

FMCG & CONSUMER GOODS | SOUTHEAST ASIA

Sequential in-home shampoo test

Two shampoos tested in consumers' own bathrooms over three weeks, with two recalls and a managed washout between products.



AT A GLANCE

CLIENT

Global personal-care brand

INDUSTRY

FMCG & Consumer Goods

MARKET

Southeast Asia

METHOD

In-home use test with online recalls

SAMPLE

Female shampoo users

TIMELINE

3 weeks

THE CHALLENGE

A global personal-care brand wanted real-world reactions to two shampoos, used over a full wash routine rather than a single salon trial. The sequential design across three weeks demanded disciplined placement, recall scheduling and high retention.

OUR APPROACH

We placed products in sequence, timed each recall to its usage week and checked compliance throughout.

- 1 Screened and placed female shampoo users across the capital city
- 2 Placed two shampoos in sequence with a managed washout
- 3 Ran two 15-minute recalls timed to each usage week
- 4 Checked placement, usage compliance and data quality

THE RESULTS

- ✓ In-home use surfaced everyday behaviour a venue test would miss
- ✓ Side-by-side weeks made product differences clear to users
- ✓ Disciplined recall management kept the sample intact

SERVICES USED

Product placement and IHUT

Online data collection

Fieldwork management

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.

EMAIL

contact@researchandmetric.com

PHONE

+1 240-980-1551

SEND A BRIEF

researchandmetric.com

30 N Gould St Ste R, Sheridan, WY 82801, US

Client project. Client details are anonymised.