



AFFECTIVE TESTING

Title	Consumer tests and In-House Panel Acceptance Tests.
Objective	It allows companies to understand how well their products are liked/preferred and can identify product's concept dissonance. Tests of central location and home use tests can help market research as they can have a focus on both the product and the consumer.
Schedule	Duration: 1-30-60 or more days. Beginning: From 1 to 2 weeks upon receipt of the samples. Report: 2 weeks after the end of the study.
Methodologies	<ul style="list-style-type: none">• Qualitative Affective Methods: 1-Focus Group 2-Focus Panels 3-One-on-One Interviews• Quantitative Affective Methods: 1-Preference Tests 2-Acceptance Tests
Procedure	Affective testing can be conducted in different contexts: - with 30-120 consumers in laboratory facilities under controlled evaluation conditions - during the product development cycle; - with a hundred or more consumers in central locations such as shopping centers, or in home use, when products are evaluated in a natural, real situation.