

1. Record Nr.	UNINA9910161638803321
Autore	Alejandra Muntilde
Titolo	International Consumer Product Testing Across Cultures and Countries
Pubbl/distr/stampa	[Place of publication not identified], : American Society for Testing & Materials, 2007
ISBN	0-8031-5690-1
Descrizione fisica	1 online resource (181 pages)
Collana	ASTM manual series ; ; 55
Disciplina	004.21
Soggetti	Commercial products - Testing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di contenuto	General principles -- Individual documents.
Sommario/riassunto	<p>Divided into two distinct sections, this new online product discusses 1. General Principles of issues involved in the planning, design, and execution of international consumer product tests across cultures and countries (cross-cultural consumer research tests), and the data analysis and interpretation of the results. This document addresses the unique situations involved in the design and execution of tests conducted with different cultures or in foreign countries. Special consideration is given to language issues, questionnaire design, and test execution based on key cultural differences among countries. This document provides insights into: • Government regulations • Customs and culture • Test design, planning, and execution • Questionnaire issues, attributes, scales, and validation • Participants, test staff, and test administration • Multi-country/culture approach • Data issues, including raw data and data analysis • Case studies 2. Individual documents (which can be purchased for \$25 each) focus on country-specific testing information, caveats, and scenarios. While some specifics and examples are provided throughout the General Principles document, explicit examples and country information are provided in the country specific documents. Specific issues are addressed relative to each of these countries: Argentina, Brazil, Canada, China, France, India, Japan, Korea, Mexico, Netherlands, New Zealand/Australia, Philippines, Poland, Spain, Thailand, United Kingdom, and United States.</p>

