

# An A/B exercise tests the impact of ONE change in a product or service by keeping all other properties constant

To start, the survey sample is divided in 2 random “cells” or groups: **Cell A** and **Cell B**

## CELL A SEES:

Stel dat u binnenkort nieuwe shampoo nodig heeft, hoe waarschijnlijk is het dat u voor deze shampoo kiest?

- Merk: Head & Shoulders
- Type: Classic Anti Roos Shampoo
- **Fles: 100% gerecycleerd**
- Inhoud: 300 ml
- Prijs 4,69 Euro



## CELL B SEES:

Stel dat u binnenkort nieuwe shampoo nodig heeft, hoe waarschijnlijk is het dat u voor deze shampoo kiest?

- Merk: Head & Shoulders
- Type: Classic Anti Roos Shampoo
- Inhoud: 300 ml
- Prijs 4,69 Euro



Cell A has an eco label/claim in the description and on the bottle, while Cell B does not. Everything else remains the same.

Next to this, the two cells are identical on key sociodemographic variables. This prevents situations where, for example, Cell B might coincidentally include more young people, which could skew the results if younger respondents tend to value sustainability more. For this reason, we weight the cells equally on age, gender, region, AND shampoo purchasing behavior.

By doing this, we can isolate the impact of the eco label/claim while keeping all other things constant.

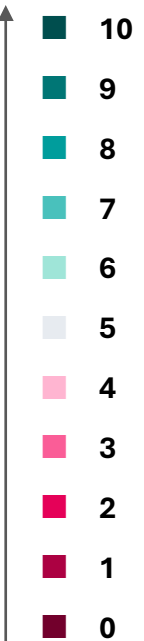
Impact of recycling label on purchase intention (Shampoo experiment)

- The presence of the “100% recycled bottle” and label did not have positive influence on the purchase intention of the Shampoo bottle.

CONSUMERS 



Very likely

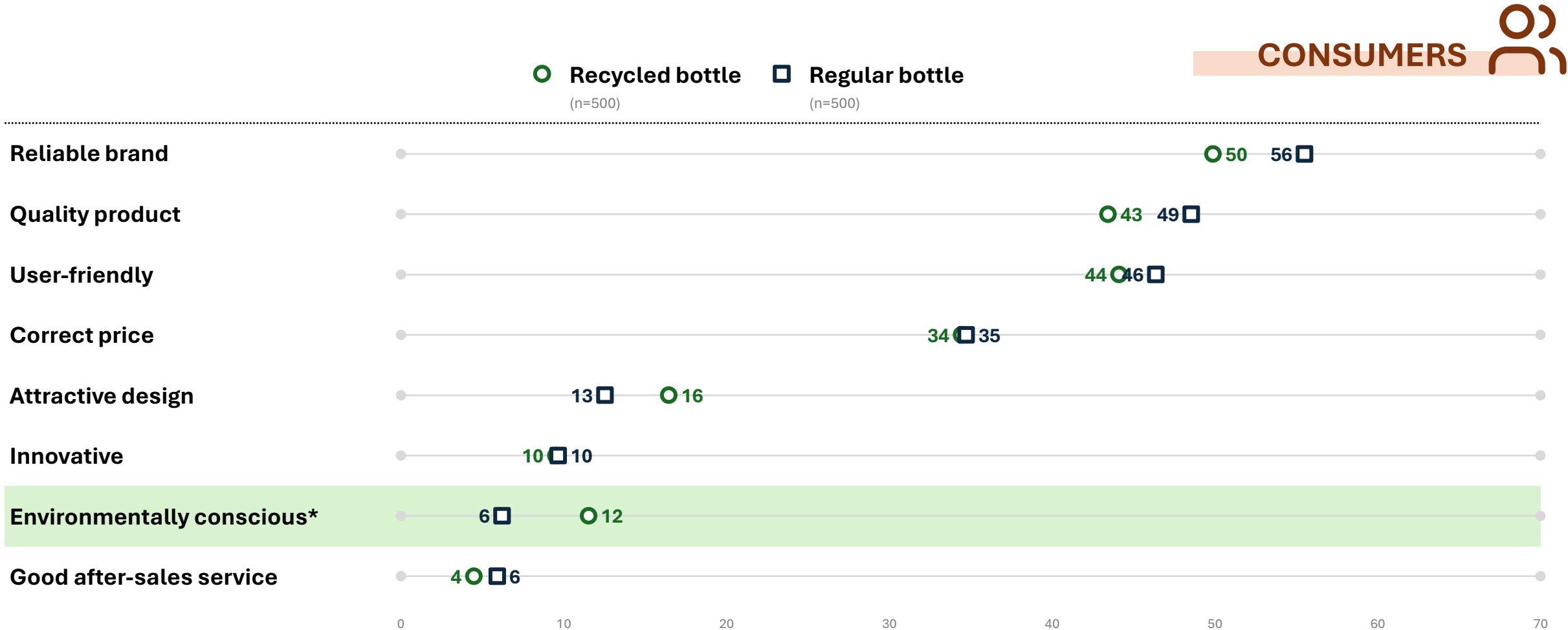


Very unlikely

• Base: Belgium Consumers (n=1000)  
• Question: SHTEST\_A. / SHTEST\_B. Imagine you need new shampoo soon, how likely are you to choose this shampoo?

Impact of recycling label on brand associations (Shampoo experiment)

- In terms of brand association (in this case for Head & Shoulders), there was a positive impact of the recycling label. The brand is considered more environmentally conscious when a recycled bottle label was present.



• Base: Belgium Consumers (n=1000)  
• Question: SHTEST\_STATM. Which of the following product characteristics apply to the shampoo brand Head & Shoulders

**i** \*Environmentally conscious: Signif difference between both cells