

Project:

Usage & Attitude

Research Type:

Quantitative

Region:

EMEA
(France, Germany & UK).

Sector:

Printing

Client:

European Market Research
Manager (Imaging &
Printing)
Hewlett Packard

Business Challenge

Hewlett Packard is a leading global provider of computing and imaging solutions and services. HP wanted to understand to what extent consumers were currently using a particular type of product in the home environment and the potential attractiveness of it to non-users. By understanding the market better, HP planned to assess the level of future consumer demand for this product and to be able to efficiently shape plans for future marketing efforts.



HP wanted to find out about the attitude and usage of current users of the product in order to help put the questionnaire for non-users together. To find out who the current users were, Business Advantage screened hundreds of existing HP customers. Business Advantage then carried out 10 in-depth interviews with current users of the product in each of France, Germany and the UK. The findings from these interviews were used to put together a questionnaire for a random sample of potential customers in the UK to assess attitudes towards the product and potential demand.

HP's European Market Research Manager (Imaging & Printing Systems) commented:

"This work really helped us to understand this market and the potential level of demand for this product. We discovered that consumers with the product already were extremely enthusiastic about it. Business Advantage was very responsive to our needs and they understand our market well. Their market research and reporting skills are very good. Business Advantage has worked together many times with us and we certainly plan to use them again."

For further information on this case study please contact:

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