

Marketing Effectiveness Smartphone Study

Background:

Our client wanted to understand factors to be considered in the selection of smartphones, focusing on market effectiveness evaluation and the best way to engage consumers. They wanted to engage users from both an emotional and technical perspective.

Emotional user:

Encompassing the emotional values provided by a brand when purchasing smartphones. What are the key features i.e. style, attractiveness, specific appearances of a smartphone which motivate them when purchasing i.e. seeking an emotional benefit other than functional ones in a smartphone?

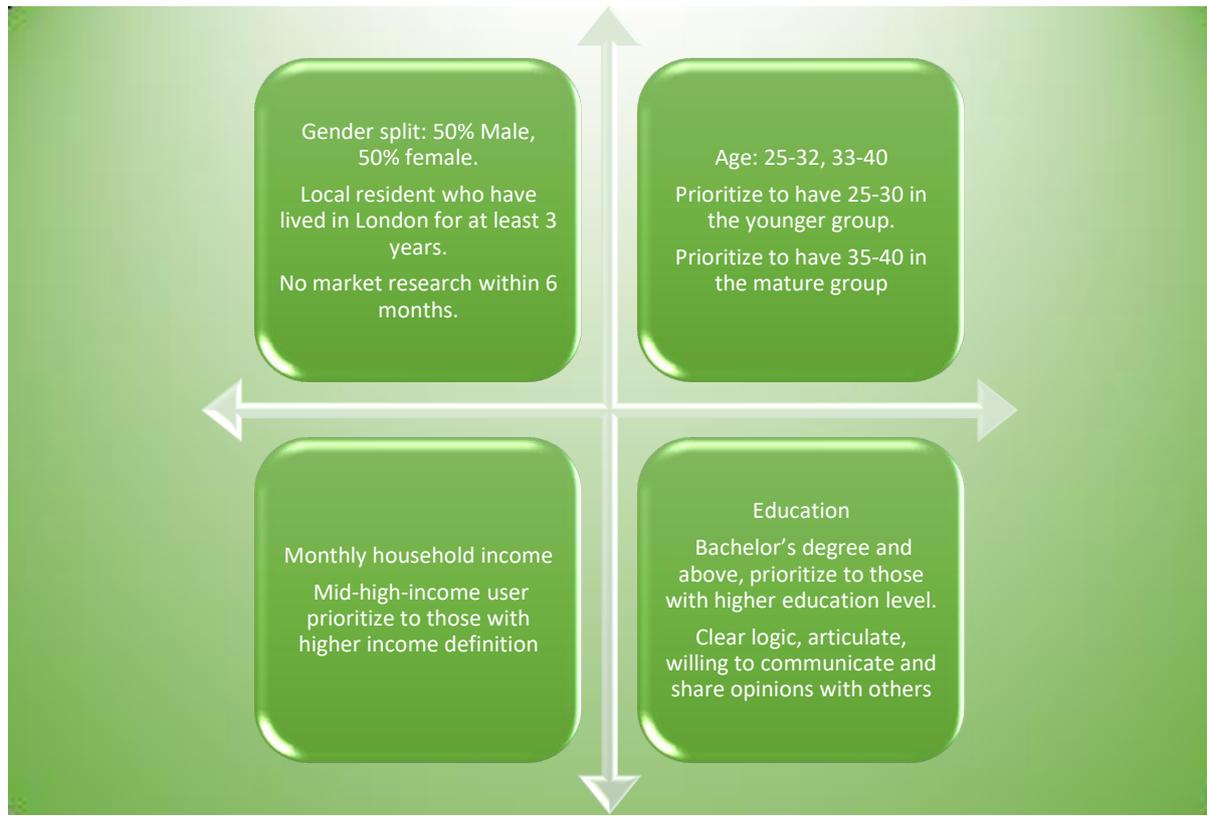
Tech Oriented User:

Consider functions more than brand when purchasing - advanced tech and sense of tech is the motivation of buying a smartphone - seeking functional benefit other than emotional ones in a smartphone, including tech features and specs.

Methodology:

4 FGDs (2 hours) in London, 6 people per group. All respondents are requested to have pertinent pictures prior to the groups.

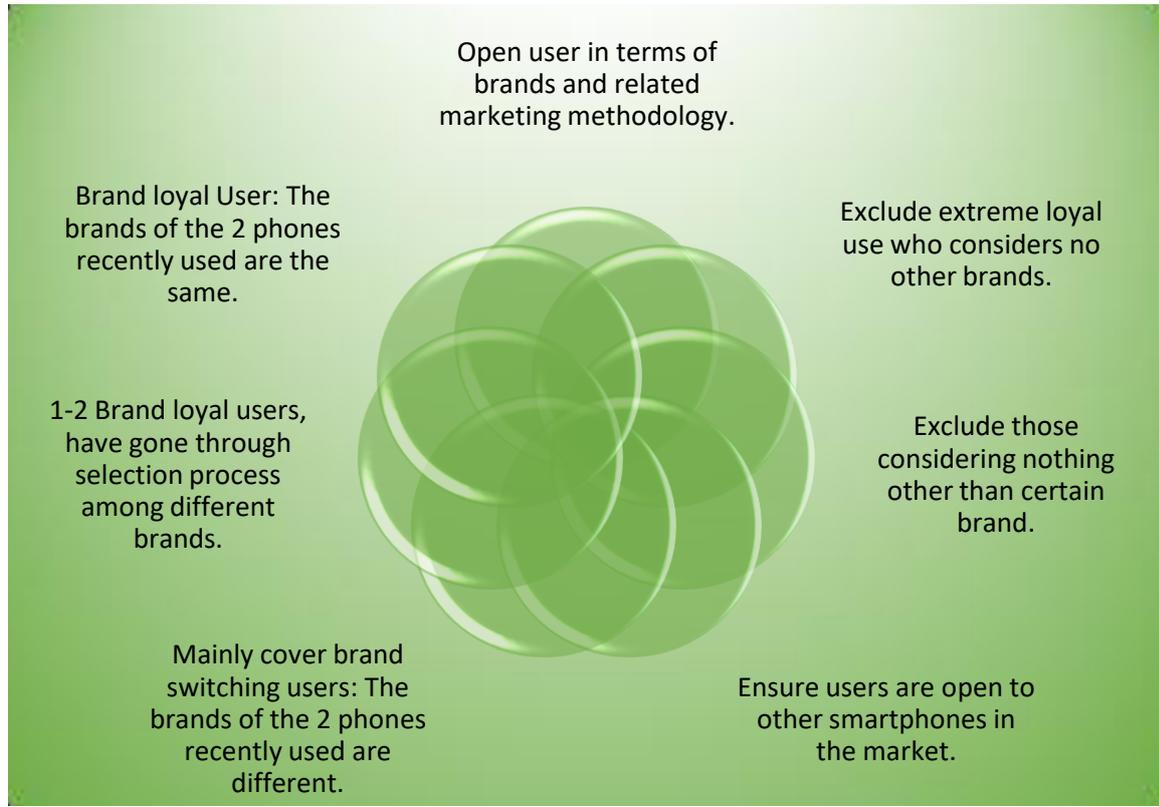
Participant Profile & Quotas:



Sample Split:

		Tech Oriented User		Emotion Oriented User		Total
		FGD 1	FGD 2	FGD 3	FGD 4	
	Age	25-32 yr.	33-40 yr.	25-32 yr.	33-40 yr.	
Gender	Male	3	3	3	3	24
	Female	3	3	3	3	
Brand	Competitor A	1-2	1-2	2-3	2-3	24
	Competitor B	2-3	2-3	1-2	1-2	
	Competitor C	2-3	2-3	1-2	1-2	
	Client Brand	2-3	2-3	1-2	1-2	

Smartphone Specs:



Smartphone User Brand Split:

Brand	Model	N in each group
Competitor A	Models – most recent	Tech: N=1-2 per group Emotional: N=2-3 per group
Competitor B	Models – most recent	Tech: N=2-3 per group Emotional: N=1-2 per group
Competitor C	Models – most recent	Tech: N=2-3 per group Emotional: N=1-2 per group
Client	Models – most recent	Tech: N=2-3 per group Emotional: N=1-2 per group

Conclusion:

The screening criteria was quite specific. We programmed the screener due to the complexity of the respondent profile and the smartphone spec. The groups were held over two evenings in a plush central London facility, ideally positioned for respondents and client. We recruited 8 respondents for each group for 6 to show, with the recommend incentive levels. Our moderator had over 20 years of experience and had conducted dozens of smartphone groups over the years. A translator was on hand for any communication issues throughout all the groups. Recordings, audio files and respondent anonymized material was uploaded to a secure Sharefile site maintained by Dynamic Fieldwork in accordance with GDPR requirements. Briefings pre and post groups were a real success and client template PowerPoint delivered to a very happy client.