



## Finding Solutions to Overcome Supply Chain Issues through Market Research Approaches

AlienationTesting

Behavioral Insights

Scoring Database

### Agile Solutions for Supply Chain Disruptions

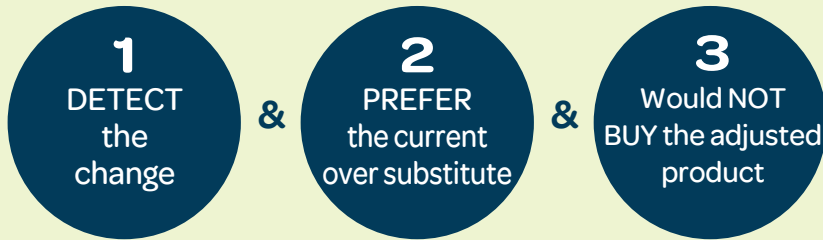
Disruptions in the supply chain, even by limited availability of one small ingredient or prices increases to one aspect of manufacturing, can cause a domino effect on the overall production of a product. So how can brands be nimble and change ingredients, packaging materials and other aspects of their product in order to keep their product on the shelves, while still meeting the demands and expectations of their consumers?

There are market research approaches that can be implemented quickly in order to find quick answers from key consumers. A key approach we will share here is the InsightsNow Alienation Test™, a unique behavioral approach that assesses risk to a needed product change, large or small, due to disruptions. Using this approach to understand consumer behavior and preference, manufacturers and brands can respond in the right way to supply chain shortages, cost increases and other issues affecting production. Also, if companies are dealing with ingredient shortages, accessing our Ingredient Scoring database might be an easy way to find accepted substitutions too.

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## Alienation Testing for Product Changes

The percentage of people who would be alienated due to a needed change in product can be calculated by identifying the number of people who:



## Alienation Testing To Solve Supply Chain Issues

When faced with the tough decision to change an ingredient due to shortage or cost increase causing a pack change, the alienation test will show the best path forward with available replacements. For an alienation test, we work with your team to present the proposed changes against the original product. For example, if you are a beverage manufacturer faced with a shortage in glass bottles, current product users would be given the current product in the glass bottle along with alternative pack approaches in plastic, aluminum and/or coated cardboard. The participants appraise them, and each person scores each product on a variety of diagnostic attributes—including an estimation of their likelihood to buy the re-packaged product. After all varieties are tried, they are asked preference. Based on their preference and likelihood to purchase, they are categorized into one of four possible reaction groups: Unaware/Indifferent, Contented, Vulnerable, or Alienated. The alienation test quantifies the tradeoffs for a proposed change, and whether the change will reduce consumer preference for the product. To learn more about how the Alienation Test™ works, [download an overview here](#).

## Leveraging the InsightsNow Ingredient Scoring database

InsightsNow has a Scoring Center that users can access to mine a wide variety of information, on demand. The scores for hundreds of ingredients are created through utilization of our patent pending approach to behavioral research utilizing [InsightsNow's Implicit/Explicit Test™](#). This database is a self-service research tool designed to assist teams during ingredient selection—and can be used to determine the best direction for an ingredient substitution driven by supply chain disruptions. There are hundreds of ingredients currently available in the database, and it is the only syndicated open source of behavioral data on consumers' implicit reactions to ingredients and their benefits and associations. Teams can quickly look up and report on behavioral scores comparing ingredients to make quick product development and positioning decisions. To learn more about using the Scoring Center, reach out to us at [info@insightsnow.com](mailto:info@insightsnow.com).

**Supply chain issues? Reach out to us to learn more about using market research to land on the best product decisions in the face of disruption.**