

Car Review Video KDA Survey Report

Prepared for:

Date: 25 April 2023

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Research Objectives

- Determine which attributes / factors are most important in driving a key outcome, such as purchase intention or service satisfaction.
- Determine the perceived performance of each attribute / factor.
- Determine which attributes / factor changes will have the biggest upside in terms of the key outcome (high importance but low performance perception).
- Determine which car review elements are most important and should be kept or added.

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Methodology: Background

Survey participants were screened using lie testing and for video comprehension. After being exposed to the video, they rated performance, intention to watch in future, importance of review elements and suggestions for improvement - amongst other questions.

Ratings are collected for the performance / appeal of each attribute thought to drive a key outcome, such as product purchase intention or overall satisfaction.

Type: Package Screening Survey

Survey date

24/4/2023 to 25/4/2023

Country

...

Target

Watchers of YouTube car reviews (at least quarterly). Gender quota 50/50.

Sample size

50 questionnaires were completed.

Methodology: Questionnaire Outline

Quality qualification questions

Demographics (e.g. age, gender & household income)

Exposure to stimuli (if applicable to use case)

Open end / spontaneous response

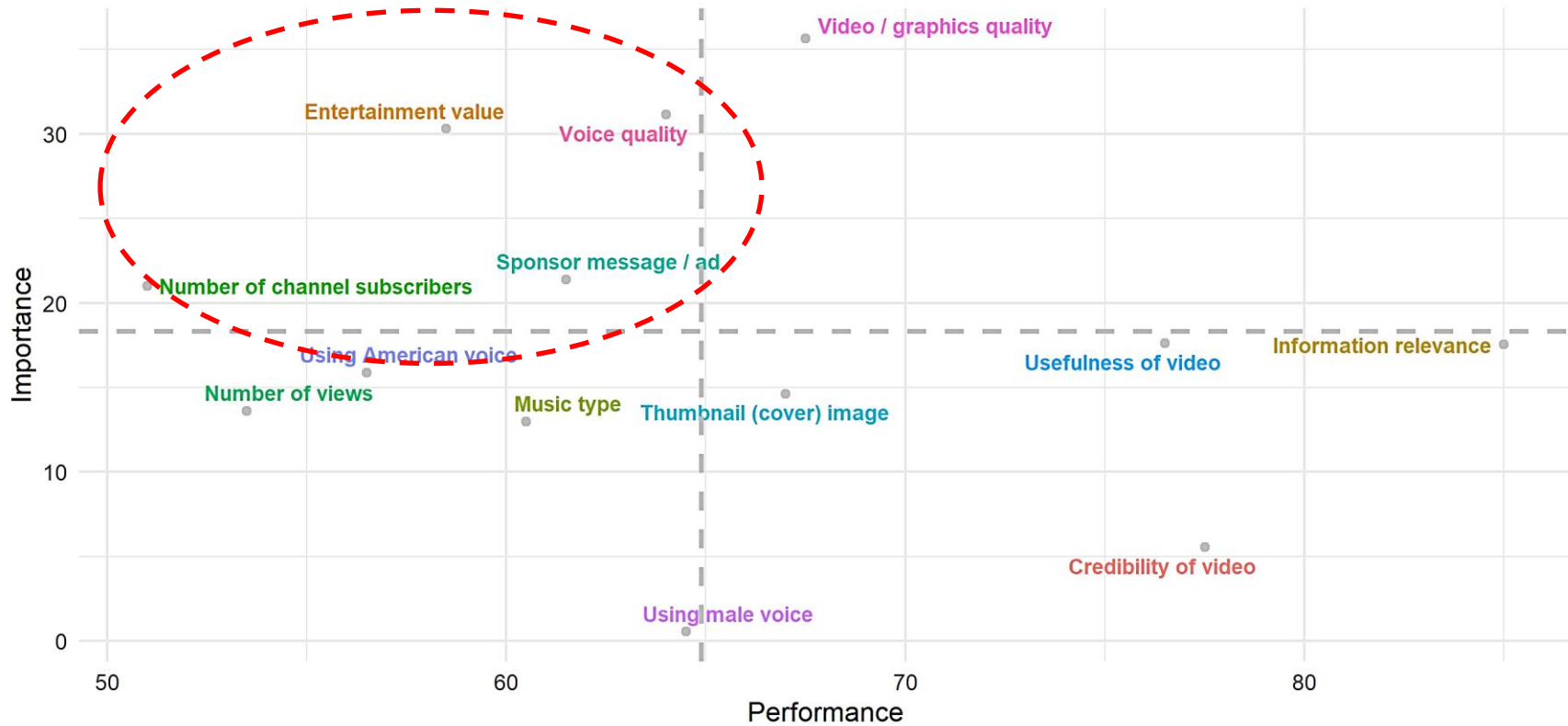
Detailed attribute ratings

Key outcome ratings

Importance ratings

Survey Results

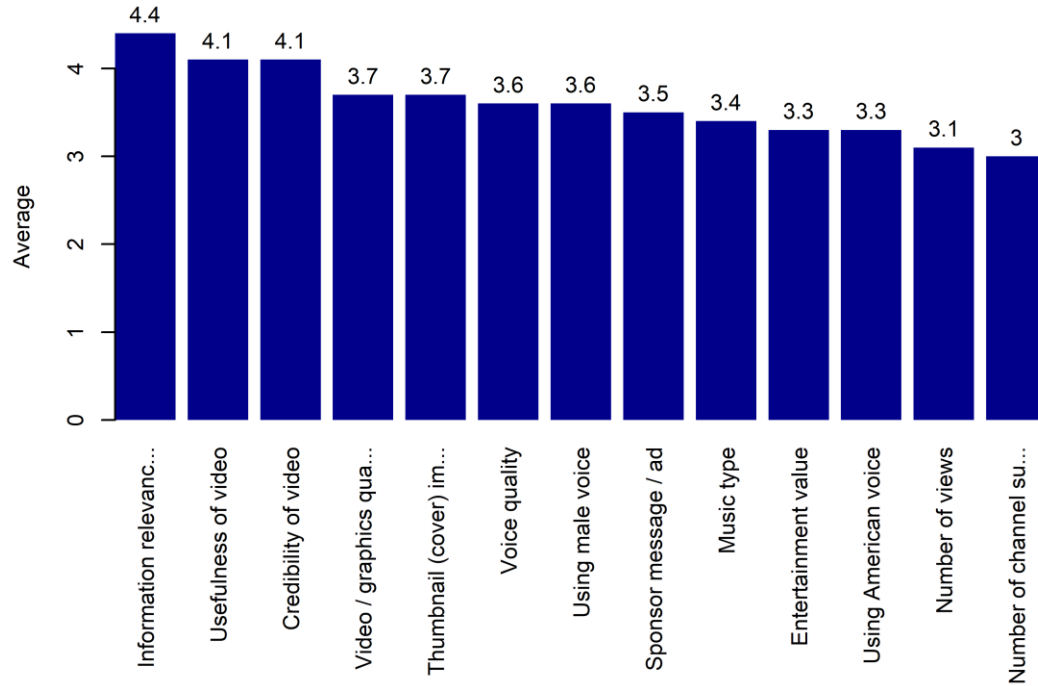
Performance vs importance quadrant (video execution)



Interpretation

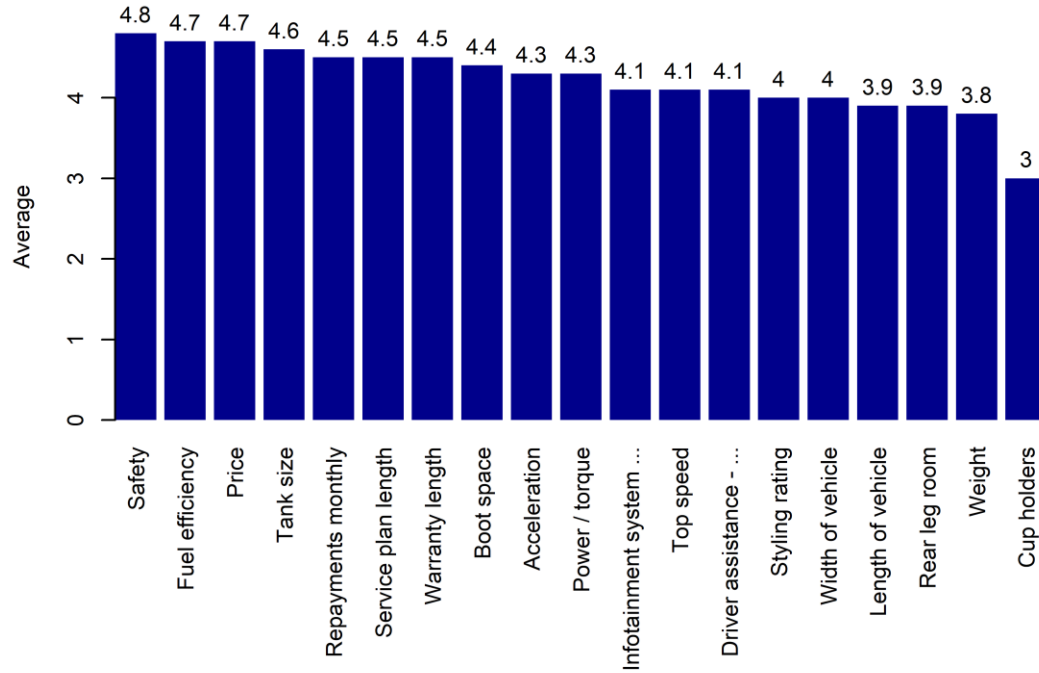
Pay attention to the attributes in the top left of the quadrant; since these are relatively important (above dashed line) as drivers are repeat viewing intention, yet performing relatively poorly (below dashed line). The horizontal dashed line represents the average importance, while the vertical dashed line represents average performance.

Average performance ratings (video execution)



Information relevance has the highest average followed by Usefulness of video. Number of channel subscribers has the lowest average.

Average importance ratings (video content)

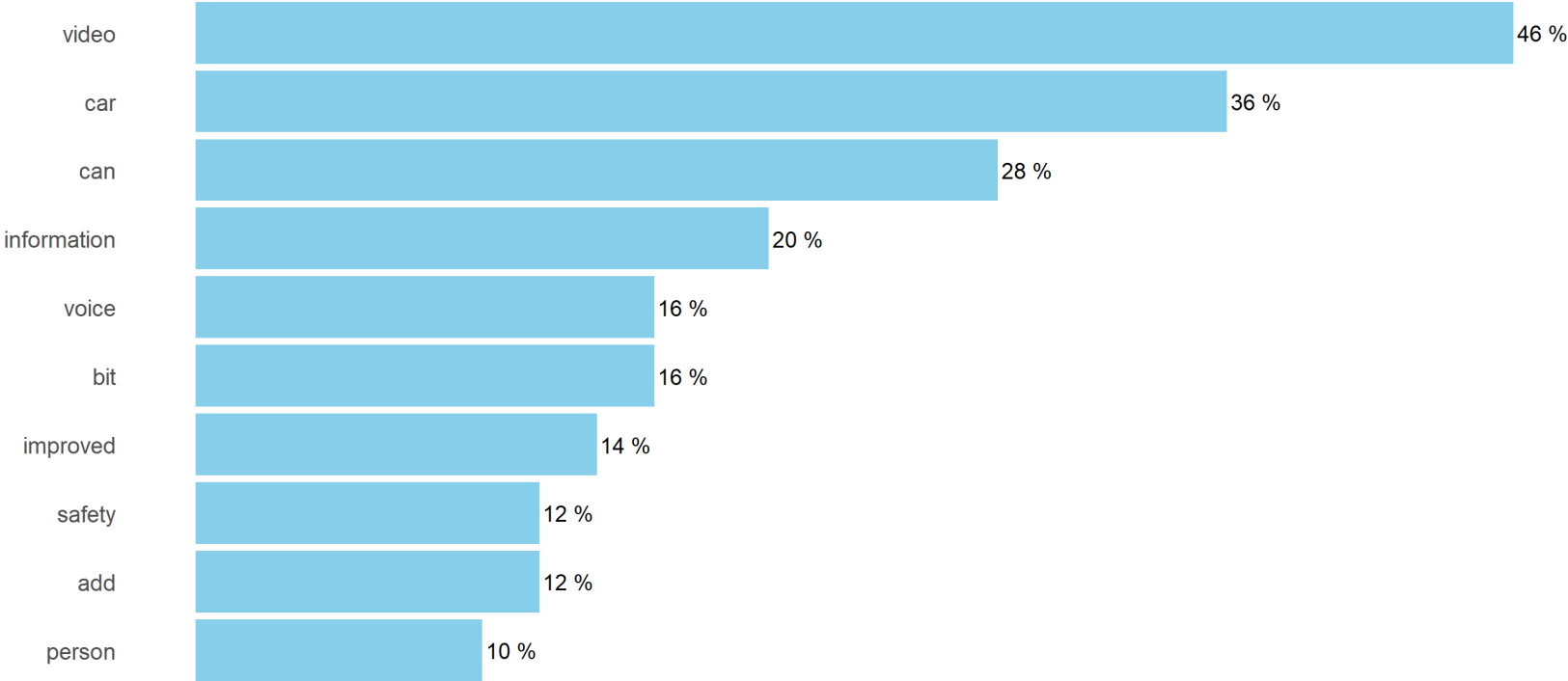


Safety has the highest average followed by Fuel efficiency. Cup holders has the lowest average and so this could be considered for removal from future reviews.

Suggested improvements - % mentions



Suggested improvements - % mentions



Suggested improvements - % mentions

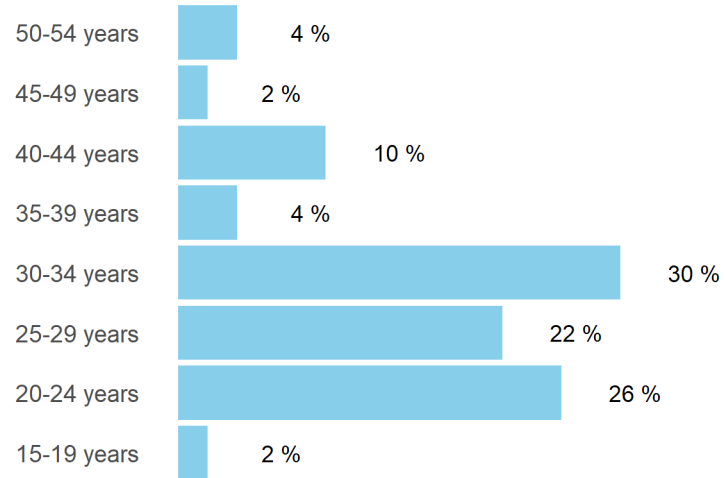
| Word | Freq | Percent | Example |
|-------------|------|---------|--|
| video | 23 | 46 | The video was a bit short and did not cover all the information about the car. It could have been be ... |
| car | 18 | 36 | The video was a bit short and did not cover all the information about the car. It could have been be ... |
| can | 14 | 28 | Making it a little bit slower so that one can hear all the information ... |
| information | 10 | 20 | More information on the Interior of the Triber in detail, not only the boot. ... |
| bit | 8 | 16 | The video was a bit short and did not cover all the information about the car. It could have been be ... |
| voice | 8 | 16 | The machine reading the text makes it less interesting to watch they should have used a real person ... |
| improved | 7 | 14 | This video can be improved by showing more details of the car.For example,which safety mechanism is ... |
| add | 6 | 12 | You could add a short video of maybe 5 seconds of the Renault Triber actually being driven or moving ... |
| safety | 6 | 12 | Add more about the Triber, about its safety and other features. ... |
| person | 5 | 10 | The video was a bit short and did not cover all the information about the car. It could have been be ... |

This only displays a sample - see spreadsheet provided to see all comments made.

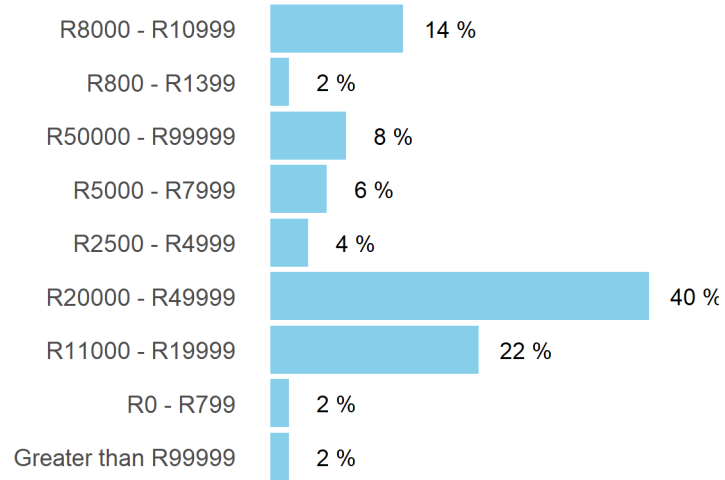
Age



Gender



Household Income



Ethnicity

