

CASE 12-3

Compact Lemon

Ben Johnson, a marketing research staff member, has been asked to provide a quantitative estimate of the demand for a new product concept, tentatively called *Compact Lemon*. The concept involves a powerful spray cleaner with a lemon scent to be used to clean trash compactors. The product will involve a heavy-duty cleaner that will clean more easily than current competitors, which are not in a spray form, and that will provide the added benefit of a deodorizer.

Johnson has a research proposal for a telephone survey—a national random sample of 600 homeowners screened to be owners of compactors would be phoned via a WATS line. Johnson wonders (1) whether the proposed questionnaire will deliver the necessary information and (2) what improvements could be made.

Proposed Questionnaire for Telephone Survey

1. Do you own a compactor?
2. How often do you use your compactor?
3. Is it satisfactory?
4. Any problems?
5. Have you noticed any odor problems? (Skip if covered in question 4.)

Our client is considering a new product. The concept involves a powerful lemon-scented cleaner in a convenient spray container to be used to clean trash compactors. This heavy-duty cleaner will clean more easily because it is in spray form, and it will provide the added benefit of a deodorizer.
6. Which of the following would describe your likelihood to buy the product?
 - Would buy it
 - Would very likely buy it
 - Would not very likely buy it
 - Would not buy it
7. What is your reaction to this idea? (Probe—any other reactions?)
8. How often do you use deodorizers in the home?
9. How many people are living in your home?
10. What is your age?
11. Do you have children under eight years old?
12. Which are you?
 - a. Home owner?
 - b. Home renter?
 - c. Apartment renter?