

ONLINE CASE 1.10 SPORTZONE CLEANSING PRODUCTS FOR MEN

supplemental material to the text of

Modern Marketing Research: Concepts, Methods, and Cases

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SportZone was fast becoming a leading brand in the antiperspirant and deodorant category. Several years ago, SportZone's brand management team leveraged the success of this brand among younger (typically younger than 35) deodorant users by launching SportZone Bar Soap and SportZone Body Wash. These new products enjoyed phenomenal success in their first two years in the market, exceeding sales goals for both initiatives. Considering the products' superior sales performance, as well as growing demand for male-targeted cleansing products, the brand management team forecasted a ten percent increase in sales volume for the following fiscal year and was fairly confident this level could be achieved.

Over the preceding quarter, however, the competitive landscape changed dramatically. Five competitors, perhaps lured by the success of the SportZone line, extended their product portfolio by launching care products targeted exclusively to men. Additionally, several other competitors announced their intentions to explore the "male care" products market. The traditional market of personal care products targeted to women had reached saturation levels, and was not expected to provide great growth potential. At the same time, one of the key trends in the personal care market was identified as "the blossoming of the 'metrosexual' man." According to ACNielsen, the male population was becoming more focused on improving its image, boosting sales in personal care products in general and for specialized grooming products in particular.

Despite increased competition over the past couple of months, SportZone was continuing on its previous, highly positive, trends in sales and market share. Given this comforting degree of growth, the brand management team decided not to alter the original *total* marketing budget allocated to support the brand. However, little was known about optimal *allocation*. Consequently, it was decided to conduct a study to understand how this fixed budget could be spent most effectively to continue driving SportZone awareness and trial among males ages 18-34 in face of increased competition.

The information needs for the study's purpose included the following:

- What are the most effective drivers of awareness, and what are the barriers that SportZone must overcome to capitalize on the identified drivers?
- What are the most effective drivers of trial, and what are the barriers to trial that the brand must overcome to increase penetration among SportZone nonusers?
- What are the product attributes that seem to most effectively convert nonusers to users after trial? That is, which should be emphasized among potential consumers?
- Who and/or what influences the purchase/repeat purchase decision, both at the time of use and at the point-of-purchase?

The information needs and the study's objective were communicated to the newly formed internal research department. The research executives judged that a "primary consumer" survey would be most appropriate to provide the information sought by the brand management team. The consumer survey was proposed to be conducted at the point-of-sale, in major grocery stores and mass merchandisers of three major metropolitan cities: New York, Chicago, and Los

Angeles. Professional interviewers would be recruited to conduct the interviews with 2000 males, ages 18–34, while they approach personal care products shelves within the store.

The draft questionnaire sent to SportZone’s brand management team for review is presented in Exhibit A.

Exhibit A: Personal Cleansing Product Survey Questionnaire

For the following two questions please circle the number that most closely represents your perception of personal cleansing products:

- 1** Please circle the number on the following scale that best describes your perception of bar soap:

Scented	1	2	3	4	5	6	7	Nonscented
Expensive	1	2	3	4	5	6	7	Inexpensive
Traditional	1	2	3	4	5	6	7	Contemporary
Masculine	1	2	3	4	5	6	7	Feminine
Premium	1	2	3	4	5	6	7	Standard
Moisturizing	1	2	3	4	5	6	7	Nonmoisturizing

- 2** Please circle the number on the following scale that best describes your perception of body wash:

Scented	1	2	3	4	5	6	7	Nonscented
Expensive	1	2	3	4	5	6	7	Inexpensive
Traditional	1	2	3	4	5	6	7	Contemporary
Masculine	1	2	3	4	5	6	7	Feminine
Premium	1	2	3	4	5	6	7	Standard
Moisturizing	1	2	3	4	5	6	7	Nonmoisturizing

- 3** Please list up to three brands of men’s body wash of which you are aware:

- 4** How did you learn about these brands? (Please circle all that apply)

- a** TV
- b** Newspaper
- c** Magazine
- d** Coupons
- e** Word-of-mouth
- f** Online
- g** E-mail
- h** Mail promotions
- i** Posters
- j** Campus promotional events
- k** In-store
- — ..

- 5 How effective do you consider the following venues in promoting personal cleansing products to you personally? (1 = very ineffective; 4 = neutral; 7 = very effective)

	(very ineffective)		(neutral)			(very effective)	
Local promotional events	1	2	3	4	5	6	7
Mail promotions	1	2	3	4	5	6	7
Newspaper	1	2	3	4	5	6	7
Online	1	2	3	4	5	6	7
Posters	1	2	3	4	5	6	7
Radio	1	2	3	4	5	6	7
TV	1	2	3	4	5	6	7
Coupons	1	2	3	4	5	6	7
Word-of-mouth	1	2	3	4	5	6	7
E-mail	1	2	3	4	5	6	7
E-mail	1	2	3	4	5	6	7

- 6 In just the past 3 months, which of the following best represented your own personal use of body cleansing products when taking a bath or shower? Select one response

- a bar soap only
- b body wash only
- c bar soap and body wash, about equally
- d both bar soap and body wash, but bar soap more often
- e both bar soap and body wash, but body wash more often

- 7 In just the past 3 months, what ONE brand of bar soap and/or body wash did you, yourself, use most of the time for taking a bath or shower?

Body wash _____
Bar soap _____

- 8 Who, in the past month, usually purchased the personal cleansing products that you, personally, use?

- a self
- b significant other
- c roommate
- d mother
- e father
- f other _____

- 9** Of the following descriptors, please rank the top three characteristics in choosing a men's personal cleansing product (1 = most important; 2 = second most important; 3 = third most important):

_____ Scent
_____ Price
_____ Moisturizing level
_____ Packaging appeal
_____ Brand name
_____ Cleansing power
_____ Lather
_____ Other _____

- 10** How often, if ever, do you, personally, use body wash in the shower or bath?

- a** Every time I shower or take a bath
- b** Once every 2–3 times I shower or take a bath
- c** Once every 4–6 times I shower or take a bath
- d** Never

- 11** If you have tried body wash in the past, what prompted you to do so?

- 12** If you have not tried body wash in the past, why not?

- 13** Are you aware of any of the following SportZone personal products? (please circle all that apply)

- a** Deodorant
- b** Body wash
- c** Bar soap
- d** I am not aware of any of the products listed above.

- 14** Have you, personally, ever used any of the following SportZone personal products? (please circle all that apply)

- a** Deodorant
- b** Body wash
- c** Bar soap
- d** I have never used any of the products listed above.

- 15** Have you, personally, used any other SportZone products (e.g., deodorant, aftershave, etc.) in the past year?

- a** Yes
- b** No

16 Age _____

17 Please indicate which of the following ethnic groups best describes you.

- _____ Asian
_____ Hispanic
_____ Black/African American
_____ White
_____ Other _____

Please select only one answer for questions 18 through 20:

18 School

_____ Undergraduate _____ Graduate _____ Not Presently Attending

19 Marital status

_____ Single _____ Married _____ Divorced _____ Widowed _____ Separated

20 Hometown zip code _____

Thank you!

Case Questions

- 1 Evaluate the appropriateness of the stated information needs in addressing the study's objective. Provide specific advantages and disadvantages. If you were asked to restate the information needs, would you change anything? Explain your answer.
- 2 List any additional information needs that you would formulate if you were in the SportZone brand manager's position. What if cost and time for the survey and other research were not serious issues?
- 3 Evaluate the research design that was proposed by the internal research department. Discuss advantages and disadvantages and, for the latter, suggest specific improvements. Was the segmentation of the customer base and product line warranted?
- 4 If you were asked to develop the research proposal for the SportZone's study, what would you recommend regarding the study's sources and specific design details?
- 5 Evaluate the appropriateness of the draft questionnaire for usage in the proposed consumer survey. If you were SportZone's brand manager, what specific details would you discuss during the review of the questionnaire, and why?
- 6 The questionnaire makes use of a variety of scale and question types. Are these well-suited to the design goal? Which will be particularly difficult to analyze? Are the geodemographic and other classification-based questions appropriate? Finally, are there any questions that can be readily improved, in terms of phraseology, directions, specific choices offered, or along other dimensions?