



FOODS – CONSUMER RESEARCH SERVICES

Savonia University of Applied Sciences offers you a new type of consumer information with applied research methods. With consumer research based on observation and sentiment analysis we can get profitable information on consumers' using habits, choice behavior, and product acceptability in genuine environments. Practical information can be profitable in product development as well as productization.

At the end of the chain, the buyers and users of products and services often base their choice on the most surprising factors. There is practical, useful tacit information during the moment of choosing, which can be found out by observing the behavior of a consumer during a shopping safari. The selection criteria of the consumer can be determined with the help of the “think aloud” method and FaceReader software,

Goals

Our aim is to gain, with the help of consumer research development services, information on users, and to look for new products and services ideas, innovations, together with the client. We can also promote the customer's product marketing and sales. We decide, together with the client, on a complete tailor-made service which can include for instance the following services:

- consumers' using and buying habits
- consumer choice behavior
- consumers' willingness to buy
- product acceptability
- evaluation of packaging usability

Who for

This service is designed for companies and researchers in the food, catering, and retail business.

How

We adapt the consumer research to tailor to your needs. A multidisciplinary group of specialists in the Savonia Future Food R&D laboratories is conducting the research with, among other things, focus group interviews and consumer panels. In addition, we have a mobile research unit which allows research to be done in other types of environment, such as service centers, where consumers make their choices. Practical oriented development ideas and solution models are derived from the results, and they are applicable in productization and product development.

Fee

We will give you a personal offer, adapted to your individual needs, which will bring you efficient development and market potential ideas. The price depends on the total size of the service and starts at 2500 €/service (VAT 0%).