

What is a Usage and Attitude Study?

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Usage and Attitude Studies, as explained by DJS Research Ltd.

A usage and attitude study (also U and A, U&A) is a valuable tool for understanding the marketplace appeal of a product and the opportunities for sales within a targeted consumer group. Usage and attitude studies focus on the frequency of product use, frequency of product purchase, attitudes towards merchandise in terms of strengths and weaknesses and features an item lacks that would be desirable. These studies also include questions relating to the respondents attitudes towards the brand selling the product in terms of loyalty and brand image. Though traditionally associated with physical goods, usage and attitude studies are equally useful for companies with a service-based offering.

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