

DATA IN HAND, DESIGN IN MIND:

A QUANTITATIVE APPROACH TO PACKAGING SELECTION

CHALLENGE

A leading consumer goods company partnered with us to support the launch of a new liquid laundry detergent. They needed to identify the most effective package design—one that would resonate with consumers and drive purchase decisions. We conducted in-depth structural packaging testing to evaluate two distinct designs, focusing on key attributes like personality, usability, pouring performance, and purchase intent. Our insights provided the clarity and confidence needed to move forward with a package built for market success.

OBJECTIVES

- 1 Understand consumer perceptions and emotional response:** Focused on how consumers emotionally connect with each design and how well the packages stand out and invite engagement at point-of-sale.
- 2 Evaluate functional performance and overall design preference:** Assessed real-world usability and captured which design consumers preferred overall.
- 3 Determine each package's impact on purchase intent:** Identified which structure was more likely to influence consumers to choose the new detergent and build long-term brand affinity.

STRATEGIC APPROACH



Custom Survey Design

We developed a 15-minute, interviewer-led survey to evaluate six key areas: personality, design preference, usability, size satisfaction, pour control, and purchase intent.



Targeted Consumer Recruitment

Eighty-six qualified female consumers (ages 25–65) were recruited from the Houston area—all recent buyers of liquid laundry detergent from competitor brands.



In-Facility Product Testing

Testing was conducted at our Stafford, TX facility, allowing participants to physically interact with both bottles in a consistent, controlled environment.



Direct Comparison with Statistical Analysis

Each participant evaluated both designs, with bottle order rotated to avoid bias. Results were analyzed to reveal statistically significant differences—clearly identifying the stronger-performing package.

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KEY FINDINGS

Emotional Appeal and Brand Alignment

- Consumers associated the preferred design with traits like modern, fresh, playful, and sophisticated
- Strong alignment with the desired brand personality and positioning

Functional Performance

- High ratings for grip comfort, ease of pouring, and minimal mess
- Design delivered a positive, user-friendly experience during hands-on testing

Visual Appeal and Shelf Impact

- Perceived as more approachable and eye-catching in simulated retail settings
- Design stood out on shelf, increasing likelihood of trial

Size and Pour Control Satisfaction

- Participants expressed greater satisfaction with the design's size and control during use
- Contributed to a more intuitive and confident user experience

Purchase Intent

- Packaging alone drove a measurable increase in stated likelihood to purchase
- Confirmed packaging as a key driver in consumer decision-making

RESULTS



Provided clear, consumer-backed direction for selecting a package design that aligned with both brand identity and user expectations.



De-risked a high-stakes packaging decision by delivering statistically validated insights that replaced guesswork with confidence.



Confirmed packaging's power to drive purchase intent, demonstrating that design alone could influence consumer behavior before trial or advertising.

CONCLUSION

Through targeted quantitative research, we helped a leading consumer goods company confidently navigate a high-stakes packaging decision. The study delivered clear, data-backed insights on emotional appeal, functionality, and purchase intent—eliminating uncertainty and guiding a design choice built for market success.



Creative Consumer Research