

Corey Torres

Assignment #2

Marketing Analytics

4/8/16

The report that I selected, The Dirt on Cleaning, is a study done by Nielsen, a large global information and measurement company, showing home cleaning/laundry attitudes and trends around the world:

<http://www.nielsen.com/content/dam/corporate/us/en/reports-downloads/2016-reports/global-home-care-report-april-2016.pdf>

1. The research study in this report is descriptive since it is quantitative and, unlike causal research, the aim is to answer a question and not to prove a cause and effect relationship between two things. The study strives to figure out attitudes of people around the world on cleaning their houses by means of analyzing results from an online survey. The sample size was large: more than 30,000 online consumers in 61 countries throughout Asia-Pacific, Europe, Latin America, the Middle East/Africa and North America. The approach of using an online survey was appropriate for the purpose of this study. Nielsen wanted to survey consumers from all over the world, not only one area, so using an online method turned out to be very practical.

2. The response patterns for the survey appear to be multichotomous since the survey mostly consists of multiple-choice questions with more than two answer choices. One question asked participants where they shopped for household cleaning products in the last 12 months and gave four answer choices. There was another question that asked participants which tools they regularly use for cleaning. This question is an example of a self-reported scale, since the participant can choose where on the scale they fall for each tool. Another example of a question with a multichotomous response pattern and also a self-reported scale is when the survey asked what percentage of certain household ingredients each participant used regularly for cleaning. A multichotomous (sometimes including a self-reporting scale) response pattern is appropriate for the information sought, since when it comes to questions regarding people's cleaning patterns there are often more than two choices. In order to cover everything, the response must be multichotomous.
3. A nominal measurement scale is most apparent in the results, since most of the answers have no numerical value and a unique meaning. Also, measurement only comes into play once the responses are counted and sorted for these questions. I saw no questions that asked participants to rank the answer choices; only ones that asked them to select the best answer or multiple answers that they agreed with. The ratio scale of measurement was also used for the self-reported scale questions that asked participants to choose a percentage for each answer choice. I could tell that the ratio scale was used for this since the answers have numerical

- value, an ordered relationship to one another, equal intervals, and a true zero point. These two scales seemed to be the ones that researchers could choose from.
4. There was no experiment apparent in the results of this case study. The purpose of the study was to gain insights on current cleaning/laundry attitudes and trends and how they differ around the world. However, the study could have been adapted to include a relevant experiment. An example of an experiment that could have been run during the study could be regarding requirements for cleaning products. A participant would be given a product that focuses on efficiency (three-in-one products, on-the-go formats or products with easier-to-use packaging) and then given one that is not as efficient. The participant would be asked to use each product for a specific amount of time, and then the participants would answer a survey asking them which they liked better and why such as convenience or performance. The finding from this experiment would help product manufacturers tailor their products to what consumers really find important in cleaning products.