

# CASE STUDIES:

## BODYWASH PROJECT

### Overview

This case study presents a claims testing research project conducted in Bangkok, Thailand, for the Fusion (FBN) brand. The study was designed to evaluate consumer responses to product claims through a structured interviewer-administered offline survey using tablet devices

### Objectives

The key objectives of the study were:

- To evaluate consumer perception of product claims.
- To assess preference between different claims and packs.
- To measure purchase interest based on the tested messages.
- To understand reasons behind preference and suggested claim changes.

### Research Result

The study successfully collected complete feedback from 84 qualified brand users. The data enabled the client to compare forced preferences between packs, evaluate claim-based purchase interest (PI), and identify preferred claims. Open-ended feedback also provided qualitative insights into reasons for changing or preferring specific claims. These results serve as a foundation for refining future communication strategies

### Background

The study was conducted in the Bangkok market to assess how consumers perceive and evaluate product claims. Since claims play a critical role in influencing purchasing decisions, the client required a structured verification of message effectiveness among actual users of the brand within specific demographic and socio-economic criteria

### Methodology

The study applied a quantitative research methodology using an offline door-to-door, interviewer-administered survey in Bangkok. Data were collected through tablets (Offline CAPI). The survey was conducted in Thai language with a total interview length of 12–15 minutes including the screening process.

Respondents were recruited based on strict eligibility criteria including:

- Age groups: 18–24, 25–34, and 35–45
- LSM level: 5–9
- Brand users only, categorized as heavy, medium, and light users