

CASE STUDIES:

SKINCARE STUDY



Overview

This study is a Central Location Test (CLT) designed to evaluate multiple skincare products through blind product testing. The research follows a monadic test structure involving eight products, assessed across multiple stages of evaluation, combining lab-based testing and focus group discussions (FGDs)

Objectives

The objective of the study is to evaluate consumer responses to multiple skincare products through structured blind testing and group discussions. The research aims to collect feedback on product attributes, usage experience, and perceptions across different product types

Research Result

The study was structured and executed according to the defined CLT methodology, sample design, and testing process. All planned product testing and focus group discussions were conducted as outlined in the research scope, covering the specified respondent profiles, product categories, and evaluation stages

Background

The research is conducted to systematically test and evaluate moisturizing lotion and body serum products under controlled CLT conditions. All products are tested in blind format, with product rotation applied across groups to ensure balanced exposure. The study is conducted in Bangkok, Thailand, with female respondents segmented by age and product usage

Methodology

The research is conducted at a Central Location Test (CLT) facility using a monadic test design with eight products evaluated across two main stages.

Stage 1: Lab Test

- Eight separate booths are set up, each assigned one product
- Each respondent tests all eight products by rotating through the booths
- Respondents evaluate product attributes and complete self-completion questionnaires (SCQs) after each test
- For four out of eight products, respondents apply the product on their skin and provide additional feedback based on their experience
- Six respondents from each group test the products simultaneously
- Video recording is conducted at the booth level (not live-streamed)

Stage 2: Focus Group Discussions (FGDs)

- Group discussions are conducted after the completion of product testing
- Product testing duration: approximately 50 minutes to 1 hour
- FGD duration: approximately 100 minutes

The study includes facilities for video recording and remote listening. Internal team members are responsible for capturing photographs and videos during the testing sessions