

USAID/WASHplus Consumer Research Toolkit

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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

	Bangladesh	Nepal
Stove types	5 imported	4 imported, 1 local
Households	120	140
Geography	8 villages across 2 districts	4 villages across 2 districts
Trial duration	3 weeks	4-5 months
KPTs	120 intervention 20 control	140 intervention 20 control
SUMS	Intervention in all study HH, traditional in ½ of study HH	Intervention and traditional stoves in all study HH
IAP monitoring	Limited sample	None

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

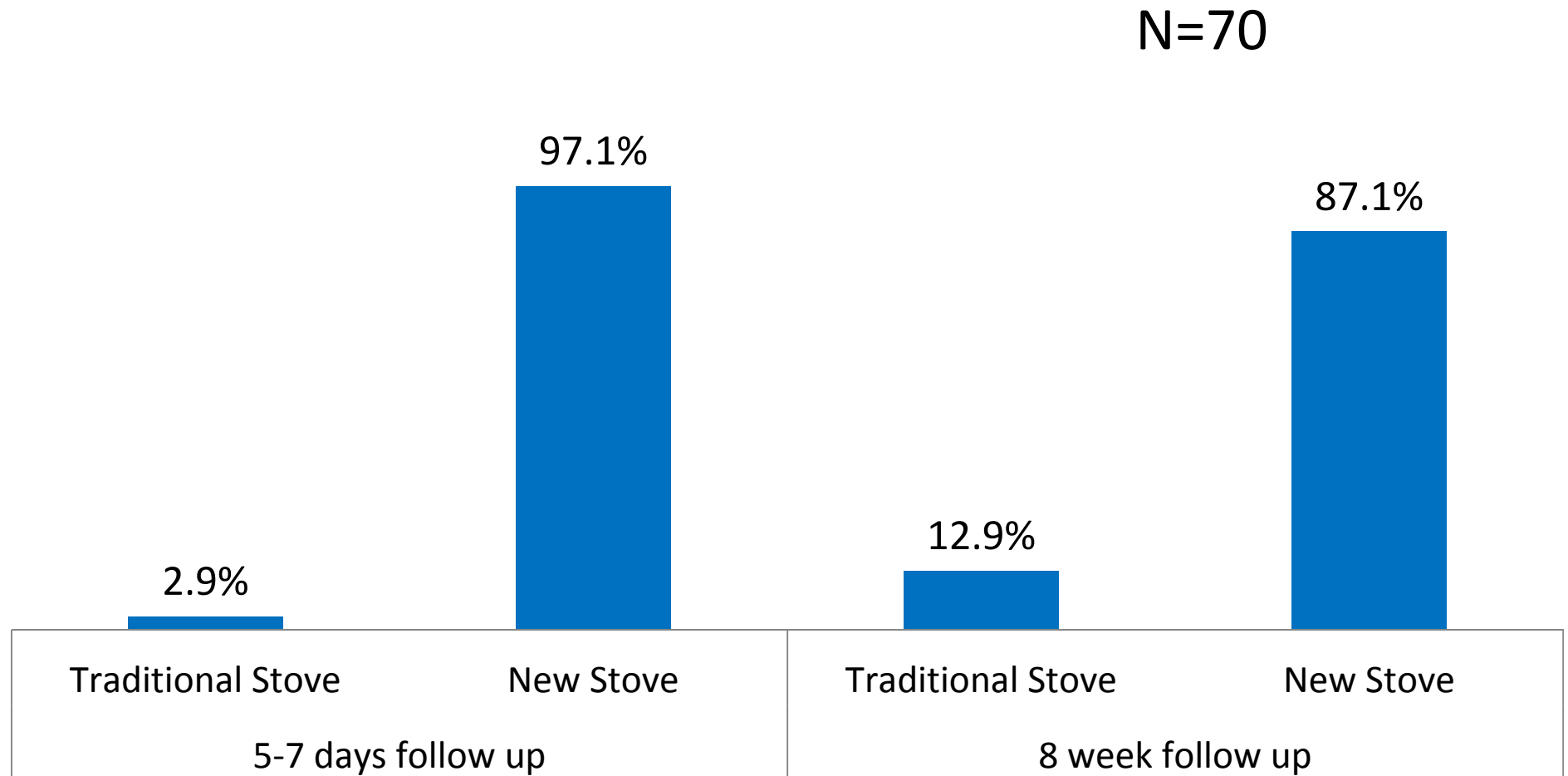


Local AEPC-promoted mud/chimney stove

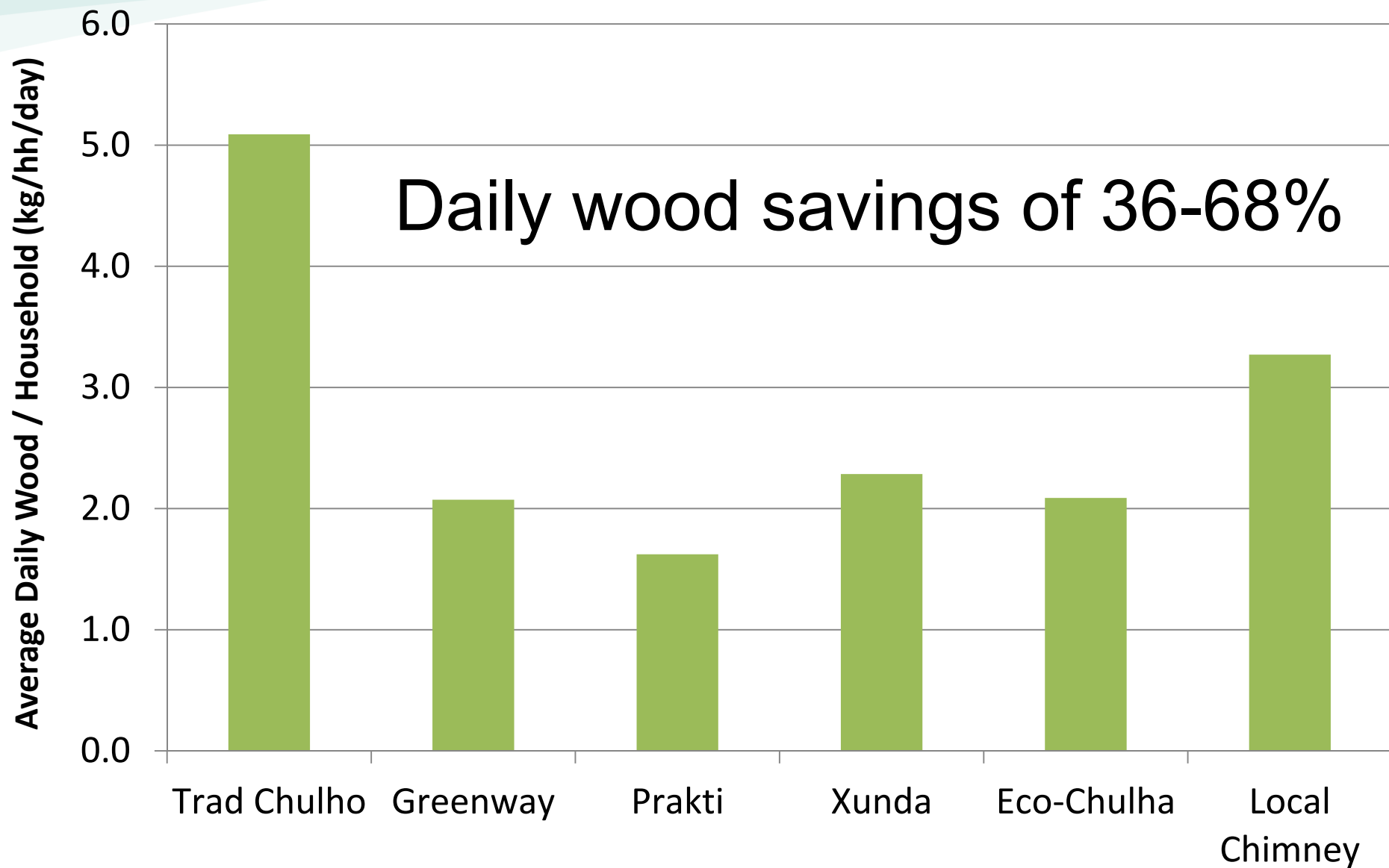
- Double-pot built-in-place mud stove



Nepal consumer preference



Nepal findings overview: KPT



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”

International Programs - Download - People and Households - U.S. Census Bureau - Google Chrome

www.census.gov/population/international/software/cspro/csprodownload.html

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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 cspro@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 free hard disk space.

The installation package includes: Data Entry, Editing, and Tabulation modules. It also includes many tools for: working with data files, creating reports, and setting up data 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), [you can still download and use it](#).

Data Entry Template

Mirrors Questionnaire

<p>19 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? <i>(please check one)</i> আপনার পুরানো প্রাথমিক চুলা উপর রান্না করা খাবারের স্বাদের তুলনায় নতুন চুলাতে রান্না করা খাবারের স্বাদ, ভালো, খারাপ নাকি একই?</p>	<p>better আরও ভাল</p>	<p>worse অধিকতর মন্দ</p>	<p>same একই</p>	
<p>20 3. How do you like the taste of your food cooked with this stove? আপনার নতুন চুলাতে রান্না করা খাবারের স্বাদ ভালো লাগে? (বিস্তারিত নোট দিন)</p>	<p>Cooked with only wood so taste different cooked with wood so same taste good good taste roti and tea are cooked well but rice doesnot cook well, wood needed is less same as traditional stove same taste</p>			
<p>21 4. Does this stove use more fuel, less fuel or the same amount of fuel as your old primary stove? এই নতুন চুলা আপনার পুরানো প্রাথমিক চুলা পরিমাণ হিসাবে আরো জ্বালানী, কম জ্বালানী বা একই জ্বালানী ব্যবহার করেন?</p>	<p>Codes [] A. More fuel আরো জ্বালানী [] B. Less fuel কম জ্বালানী [] C. The same amount of fuel জ্বালানী একই পরিমাণ [] D. Other (please write in) others (please write)</p>			
<p>22 5. What do you think about the difference in fuel use? <i>(please record detailed response)</i> আপনার জ্বালানী ব্যবহারের পার্থক্য সম্বন্ধে কি মতামত? (প্রতিক্রিয়া বিস্তারিত রেকর্ড করুন দয়া করে)</p>	<p>Advanced stove, size small, so less fuel needed Fuel use is reduced by 50% In traditional stove if it needed 10 sticks of fuel wood the new stove needs 6 sticks of firewood less fuel is used since fuel is added from one side. In traditional stove fuel is added from three sides so more fuel needed less fuel needed since stove is modern Longer to cook as heat generated is less so more fuel needed More fuel wood is needed since ash doesnot remain inside same amount of wood is needed</p>			
<p>23 6. Is the cooking time for your new stove faster, slower or the same as the cooking time for your old primary stove? <i>(please select one)</i> এই নতুন চুলাতে আপনার পুরানো প্রাথমিক চুলার রান্নার সময় হিসাবে দ্রুততর, মধুর অথবা একই সময় রান্না হয়? (অনুগ্রহ করে একটা বাছুন)</p>	<p>Codes [] A. Faster cooking দ্রুত রান্না [] B. Slower cooking ধীরে রান্না [] C. Cooks the same speed একই সময়ে রান্না [] D. Don't know</p>			



Select variables for quantitative analysis

- WASHplu New Cookstove Consumer Need and Preference Assessment Nepal
 - WASHplu New Cookstove Consumer Need and Preference Assessment Nepal questionn
 - (Id Items)
 - WASHplu New Cookstove Consumer Need and Preference Assessment Nepal recor
 - Demographic
 - Household Assets
 - Womens Group Participation
 - Fuel Use and Procurement
 - Vessels and Stove Experience
 - Smoke Exposure
 - One week (5-7) days questionnaire

Universe

Edit

Weight

Type of Frequencies

Value Sets

- ☐ 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_1.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_1. 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_1. What is home made of (wall material)?
- ☐ Q9_1A. Other
- ☐ Q9_2. What is home made of (roof material)?
- ☐ Q9_2A. Other
- ☐ Q10_1. the kitchen, how many windows are there to the outside?
- ☐ Q10_2. the kitchen, how many doors are there to the outside?
- ☐ 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?

Create Graphs

Figure 13 : Preference of cook stove by ICS trial group

