Bringing the Consumer to the Table

A Formative Research Model to Ensure Consumer Preferences

3rd Annual Meeting of the International Network to Promote Household Water Treatment and Safe Storage
Objectives

• To formulate an effective POU* marketing strategy that responds to consumer preference and motivation for continuous use of POU

• To develop test and apply tools at country level to facilitate such a strategy

* Note: POU refers to a range of approaches to improve water quality at households, schools, health facilities, and small community levels
POU Effectiveness Criteria

- Products efficacy (scientific evidence)
- Market viability (commercial feasibility)
- Consumer acceptability (user–driven strategy)
Formative Research

• To understand consumer KAP related to drinking water
• To determine perceived benefits and costs of different POU
• To assess value/willingness to pay
• To invite modifications to improve methods
• To maximize likely effectiveness
## Research Matrix

<table>
<thead>
<tr>
<th>Target Audience</th>
<th>Research Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mothers/ Caretakers of children under 5 years</td>
<td>- Baseline Survey</td>
</tr>
<tr>
<td></td>
<td>- Product Trials</td>
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<td></td>
<td>- FGDs</td>
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<tr>
<td>School children</td>
<td>- Baseline survey</td>
</tr>
<tr>
<td>Change agents: FCHVs, HWs, SMs, CMs, Teachers</td>
<td>- Individual Interviews</td>
</tr>
<tr>
<td>Head of HH</td>
<td>- FGDs</td>
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<tr>
<td>Distributors/ Retailers</td>
<td>- Individual Interviews</td>
</tr>
</tbody>
</table>
Product Trials – Nepal

To learn consumer perspective on benefits and disadvantages of POU methods:

- Filtration (Silver-treated Ceramic; Biosand)
- Chlorination
- Boiling
- Solar Disinfection (SODIS)
Continuous use of POU?

- Taste, appearance, odor, color, temperature of purified water
- Convenience of use
- Willingness to pay
- Cultural dimension
Methodology

• 5 women testing each method from each of four districts (total 80 participants)
• 30 day trial
• 3 home visits during 30 day trial period
• Women asked to discuss use of POU over time
• Compare methods by different characteristics
• Part of formative survey
Contextual Challenges for Nepal trials

• Fit into existing study design
• Time of trial too short to assess
  – How people will maintain certain products
  – Whether people will sustain use over long time
• Enough comparison between methods?
• Is testing close to real life decisions?
• Prevailing security situation
Future

- Nepal trials to be completed Sep 05
- The USAID Hygiene Improvement Project (HIP) is working with the NETWORK’s Implementation Working Group to develop this and other formative research tools for different countries
  - Household water treatment and safe storage
  - Hand washing
  - Sanitation
Participation Invited!

Contact …. 

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