII data. Weighting types: sample balancing, pre/post, projections. Handles hierarchical (trailer/panel) data. Table output: multiple level ranking; row, column, total and cumulative percentages; rank numbers, indices; row/table manipulation; T/Z tests, P&G required stats. Supports Postscript and standard laser printers. Interfaces with Quanquest, Quanvert and Quancept. Available on Multi-User 80386, and 640K MS-DOS PCs.

**QUANVERT:** Interactive data analysis for researchers. Tabulates any question (variable) in the database by any other. Filter tables on any answer or combination of answers from existing questions. Weighted or unweighted output. Creates new variables by combining/splitting parts of existing questions. Handles multiple projects simulta-

neously. Interfaces with Quantum. Available on Multi-User 80386, and 640K MS-DOS PCs

**QUANQUEST:** Interactive questionnaire design system. Uses color windows and menus. Stores questions, groups of questions and entire questionnaires for use with new questionnaires. User enters text of questions and responses. Handles skip patterns and grid questions. Automatically assigns column and punches, generates printed questionnaire, CATI script, editing and tabulation specs. Interfaces with Quantum and Quancept. Available on 640K MS-DOS PCs.

**QUANCEPT PC:** CRT interviewing system. Handles very large and complex questionnaires. Significant features are telephone number management, quota control, computer assisted coding, interviewer monitoring, and interactive topline tabs. Generates printed questionnaire and tabulation specs from script. Predictive-dialer interface available. Interfaces with Quanquest and Quantum. Available on Multi-User 80386 (up to 32 users) Can be used as CAPI system on 640K MS-DOS PCs.

**QUINPUT:** Streamlined define and punch data entry system. Features: menu driven real time data checking from user-defined data mask includes full range of mathematic and logic operators. Punch program features automatic code conversion, code and number repeat, column counting and delete functions. Full verification. Quinput requires no technical training. Output in quantum or plain text format. Available in DOS and Xenix.

**RAOSOFT SURVEY**-is a new DOS-based survey analysis database that guides the complete surveys process, providing forms-based entry (with mouse), analysis, presentation graphics and custom reports and mailmerge, plus a hot-key interrupt. It has mouse support, graphical analysis and speed. It is networkable and runs in the Windows environment. Family products are SURVEY-Entry for data entry, USURVEY for mail-out disks, and SURVEY-First for small business. Requirements are 512K memory, DOS 2.0 and above, and either single or multiple floppy hard disk drives. Introduced at COMDEX/Fall '91. Raosoft SURVEY, \$495.

**SAWTOOTH SOFTWARE, INC.-Ci2 SYSTEM:** Lets you create and administer questionnaires using a PC. Ci2 gives the questionnaire author complete flexibility in presentation format and questions sequencing. Writer controls question type, skip patterns, randomizations, acceptable responses and screen colors. The system provides summary information so that surveys can be monitored while in progress. Data can be analyzed by most tab and statistics packages.

**Ci3 SYSTEM FOR ADVANCED COMPUTER INTERVIEWING:** offers the same types of capabilities for computer-interactive interviewing as the Ci2 System. But Ci3 is an advanced system, designed for Ci2 "power users" and researchers with particularly long, repetitive, or complex questionnaires. Features include: list handling in permit "grids", "roster", "macros", and questionnaire-writing efficiencies that save time and effort.

**ADAPTIVE CONJOINT ANALYSIS (ACA) SYSTEM:** is used to design products/services or answer strategic marketing questions. ACA lets you simulate the impact on

product acceptance of changes in product design or pricing. This is done through the collection, via a computer-interactive interview, of individuals' preferences for product features. ACA includes all software needed to conduct a conjoint study.

**CONJOINT VALUE ANALYSIS (CVA) SYSTEM:** like ACA, is used to design products/services or answer strategic marketing questions. However, CVA lets you study price in greater detail; rather than one price attribute, CVA allows prices to be associated with each product feature. And, unlike ACA, which requires a computerized interview, CVA can be used with either a computerized or paper-and-pencil interview.

**ADAPTIVE PERCEPTUAL MAPPING (APM) SYSTEM:** is used to understand how products/services compare to competitors

on image-related issues. This information is useful in positioning products and identifying new product opportunities. APM produces 'perceptual maps' of your product and its competitors; it also lets you simulate market response to changes in product image. Includes all software needed to conduct a perceptual mapping study.

**Ci2 CATI SYSTEM:** is a computer-aided interviewing system using PC's connected through a local area network. The system offers automatic call management, auto-dialing, quota control, disposition monitoring, interviewer productivity reporting, and more. Generate sample manually, household +1, randomly, or transfer from Survey Sampling disks. Interviewing handled by widely-used Ci2 System for Computer Interviewing. Handles up to 60 interviewing stations.

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"The primary benefit of the Ci2 System is the ability to design virtually any type of question desired. . . The Ci2 System is well suited for serious questionnaire development."

— Scott M. Smith, *Journal of Marketing Research*

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### ACA for Adaptive Conjoint Analysis

"Typically when a software package is as comprehensive as ACA, it suffers in user friendliness. I did not find this to be the case with the ACA System. The user's manual was thorough and clearly written . . . I recommend it highly to anyone involved in consumer research."

— Dan Toy, *OR/MS Today*

"The [ACA] market simulator makes it quick and relatively simple to change product specifications, add or delete products and segment respondents. The market simulator is one of the 'deliverables' that the client takes away from the project. It allows marketing managers to fine tune their product mix by asking a variety of 'what-if?' questions."

— Michael McKinzie, *Imprints*

### APM for Adaptive Perceptual Mapping

". . . the APM System greatly decreases the time required for the planning, execution, and analysis of a perceptual mapping study. . . Sawtooth Software [has] created a remarkable system."

— Joel Huber, *Journal of Marketing Research*

### CCA for Convergent Cluster Analysis

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— Martin Steffle, *Sandpiper Services*

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**CONVERGENT CLUSTER ANALYSIS (CCA) SYSTEM:** is software for grouping survey respondents with similar characteristics into identifiable 'clusters' for strategic target marketing. Market segments based on demographics, product preferences, or other variables can be identified easily and dependably using CCA. CCA can use data from any source, but it is particularly easy to use with data from Sawtooth Software products.

**SOPHISTICATED DATA RESEARCH-SDR** provides a full line of data processing, statistical analysis and sampling services, targeted specifically to the marketing research industry. Services include data entry, cross-tabulations, multivariate analyses, time-sharing, RDD samples, listed samples, database management, statistical consulting and mail survey outgo and return services.

**SPSS, INC.-SPSS/PC+:** is an interactive, menu-driven data management, analysis and presentation package. It features automatic error-checking, extensive on-line help, and the ability to read and write ASCII files. Statistical procedures include crosstabulation tables, descriptive statistics, exploratory data analysis, frequency counts, means and rank analyses. Data management facilities allow for selecting, sorting and weighting cases, merging multiple files, data aggregation and creating new variables.

**STATPAC, INC.-STATPAC QLD IV:** Designed exclusively for survey analysis and marketing research. Features survey design, sample selection, data entry and management, CRT and telephone interviewing, basic analyses and presentation quality graphics. Includes frequencies, tabs and banners, open-ended response coding, multiple response, descriptives, breakdowns, correlations and t-tests. Advanced analyses available (regression, factor, cluster, conjoint, perceptual mapping, etc.). Complete tutorial.

**FORECAST PLUS:** An easy-to-use graphical forecasting package. Over a dozen state-of-the-art forecasting techniques: trend and seasonal smoothing, Census X-11 and SABL decompositions, regressions, and ARIMA models including Box-Jenkins. Exploratory graphics include time plots, residual plots, box plots, autocorrelation function plots, and spread versus level plots. All results can be presented in tabular or graphical format. Complete tutorial.

**STAT-PACKETS:** Consists of 23 statistical analysis modules for analyzing Lotus .WKS and .WK1 spreadsheets. Design your own statistics package by purchasing just the modules you need. Low cost - \$25 each, or any six for \$90. Cover basic and advanced statistics, exploratory data analysis and forecasting. All modules contain many user definable options and most include graphics. Complete tutorial.

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Landis Group  
Management Science Assoc.  
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Statistical Innovations, Inc.  
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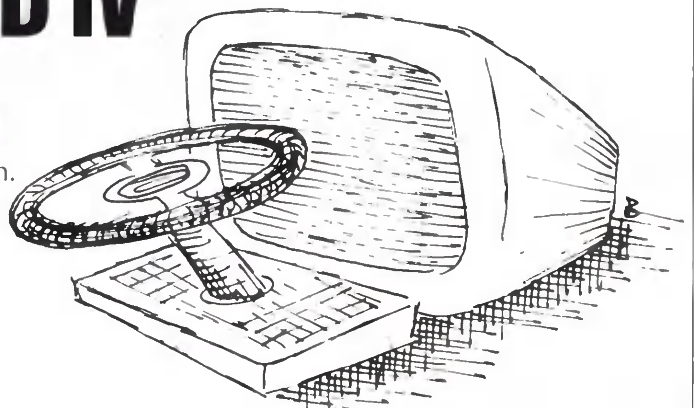
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**Sawtooth Software**  
**Sophisticated Data Research**  
**SPSS, Inc.**  
Statistical Innovations  
**StatPac, Inc.**

## MEDIA ANALYSIS

**American Demographics, Inc.**  
Bruce Bell & Assoc.  
CACI Mktg. Svces.  
Claritas/NPDC  
Datan, Inc.  
Decision Support, Inc.  
Donnelley Marketing Information  
Equifax Natl. Decision Systems  
Geographic Data Tech.  
Leadtrack  
MapInfo, Inc.  
Market Action Rsch Software  
Market Power, Inc.  
SAS Institute  
**StatPac, Inc.**

## MULTIDIMENSIONAL SCALING

**Bretton-Clark**  
Fassino Assoc.  
Landis Group  
Market Action Rsch Software  
NCSS  
**Sophisticated Data Research**  
Spring Systems  
**SPSS, Inc.**  
Systat, Inc.

## MULTINOMINAL LOGIT ANALYSIS

Caliper Corporation  
Fassino Assoc.  
SAS Institute  
Statistical Innovations  
**StatPac, Inc.**  
Systat, Inc.

## MULTI-PAIRED COMPARISON

Pulse Analytics

## MULTIVARIATE METHODS

Business Forecast Systems  
Computers for Marketing Corp.  
Concurrent Technologies Corp.

Fassino Assoc.  
Landis Group  
Market Action Rsch Software  
Market Probe International  
NCSS  
Pine Co.  
P-Stat, Inc.  
Pulse Analytics  
SAS Institute  
Smart Software  
**Sophisticated Data Research**  
Spring Systems  
**SPSS, Inc.**  
Statistical Innovations  
**StatPac, Inc.**  
STSC  
Systat, Inc.  
Vision Database

## NON-PARAMETRIC STATISTICS

Bruce Bell & Assoc.  
Business Forecast Systems  
Crunch Software Corp.  
Datan, Inc.  
Fassino Assoc.  
Market Action Rsch Software  
NCSS  
P-Stat, Inc.  
SAS Institute  
**Sophisticated Data Research**  
Spring Systems  
**SPSS, Inc.**  
**StatPac, Inc.**  
STSC  
Systat, Inc.  
T/C/A

## ON-LINE DATA TABULATION

CACI Mktg. Svces.  
Computers for Marketing Corp.  
CRC Information Sys.  
**Creative Research Systems**  
Cybernetic Solutions Corp.  
Datan, Inc.  
Datanetics  
M/A/R/C Inc.  
Matrix, Inc.  
Pine Co.  
**Quantime**  
**Raosoft, Inc.**  
SAS Institute  
**StatPac, Inc.**  
Stolzberg Research

## ON-LINE TELEPHONE INTERVIEWING

Computers for Marketing Corp.  
Concurrent Marketing Sys.  
**Creative Research Systems**  
Cybernetic Solutions Corp.  
Datan, Inc.  
Datanetics  
Datamap, Inc.  
Digisoft Computers, Inc.  
M/A/R/C Inc.  
Marketing Information Sys.  
Market Power, Inc.  
**Quantime**  
**Raosoft, Inc.**  
Sales & Marketing Systems  
**Sawtooth Software**  
**StatPac, Inc.**

## PATTERN ANALYSIS

Concurrent Technologies Co.  
FirstMark Technologies  
Hawthorne Software  
Market Action Rsch Software  
Markettools, Inc.  
NCSS  
P-Stat, Inc.  
SAS Institute, Inc.

## PERCEPTUAL MAPPING

**Bretton-Clark**  
CACI Mktg. Svces.  
Fassino Assoc.  
Landis Group  
Market Action Rsch Software  
NCSS  
SAS Institute  
**Sawtooth Software**  
**Sophisticated Data Research**  
Spring Systems  
**SPSS, Inc.**  
**StatPac, Inc.**

## PRICE ELASTICITY MEASUREMENT

**Bretton-Clark**  
Concurrent Technologies Corp.  
Datan, Inc.  
Delphus, Inc.  
Fassino Assoc.  
Management Science Assoc.  
Markettools, Inc.  
SAS Institute  
**Sawtooth Software**  
**Sophisticated Data Research**  
Spring Systems  
Vision Database

## PROGRAMMING LANGUAGE

Advanced Data Research  
Crunch Software Corp.  
Datan, Inc.  
Fassino Assoc.  
P-Stat, Inc.  
SAS Institute  
The Scientific Press  
**StatPac, Inc.**  
STSC

## QUADRANT ANALYSIS

Datan, Inc.  
Fassino Assoc.  
Pulse Analytics  
SAS Institute  
Spring Systems  
T/C/A

## QUESTIONNAIRE DESIGN LANGUAGE

Advanced Data Research  
Barry Cohen  
Cybernetics Solutions Corp.  
Datan, Inc.  
Datanetics  
Pine Co.  
Plain Jayne Software  
**Quantime**  
**Raosoftware, Inc.**  
**StatPac, Inc.**  
William Steinberg Consulting

## RANKING

Bruce Bell & Assoc.  
**Business Rsch. & Surveys**  
CACI Mktg. Svces.  
Claritas/NPDC  
Computers for Marketing Corp.  
**Creative Research Systems**  
Crunch Software Corp.  
Cybernetic Solutions Co.  
Datan, Inc.  
M/A/R/C Inc.  
Markettools, Inc.  
**Microtab, Inc.**  
Pine Co.  
P-Stat, Inc.  
Pulse Train Technology  
**Quantime**  
Spring Systems  
**SPSS, Inc.**  
**StatPac, Inc.**  
STSC  
Systat, Inc.  
T/C/A

## REGRESSION/ CORRELATION ANALYSIS

Black River Systems  
Business Forecast Systems  
CACI Mktg. Svces.  
Concurrent Technologies Co.  
**Creative Research Systems**  
Crunch Software Corp.  
Cybernetic Solutions Co.  
Datalogics  
Delphus, Inc.  
Fassino Assoc.  
FirstMark Technologies  
Information Resources, Inc.  
Market Action Rsch Software  
Markettools, Inc.  
Pine Co.  
P-Stat, Inc.  
**Raosoftware, Inc.**  
SAS Institute  
**Sophisticated Data Research**  
Spring Systems  
**SPSS, Inc.**  
Statistical Innovations  
**StatPac, Inc.**  
STSC  
Systat, Inc.  
TMS Systems

## SALES ANALYSIS

CACI Mktg. Svces.  
Claritas/NPDC  
Computers for Marketing Corp.  
Concurrent Technologies Co.  
Crunch Software Corp.  
Datamap, Inc.  
Datan, Inc.  
Datanetics  
Delphus, Inc.  
Equifax Natl. Decision Systems  
Ferox  
FirstMark Technologies  
Geographic Data Tech.  
GeoQuery Corp.  
Hawthorne Software Co.  
Leadtrack  
MapInfo. Corp.  
Market Action Rsch Software  
Marketing Information Sys.  
Marketing Software, Inc.  
Market Power, Inc.

Markettools, Inc.  
Pizzano & Co.  
P-Stat, Inc.  
Sales & Marketing System  
SAS Institute  
Smart Software  
Snap Software, Inc.  
SPAR/Burgoyne  
Statistical Innovations  
**StatPac, Inc.**  
Vision Database

## SALES DATABASE

CACI Mktg. Svces.  
Computer Strategies, Inc.  
Datan, Inc.  
Datanetics  
Delphus, Inc.  
Digisoft Computers, Inc.  
Information Resources, Inc.  
Leadtrack  
Marketing Information Sys.  
Market Power, Inc.  
P-Stat, Inc.  
Sales & Marketing System  
SAS Institute  
**StatPac, Inc.**

## SALES EFFECTIVENESS MEASUREMENT

Bruce Bell & Assoc.  
CACI Mktg. Svces.  
Claritas/NPDC  
Datan, Inc.  
Datanetics  
Equifax Natl. Decision Systems  
Leadtrack  
Marketing Information Sys.  
Marketing Software, Inc.  
Market Power, Inc.  
Sales & Marketing System  
Statistical Innovations  
**StatPac, Inc.**

## SALES FORECASTING

**American Demographics, Inc.**  
Black River Systems  
Business Forecast System  
CACI Mktg. Svces.  
Claritas/NPDC  
Concurrent Technologies Co.  
Delphus, Inc.  
Equifax Natl. Decision Systems  
Fassino Assoc.  
Ferox  
FirstMark Technologies  
Geographic Data Tech.  
Leadtrack  
Markettools, Inc.  
Marketing Information Sys.  
Market Share Modeling  
Market Power, Inc.  
NCSS  
Pizzano & Co.  
P-Stat, Inc.  
Sales & Marketing System  
SAS Institute  
Smart Software  
**Sophisticated Data Research**  
Spar/Burgoyne  
Spring Systems  
Statistical Innovations  
**StatPac, Inc.**  
STSC  
Systat, Inc.  
Vision Database



## SAMPLE SIZE DETERMINATION

Barry Cohen  
**Creative Research Systems**  
Datan, Inc.  
Fassinio Assoc.  
NCSS  
**Maritz Marketing Research**  
Pulse Analytics  
**Raosoft, Inc.**  
**Sophisticated Data Research**  
Statistical Innovations  
**StatPac, Inc.**  
STSC  
Systat, Inc.

## SAMPLE WEIGHTING

**Analytical Computer Service**  
Bruce Bell & Assoc.  
**Business Rsch. & Surveys**  
Computers for Marketing Corp.  
**Creative Research Systems**  
Datan, Inc.  
Market Probe International  
Matrix, Inc.  
**Microtab, Inc.**  
Pine Co.  
P-Stat, Inc.  
Pulse Analytics  
**Quantime**  
**Raosoft, Inc.**  
SAS Institute  
**SPSS, Inc.**  
Statistical Innovations  
**StatPac, Inc.**  
STSC  
Systat, Inc.  
T/C/A  
Jan Werner Data Processing

## SAMPLING SYSTEMS

**Marketing Systems Group**  
**Sophisticated Data Research**

## SIMULATION/MODELING

**Bretton-Clark**  
Business Forecast Systems  
Concurrent Technologies Co.  
Delphus, Inc.  
Fassinio Assoc.  
Ferox  
Management Science Assoc.  
Market Action Rsch Software  
Pizzano & Co.  
SAS Institute  
**Sawtooth Software**  
The Scientific Press  
Spring Systems  
**StatPac, Inc.**  
Strategic Decision Group  
Systat, Inc.

## SITE EVALUATION

**American Demographics, Inc.**  
CACI Mktg. Svces.  
Claritas/NPDC  
Datamap, Inc.  
Geographic Data Tech.  
**StatPac, Inc.**

## SLATE COMPUTER SURVEY

**GENERATION**  
Advanced Data Research

## T TEST

Bruce Bell & Assoc.  
**Business Rsch. & Surveys**  
Barry Cohen  
Computers for Marketing Corp.  
Concurrent Technologies Co.  
CRC Infomation Sys.  
**Creative Research Systems**  
Crunch Software Corp.  
Cybernetic Solutions Co.  
Datan, Inc.  
Fassinio Assoc.  
M/A/R/C Inc.  
**Maritz Marketing Research**  
Marketing Software, Inc.  
Market Probe International  
Matrix, Inc.  
**Microtab, Inc.**  
NCSS  
P-Stat, Inc.  
**Quantime**  
**Raosoft, Inc.**  
SAS Institute  
**Sophisticated Data Research**  
Spring Systems  
**SPSS, Inc.**  
Statistical Innovations  
**StatPac, Inc.**  
STSC  
Sulcer Research Assoc.  
Systat, Inc.  
T/C/A  
Vision Database

## TABLE EDITING

**Business Rsch. & Surveys**  
Concurrent Marketing Systems  
Cybernetic Solutions Co.  
Datan, Inc.  
Market Probe International  
Matrix, Inc.  
**Microtab, Inc.**  
Pine Co.  
P-Stat, Inc.  
**Quantime**  
The Sachs Group  
Spring Systems  
**SPSS, Inc.**  
**StatPac, Inc.**  
STSC  
T/C/A  
Vision Base

## TABULATION SYSTEM

**Analytical Computer Service**  
Bruce Bell and Assoc.  
**Business Rsch. & Surveys**  
Computers for Marketing Corp.  
Concurrent Marketing Systems  
Consulting Hrdwre & Processing  
CRC Information Sys.  
**Creative Research Systems**  
Crunch Software Corp.  
Cybernetic Solutions Co.  
Datan, Inc.  
Datanetics  
FirstMark Technologies  
Management Science Assoc.  
M/A/R/C Inc.  
Marketing Software, Inc.  
Market Probe, International  
Matrix, Inc.  
**Microtab, Inc.**  
NCSS  
Pine Co.  
P-Stat, Inc.  
Pulse Train Technology  
**Quantime**

**Raosoft, Inc.**  
SAS Institute  
Spring Systems  
**SPSS, Inc.**  
**StatPac, Inc.**  
William Steinberg Consulting  
Stolzberg Research  
Systat, Inc.  
T/C/A  
Jan Werner Data Processing

## TELEPHONE INTERVIEWING/ SAMPLING

**Analytical Computer Service**  
Computers for Marketing Corp.  
**Creative Research Systems**  
Cybernetic Solutions Co.  
Digisoft Computers, Inc.  
M/A/R/C Inc.  
Pulse Train Technology  
**Quantime**  
**Raosoft, Inc.**  
**Sawtooth Software**  
Sales & Marketing Systems  
The Scientific Press  
**StatPac, Inc.**

## THURSTONE SCALING

Datan, Inc.  
Fassinio Assoc.  
NCSS  
**Sophisticated Data Research**  
Systat, Inc.

## TIME-SERIES ANALYSIS

Black River Systems  
Concurrent Technologies Corp.  
Datan, Inc.  
Delphus, Inc.  
Fassinio Assoc.  
Marketools, Inc.  
NCSS  
Pizzano & Co.  
P-Stat, Inc.  
SAS Institute  
Smart Software  
**Sophisticated Data Research**  
Spring Systems  
**SPSS, Inc.**  
**StatPac, Inc.**  
STSC  
Systat, Inc.  
Vision Database

## TRANSLATION

**Analytical Computer Service**  
Detail Technologies  
Pizzano & Co.

## UPC SCANNERS

Datan, Inc.  
Information Resources, Inc.  
**StatPac, Inc.**

## VERBATIM CODING

Bruce Bell & Assoc.  
**Creative Research Systems**  
Cybernetic Solutions Co.  
M/A/R/C Inc.  
Marketing Metrics, Inc.  
Pine Co.  
**Raosoft, Inc.**  
**StatPac, Inc.**

## VOLUMETRIC ANALYSIS

Computers for Marketing Corp.  
Datamap, Inc.  
Datan, Inc.  
Management Science Assoc.  
**Microtab, Inc.**  
**Quantime**  
SAS Institute  
Statistical Innovations  
T/C/A

## SECTION IV- SOFTWARE PROGRAMS FOR USE WITH MAINFRAMES

ANALYTICAL COMPUTER SERVICE, INC.-  
RESQUE is a flexible and efficient cross  
tabulation and data cleaning/editing package  
designed for processing survey data. Pro-  
vides cross tabs, and full range of statistical  
computations, including significance tests  
between proportions and correspondence  
analysis.

MARKETING SYSTEMS GROUP-  
GENESYS: Complete random digit dialing  
(RDD) sampling systems for license on HP-  
3000 and DEC VAX computers. Geographic  
capabilities down to the Zip Code level (eg.  
State, County, ADI, DMA, MSA and Area  
Code/Exchange). Targeted samples for over  
20 demographic variables, including associ-  
ated incidence and coverage estimates.  
Custom print programs and interface to all  
major CATI systems included. Business purg-  
ing option available.

QUANTIME- QUANTUM: Editing and cor-  
rection facilities for Binary/ASCII data.  
Weighting types: sample balancing, pre/post,  
projections. Handles hierarchical (trailer/  
panel) data. Table output: multiple level  
ranking; row, column, total and cumulative  
percentages; rank numbers, indices; row/  
table manipulation; T/Z tests, P&G required  
stats. Supports Postscript and standard la-  
ser printers. Interfaces with QUANQUEST,  
QUANVERT and

QUANCEPT. Available on Multi-User  
80386, IBM CMS/MVS, DEC VMS, UNIX  
machines.

QUANVERT: Interactive data analysis  
for researchers. Tabulates any question (vari-  
able) in the database by any other. Filter  
tables on any answer or combination of an-  
swers from existing questions. Weighted or  
unweighted output. Creates new variables  
by combining/splitting parts of existing ques-  
tions. Handles multiple projects simulta-  
neously. Interfaces with QUANTUM. Avail-  
able on Multi-User 80386, IBM CMS/MVS,  
DEC VMS, UNIX machines.

QUANCEPT: CRT Interviewing system.  
Handles very large and complex question-  
naires. Significant features are telephone  
number management, quota control, com-  
puter assisted coding, interviewer monitor-  
ing, and interactive topline tabs. Generates  
printed questionnaire and tabulation specs  
from script. Autodialer interface available.  
Interfaces with QUANQUEST and QUAN-

TUM. Available on Multi-User 80386 (up to  
32 users), DEC VAX, and other UNIX  
machines.

SOPHISTICATED DATA RESEARCH, INC.-  
SDR provides a full line of data processing,  
statistical analysis and sampling services,  
targeted specifically to the marketing research  
industry. Services include data entry, cross-  
tabulations, multivariate analyses, percep-  
tual mapping, market segmentation, time-  
sharing, RDD samples, listed samples, data-  
base management, statistical consulting and  
mail survey outgo and return services.

SPSS, INC.-SPSS: is a sophisticated pack-  
age for statistical data analysis and data/file  
management. It features a menu interface  
and 50 statistical procedures. Data manage-  
ment facilities allow transformations, and the  
handling of long string variables and complex  
file structures. SPSS also features an on-line  
statistical glossary, a matrix language, direct  
interfaces to leading databases, a full-fea-  
tured report writer.

## ANALYSIS OF VARIANCE

Computer Associates  
Computers for Marketing Corp.  
Concurrent Technologies Corp.  
CRC Information Sys.  
IMA, Inc.  
Information Resources, Inc.  
P-Stat, Inc.  
**Quantime**  
SAS Institute  
**SPSS, Inc.**  
Systat, Inc.

## BRAND SHARE ANALYSIS

Computer Associates  
Datan, Inc.  
IMA, Inc.  
Management Science Assoc.  
T/C/A

## CANONICAL ANALYSIS

Computer Associates  
P-Stat, Inc.  
SAS Institute  
**SPSS, Inc.**  
Systat, Inc.

## CENSUS REPORTING PROGRAMS

LPC, Inc.  
SAS Institute  
**SPSS, Inc.**

## CLUSTER ANALYSIS

Claritas/NPDC  
Computer Associates  
CRC Information Sys.  
IMA, Inc.  
Information Resources, Inc.  
LPC, Inc.  
Management Science Assoc.  
P-Stat, Inc.  
**SPSS, Inc.**  
Systat, Inc.

## COMPREHENSIVE STATISTICAL PACKAGE

BMDP Statistical Software  
Computer Associate  
Concurrent Technologies Corp.

Information Resources, Inc.  
P-Stat, Inc.  
SAS Institute  
**SPSS, Inc.**  
Systat, Inc.

## COMPUTER CODING

Computers for Marketing Corp.  
Pine Co.

## COMPUTER GRAPHICS

Computer Associates  
Information Resources, Inc.  
Pine Co.  
P-Stat, Inc.  
SAS Institute  
**SPSS, Inc.**  
Systat, Inc.

## COMPUTERIZED INTERVIEWING

Computers for Marketing Corp.  
CRC Information Sys.  
Datan, Inc.  
IMA, Inc.  
**Quantime**

## CONJOINT/TRADE-OFF ANALYSIS

Computer Associates  
CRC Information Sys.  
Information Resources, Inc.  
SAS Institute  
**SPSS, Inc.**

## CORRESPONDENCE ANALYSIS

Computer Associates  
SAS Institute  
**Sophisticated Data Research**  
**SPSS, Inc.**

## CROSTABULATION/ DISPLAY

**Analytical Computer Service**  
Computer Associates  
Computers for Marketing Corp.  
Consulting Hrdwre & Processing  
Datan, Inc.  
IMA, Inc.  
Information Resources, Inc.  
Matrix, Inc.  
Perreault & Assoc.  
Pine Co.  
P-Stat, Inc.  
**Quantime**  
SAS Institute  
**Sophisticated Data Research**  
**SPSS, Inc.**  
Systat, Inc.  
T/C/A

## CRT DATA ENTRY

Computers for Marketing Corp.  
CRC Information Sys.  
Datan, Inc.  
IMA, Inc.  
M/A/R/C Inc.  
Marketing Info. Systems  
Pine Co.  
P-Stat, Inc.  
**Quantime**  
**SPSS, Inc.**  
Systat, Inc.

## **CRT TELEPHONE INTERVIEWING**

Computers for Marketing Corp.  
Datan, Inc.  
IMA, Inc.  
M/A/R/C Inc.  
**Quantime**

## **DATABASE MANAGEMENT PROGRAM**

Computers for Marketing Corp.  
Computer Associates  
Datan, Inc.  
Devcom Mid-America  
IMA, Inc.  
Information Resources, Inc.  
LPC, Inc.  
Management Science Assoc.  
Marketing Info. Systems  
Matrix, Inc.  
P-Stat, Inc.  
Systat, Inc.

## **DATA EDITING**

**Analytical Computer Service**  
Computers for Marketing Corp.  
Consulting Hrdwre & Processing  
Datan, Inc.  
M/A/R/C Inc.  
Matrix, Inc.  
Pine Co.  
P-Stat, Inc.  
**Quantime**  
SAS Institute  
**SPSS, Inc.**  
Systat, Inc.  
T/C/A

## **DATA ENTRY**

Computers for Marketing Corp.  
Datan, Inc.  
Devcom Mid-America  
Market Probe International  
Pine Co.  
P-Stat, Inc.  
**Quantime**  
SAS Institute  
**SPSS, Inc.**  
Systat, Inc.

## **DEMOGRAPHIC ANALYSIS**

Computer Associates  
Computers for Marketing Corp.  
Information Resources, Inc.  
LPC, Inc.  
P-Stat, Inc.  
SAS Institute  
**SPSS, Inc.**

## **DISCRIMINANT ANALYSIS**

Computer Associates  
CRC Information Sys.  
Information Resources, Inc.  
P-Stat, Inc.  
SAS Institute  
**SPSS, Inc.**  
Systat, Inc.

## **EXPERIMENTAL DESIGN THEORY**

SAS Institute

Systat, Inc.

## **FACTOR ANALYSIS/ PRINCIPAL COMPONENT**

CRC Information Sys.  
Information Resources, Inc.  
P-Stat, Inc.  
**SPSS, Inc.**  
Systat, Inc.

## **GENERATION/BALANCED SAMPLING DESIGN**

Datan, Inc.  
P-Stat, Inc.  
Systat, Inc.  
T/C/A

## **GEOGRAPHIC INFORMATION SERVICE**

Datan, Inc.  
MPSI Systems, Inc.

## **GRAPHIC DISPLAY**

Computer Associates  
Pine Co.  
SAS Institute  
**SPSS, Inc.**  
Statistical Innovations  
Systat, Inc.

## **INDEXING**

Datan, Inc.

## **INTERACTION/ CLASSIFICATION ANALYSIS**

Perreault & Assoc.

## **INTERACTIVE TABULATION**

Computers for Marketing Corp.  
Datan, Inc.  
Matrix, Inc.  
P-Stat, Inc.  
**Quantime**  
SAS Institute  
Systat, Inc.

## **KEY TO DISK**

Computers for Marketing Corp.  
Datan, Inc.

## **LOGIT/LOG-LINEAR ANALYSIS**

Concurrent Technologies Corp.  
SAS Institute  
**SPSS, Inc.**  
Systat, Inc.

## **MARKET MATCHING**

Datan, Inc.  
Management Science Assoc.

## **MARKET SEGMENTATION**

Claritas/NPDC  
CRC Information Sys.  
Datan, Inc.  
IMA, Inc.  
LPC, Inc.  
Management Science Assoc.

M/A/R/C Inc.  
Marketing Info. Systems  
Perreault & Assoc.  
**Sophisticated Data Research**  
**SPSS, Inc.**  
Statistical Innovations

## **MEDIA ANALYSIS**

Claritas/NPDC  
Datan, Inc.  
IMA, Inc.  
Management Science Assoc.  
SAS Institute

## **MULTIDIMENSIONAL SCALING**

Computer Associates  
Information Resources, Inc.  
**SPSS, Inc.**  
Systat, Inc.  
T/C/A

## **MULTINOMINAL LOGIT ANALYSIS**

Caliper Corporation  
Systat, Inc.

## **MULTIVARIATE METHODS**

Computers for Marketing Corp.  
Concurrent Technologies Corp.  
P-Stat, Inc.  
SAS Institute  
**Sophisticated Data Research**  
**SPSS, Inc.**  
Systat, Inc.

## **NON-PARAMETRIC STATISTICS**

Computer Associates  
Datan, Inc.  
P-Stat, Inc.  
SAS Institute  
**SPSS, Inc.**  
Systat, Inc.  
T/C/A

## **ON-LINE DATA TABULATION**

Computers for Marketing Corp.  
CRC Information Sys.  
Datan, Inc.  
M/A/R/C Inc.  
Matrix, Inc.  
Pine Co.  
**Quantime**  
P-Stat, Inc.  
SAS Institute

## **ON-LINE TELEPHONE INTERVIEWING**

Computers for Marketing Corp.  
Datan, Inc.  
IMA, Inc.  
M/A/R/C Inc.  
Marketing Info. Systems  
**Quantime**

## **PATTERN ANALYSIS**

Computer Associates  
Concurrent Technologies Corp.  
CRC Information Sys.  
P-Stat, Inc.  
SAS Institute

## PERCEPTUAL MAPPING

CRC Information Sys.  
Management Science Assoc.  
SAS Institute  
**Sophisticated Data Research**  
**SPSS, Inc.**

## PRICE ELASTICITY MEASUREMENT

Concurrent Technologies Corp.  
Datan, Inc.  
SAS Institute  
**Sophisticated Data Research**

## PROGRAMMING LANGUAGE

Datan, Inc.  
Devcom Mid-America  
P-Stat, Inc.  
SAS Institute  
**SPSS, Inc.**

## QUADRANT ANALYSIS

Computer Associates  
Datan, Inc.  
Information Resources, Inc.  
SAS Institute  
T/C/A

## QUESTIONNAIRE DESIGN LANGUAGE

Datan, Inc.  
M/A/R/C Inc.  
Pine Co.

## RANKING

Computer Associates  
Computers for Marketing Corp.  
Datan, Inc.  
Management Science Assoc.  
M/A/R/C Inc.  
Pine Co.  
P-Stat, Inc.  
**Quantime**  
**SPSS, Inc.**  
Systat, Inc.  
T/C/A

## REGRESSION/ CORRELATION ANALYSIS

Computer Associates  
Concurrent Technologies Corp.  
CRC Information Sys.  
IMA, Inc.  
R. Isaacs Computing Assoc.  
P-Stat, Inc.  
SAS Institute  
**Sophisticated Data Research**  
**SPSS, Inc.**  
Systat, Inc.

## SALES ANALYSIS

Analytic Consultants Intl.  
Claritas/NPDC  
Computer Associates  
Computers for Marketing Corp.  
Concurrent Technologies Corp.  
Datan, Inc.  
Devcom Mid-America  
IMA, Inc.  
Information Resources, Inc.

JBA Intl.  
Marketing Info. Systems  
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## Trade Talk

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negatives is that people tend to be in positions on a particular brand for a short period of time and instead of thinking about the life cycle of a product they're looking for something they can prove to be a winner within a six month time period.

"If you're going to do your homework and really evaluate a test market before launching, it can take longer than six months, but I think it's in the longer term interests of the companies to think about finding products that are going to have staying power instead of just being in and out of the market quickly."

### Be creative

To a company contemplating some test marketing, Smith offers an important piece of advice: be creative about designing a test market and using the data that come from it. "There are ways to conduct short term test markets that might only take three months. And there are ways to conduct them where you don't just test a single marketing plan, you test several simultaneously and that gives you more opportunities to win.

"Take those test market results and work creatively with the supplier to develop accurate sales stories for the trade to maximize opportunities for success. Our perception is that retailers are looking for more hard evidence of a product's potential when new products are brought to them.

"Obviously, I'm in the testing business, so I believe there should be more testing rather than less. But it's not as simple as deciding to do some testing. You need to do some careful planning and be creative about it. If you do that, it can turn out to be not just a win-win situation but win-win and win, for the manufacturer, the retailer and the consumer." □

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## Listing Additions

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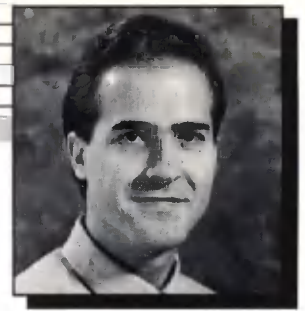
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by Joseph Rydholm  
managing editor



## To test or not to test

**T**est marketing a new product requires time and money, two commodities in short supply at most companies. Some manufacturers feel that taking the time to test market could remove the element of surprise and tip off competitors, who might learn of the new product while it's in test market and begin working on their own version. But compared to the expense of rolling out a dud on a national scale, discovering your product is a failure during test marketing can save both time and money. And it's an excellent way to check not only the viability of your product but the effectiveness of various promotional efforts.

One way manufacturers have avoided the question of test marketing is by introducing line extensions, new products that are spun off a successful brand name in hopes of cashing in on consumer loyalty and goodwill. These newcomers are often seen as sure things and so no testing is done. But if the product fails, it can cost more than money. It can damage your franchise, says Randy Smith, president of the Testing Services Division of Information Resources Inc. (IRI).

"In my view, you can destroy brand equity if you try to spread it too thinly with a lot of knock-off brand items that aren't really different. If they aren't successful then eventually that can start eroding people's perceptions of the core brand itself. I think there are a lot of benefits to giving a product a test flight, if you will, and making sure it has a reason to be. Because some of the products that have been introduced really haven't had a compelling reason to be on the shelves and therefore they haven't stayed there."

### Scanner data

There are a number of ways to test market, at the market level, at the store level and within individual households. The proliferation of scanner data has opened up a variety of "electronic test market" possibilities. Using information from the syndicated tracking services such as Nielsen's Scantrack and IRI's InfoScan, and others such as IRI's BehaviorScan, regular tracking is possible, Smith says. "You have access to scanner data and you can track not only what your brand is doing but what the competition is doing with weekly data points. That information wasn't available in the early 80s. With the syndicated tracking services going to scanning there

are a lot of other options so you can get down to a detailed level of information."

BehaviorScan, for example, tracks the purchases of individual households within the test market cities, and marketers can target those consumers with advertising and couponing through direct mail, newspapers and television.

### Fed up

The failure of so many new products has given manufacturers more to worry about than just lost sales. With shelf space at a premium, many grocers and other retailers are fed up with the cost of stocking new products and removing ones that don't sell. They have begun charging those costs back to the manufacturer in the form of slotting fees and failure fees, Smith says.

"Some of that has been born out of frustration with the blizzard of new products that has emerged. A lot of them are not successful, and that's frustrating to the retailer, who has to put products on the shelves and take them off and spend time evaluating new products. It's also frustrating for the consumer, who can't find the same product that was there last month and is having difficulty developing brand loyalty to products that seem to be in and out."

### Key variable

Purchase cycle is a key variable in determining how long a company should test market. "For a short purchase cycle you're going to be able to see more quickly whether people have come back and bought the product a second or third time. If it's a longer cycle obviously you'll need to do a longer test. Most tests of new products tend to run six to twelve months."

Waiting that long to roll out a product can run counter to the short term focus that many companies have, Smith says. "It's the same focus that says, 'Let's promote the heck out of a brand instead of thinking about advertising and long term building.' Some of that may be the down side of the brand management concept. While there are a lot of positives associated with the brand management concept, one of the

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