

Consumers design next generation Flat TV -

Recreate a shopping experience to explore buying behaviour of women who are key decision makers in purchasing TV

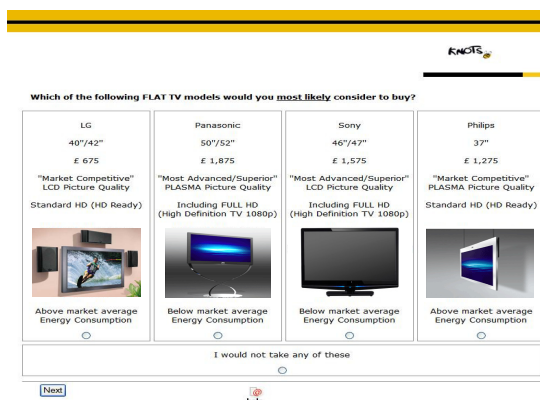


Challenge

Uncover what influences women in their purchase decision and what they expect the next generation Flat TV to be like. Even though **women have a decisive influence on which TV is bought**, their **preferences remained unknown**. New customer focused TVs needed to be developed in order to meet consumer needs and increase sales.

Approach

KNOTs Research created a **'Shopping Environment'** in the online survey in which women participated in a **visual online choice-based conjoint (CBC)** exercise. They were faced with different hypothetical TV sets (different brands, screen sizes, prices, and various design options) which they had to choose from for a **'simulated shopping experience'**.



Insights

Interestingly - top preferences of colour & design variations were completely unexpected and the client decided to **create a new range of TV frame surfaces and colours**, making the brand a **leading Flat TV choice among women**.