USAID/WASHplus Consumer Research Toolkit

Elisa Derby, Winrock/WASHplus ETHOS 2016
Trials of Improved Practice- TIPS
Consumer preference trials

*in-home testing over time*

- Small samples
- Qualitative / Quantitative
- Invite ‘respondents’ to suggest changes, help solve problems
- Respondents = consultants
- Actively help find solutions
- Stimulus NOT constant across participants
Traditional baselines

Bangladesh

Left: Traditional sunken-hole stove (2 pot version)

Nepal

Right: Nepal traditional stove photo
## Consumer preference trials

<table>
<thead>
<tr>
<th></th>
<th>Bangladesh</th>
<th>Nepal</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Stove types</strong></td>
<td>5 imported</td>
<td>4 imported, 1 local</td>
</tr>
<tr>
<td><strong>Households</strong></td>
<td>120</td>
<td>140</td>
</tr>
<tr>
<td><strong>Geography</strong></td>
<td>8 villages across 2 districts</td>
<td>4 villages across 2 districts</td>
</tr>
<tr>
<td><strong>Trial duration</strong></td>
<td>3 weeks</td>
<td>4-5 months</td>
</tr>
<tr>
<td><strong>KPTs</strong></td>
<td>120 intervention 20 control</td>
<td>140 intervention 20 control</td>
</tr>
<tr>
<td><strong>SUMS</strong></td>
<td>Intervention in all study HH, traditional in ½ of study HH</td>
<td>Intervention and traditional stoves in all study HH</td>
</tr>
<tr>
<td><strong>IAP monitoring</strong></td>
<td>Limited sample</td>
<td>None</td>
</tr>
</tbody>
</table>
Consumer Preference, WTP

- **Envirofit Z3000**
  - Single-pot built-in-place rocket-design stove

- **EcoZoom Dura**
  - Single-pot portable rocket-design stove

- **Prakti LeoChimney**
  - Two-pot metal chimney stove

- **Greenway SmartStove/JumboStove**
  - Single-pot portable natural draft gasifier stove

- **Alpha Renewable Energy Eco Chula**
  - Single-pot portable fan stove (battery/solar)

- **Xunda Field Dragon**
  - Single-pot portable rocket-design stove

- **Local AEPC-promoted mud/chimney stove**
  - Double-pot built-in-place mud stove
<table>
<thead>
<tr>
<th></th>
<th>Traditional Stove</th>
<th>New Stove</th>
<th>Traditional Stove</th>
<th>New Stove</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-7 days follow up</td>
<td>2.9%</td>
<td>97.1%</td>
<td>12.9%</td>
<td>87.1%</td>
</tr>
<tr>
<td>8 week follow up</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

N=70

Nepal consumer preference
Nepal findings overview: KPT

Average Daily Wood / Household (kg/hh/day)

Daily wood savings of 36-68%

Trad Chulho  Greenway  Prakti  Xunda  Eco-Chulha  Local Chimney
Study outcomes

**Bangladesh**: The majority of study households did not prefer study stoves over traditional stoves, and were not willing to pay for them.

➢ CCEB decided to NOT add those particular models into their portfolio, but used features feedback to identify/develop appropriate local models— credits study with consumer choice break-through

**Nepal**: Enthusiastic support of study stoves over traditional stoves, majority willingness to pay

➢ Recommendation to AEPC for inclusion of these or similar models into national stoves program
Creating an Toolkit

Why and for whom?
Guide research firms without experience in this methodology or savvy organizations implement TIPS /consumer preference studies

What? Mixed methods
• Households representative of potential ICS consumer
  ✓ use wood as primary fuel, have some income
• Semi-structured questionnaires- qualitative and quantitative ?s
  @ stove installation / baseline including demographics
  @ 3-6 day initial assessment / problem solving visit
  @ 4, 8 or 12 week final survey and WTP
• Willingness to pay assessment includes 2 methods
• KPTs, SUMs, IAP monitoring guidance
Table of Contents

• WHY care about consumer wants and needs
• Guidance on HOW to measure them accurately, including:
  ➢ description of the methods, techniques and tools
  ➢ how to use them
• Methods, techniques and tools include:
  ➢ TIPs survey tool
  ➢ Data entry screen
  ➢ Analysis template
  ➢ Guidance on how to run analysis using CSPro
  ➢ Coding qualitative data and analyzing
  ➢ Willingness to Pay techniques and scripts, rationale for use, and for selecting which methods you want
Table of Contents

• SUMS, CCT and KPT: guidance on how to incorporate into your trials
• Graphic representation of data
• Reporting templates and guidance, including:
  ➢ Report outline
  ➢ Sample reports (final BD and Nepal reports)
  ➢ Presentation outline
  ➢ Sample presentations (final BD and Nepal presentations)
• FAQ document including budgeting guidance, LOE expectations, necessary competencies/skills, etc.
Google “CS Pro Download”

Census and Survey Processing System (CSPro) Download

CSPro 6.1  Release Date: 2015-04-01
- CSPro 6.1 installation package
- CSEntry Android App

To learn more about CSPro, please check out the CSPro Videos

If you wish to contact the CSPro Support Team, please email csprou@lists.census.gov.

CSPro requires a Microsoft Windows machine running XP, Vista, Windows 7, or Windows 8. It requires 256 megabytes of memory and at least 1 gigabyte of available hard drive space.

The installation package includes: Data Entry, Editing, and Tabulation modules. It also includes many tools for working with data files, creating custom tabling systems for information dissemination (including via the Internet).

Though the U.S. Census Bureau no longer supports the predecessor to CSPro, the Integrated Microcomputer Processing System (IMPS), ...
<table>
<thead>
<tr>
<th>Question</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Is the taste of the food cooked on the new stove better, worse or the same than the food cooked on your old primary stove? (please check one)</td>
<td>Better আরও ভাল</td>
</tr>
<tr>
<td></td>
<td>Cooked with only wood so taste different</td>
</tr>
<tr>
<td></td>
<td>cooked with wood so same taste</td>
</tr>
<tr>
<td></td>
<td>good taste</td>
</tr>
<tr>
<td></td>
<td>roti and tea are cooked well but rice doesn't cook well, wood needed is less</td>
</tr>
<tr>
<td></td>
<td>Codes</td>
</tr>
<tr>
<td></td>
<td>A. More fuel আরো জ্বলানী</td>
</tr>
<tr>
<td></td>
<td>B. Less fuel কম জ্বলানী</td>
</tr>
<tr>
<td></td>
<td>C. The same amount of fuel জ্বলানী একই পরিমাণ</td>
</tr>
<tr>
<td></td>
<td>D. Other (please write in) others (please write)</td>
</tr>
<tr>
<td>5. What do you think about the difference in fuel use? (please record detailed response)</td>
<td>Advanced stove, size small, so less fuel needed</td>
</tr>
<tr>
<td></td>
<td>Fuel use is reduced by 50%</td>
</tr>
<tr>
<td></td>
<td>In traditional stove if it needed 10 sticks of fuel wood the new stove needs 6 sticks of firewood</td>
</tr>
<tr>
<td></td>
<td>In traditional stove if it needed 10 sticks of fuel wood the new stove needs 6 sticks of firewood</td>
</tr>
<tr>
<td></td>
<td>Longer to cook as heat generated is less so more fuel needed</td>
</tr>
<tr>
<td></td>
<td>More fuel wood is needed since ash doesn't remain inside</td>
</tr>
<tr>
<td></td>
<td>same amount of wood is needed</td>
</tr>
<tr>
<td>6. Is the cooking time for your new stove faster, slower or the same as the cooking time for your old primary stove? (please select one)</td>
<td>Faster রাখা</td>
</tr>
<tr>
<td></td>
<td>Faster রাখা</td>
</tr>
<tr>
<td></td>
<td>A. Faster cooking তাত্ত্বিক</td>
</tr>
<tr>
<td></td>
<td>A. Faster cooking তাত্ত্বিক</td>
</tr>
<tr>
<td></td>
<td>D. Don't know</td>
</tr>
</tbody>
</table>
Select variables for quantitative analysis
Type of stove used during the trial

Serial number of the stove use

Age of interviewee (18 years and above only)

Q1. We’re interested to know why you decided to participate in this stove trial? (please take detailed notes on response)

Q1_2 We’re interested to know why you decided to participate in this stove trial? (please take detailed notes on response)

Q1_3 We’re interested to know why you decided to participate in this stove trial? (please take detailed notes on response)

Q1_4 We’re interested to know why you decided to participate in this stove trial? (please take detailed notes on response)

Q1_5 We’re interested to know why you decided to participate in this stove trial? (please take detailed notes on response)

Q2. How many people (Children below 5 years old) usually sleep in your house?

Q2_2. How many people (Children 5-14 years old) usually sleep in your house?

Q2_3. How many people (Adults 15 years old and older) usually sleep in your house?

Q3. For how many people (Men 15+) household members or others) do you usually cook in the morning?

Q3_2. For how many people (Women 15+) household members or others) do you usually cook in the morning?

Q3_3. For how many people (Children under 15) household members or others) do you usually cook in the morning?

Q3_4. For how many people (Men 15+) household members or others) do you usually cook in the afternoon?

Q3_5. For how many people (Women 15+) household members or others) do you usually cook in the afternoon?

Q3_6. For how many people (Children under 15) household members or others) do you usually cook in the afternoon?

Q3_7. For how many people (Men 15+) household members or others) do you usually cook in the evening?

Q3_8. For how many people (Women 15+) household members or others) do you usually cook in the evening?

Q3_9. For how many people (Children under 15) household members or others) do you usually cook in the evening?

Q4. What is your husband’s main occupation?

Q4A. Other

Q5. What is your religion?

Q5A. Other

Q6. Your ethnic group?

Q6A. Other

Q7. Is the kitchen separate from the main living area?

Q8. What does the kitchen structure consist of

Q8A. Other

Q9. What is home made of (wall material)?

Q9_1A. Other

Q9_2. What is home made of (roof material)?

Q9_2A. Other

Q10. The kitchen, how many windows are there to the outside?

Q10_1. The kitchen, how many doors are there to the outside?

Q11. Do you own any of the following?

Q11_1. Do you own any of the following?

Q11_2. Do you own any of the following?

Q11_3. Do you own any of the following?
Figure 13: Preference of cook stove by ICS trial group.
Available April 2016

- Available on WASHplus, USAID and GACC websites
- Widely promoted/disseminated by email, IAP Weekly, events in Nepal and DC April/May
- [http://www.washplus.org](http://www.washplus.org)

Elisa Derby, WASHplus HHE Specialist
Winrock International
617-524-0466
ederby@winrock.org

Julia Rosenbaum, WASHplus Deputy Director and Senior Behavior Change Specialist
FHI 360
jrosenbaum@fhi360.org