

FMCG & CONSUMER GOODS | TWO CITIES, ONE MARKET

In-home use test of a household cleaning product

A two-week in-home use test with regular buyers of surface cleaners, with diary feedback coded into themes.



AT A GLANCE

CLIENT

Household products
manufacturer

INDUSTRY

FMCG & Consumer Goods

MARKET

Two cities, one market

METHOD

In-home use test with online
diaries and a recall survey

SAMPLE

150 households

TIMELINE

Four-week project

THE CHALLENGE

A household products manufacturer wanted to know how a new surface cleaner performed in real homes compared with shoppers' usual brand. Diaries produced hundreds of open comments about scent, streaks and ease of use that needed to be compared fairly.

OUR APPROACH

We placed blind-coded product with regular category buyers and coded their diary feedback into consistent themes.

- 1 Recruited regular surface-cleaner buyers and recorded their usual brand
- 2 Delivered blind-coded product with simple usage instructions
- 3 Collected short online diaries during use and a recall survey at the end
- 4 Coded every diary comment into themes such as scent, streaking and effort

THE RESULTS

- ✓ A real-home read on performance against usual brands
- ✓ Diary themes quantified alongside the survey ratings
- ✓ High retention across the two-week test

SERVICES USED

Product placement and IHUT Open-end coding Online data collection Quantitative recruitment

ABOUT RESEARCH AND METRIC

Research and Metric is a market research fieldwork partner for research agencies and insight teams, with offices in the USA, India and Singapore. We recruit the right people, collect data by the method each study needs and deliver clean, documented outputs your analysts can use straight away.

Recruitment

- Respondent recruitment
- Qualitative recruitment
- Quantitative recruitment
- Hard-to-reach audiences

Fieldwork

- Online data collection
- Survey programming
- CATI telephone interviewing
- Face-to-face CAPI
- Product placement and IHUT
- Global fieldwork coordination

Data and support

- Data processing and tabulation
- Open-end coding
- Survey weighting
- Extended team services

WHY AGENCIES CHOOSE US



Verified respondents, never self-reported



One accountable team from screener to final tables



ESOMAR-aligned processes and GDPR-compliant data handling

Planning a similar study?

Send us your brief and get feasibility, timelines and costs within 24 hours.

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SEND A BRIEF

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Illustrative scenario based on typical engagements. Client details are anonymised and figures are indicative.